



80th ANNUAL REPORT 2016 - 17



of touching,
caring & healing





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TEN YEAR RECORD

(` in lakhs)

PARTICULARS	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
Sales	23,050.68	19,192.25	17,062.11	14,440.37	14,209.16	14,038.22	10,775.39	9,374.55	9,607.61	8,566.20
Other Income	571.48	573.05	469.43	283.71	426.64	449.26	483.22	605.19	695.57	39.76
Total Income	23,622.16	19,765.30	17,531.54	14,724.08	14,635.80	14,487.48	11,258.61	9,979.74	10,303.18	8,605.96
Profit Before Tax (PBT)	3,313.50	3,456.19	2,638.69	2,125.34	1,779.43	1,889.00	1,608.22	1,926.49	1,868.03	994.37
Provision for Taxation:										
Current tax & short Provision of earlier years	1,167.18	1,163.76	920.00	715.00	589.93	650.00	416.43	750.37	735.71	173.49
Deferred Tax	(5.40)	(50.64)	7.18	(41.97)	(22.46)	(117.49)	(101.97)	(39.51)	(78.57)	194.77
Profit after Tax (PAT)	2,140.92	2,241.79	1,711.51	1,452.31	1,211.96	1,356.49	1,089.82	1,215.63	1,210.89	626.11
Dividend	321.54 [®]	562.68	511.54	467.69	438.46	438.46	443.81	454.50	521.05	224.00
Fixed Assets & Investments	3,965.73	3,304.04	3,056.03	2,960.08	4,790.09	5,394.60	10,069.30	6,823.21	1,861.74	2,228.89
Net Current Assets	9,183.93	8,935.12	7,569.22	7,487.71	5,502.08	4,970.80	3,270.05	3,326.39	7,862.96	1,563.27
Total	13,149.66	12,239.16	10,625.25	10,447.79	10,292.17	10,365.40	13,339.35	10,149.60	9,724.70	3,792.16
Represented by:										
Share Capital	292.31	292.31	292.31	292.31	292.31	292.31	303.00	303.00	310.17	320.00
Reserves	12,356.06	11,755.46	10,192.19	9,399.86	8,494.72	7,794.61	9,989.29	9,438.34	9,072.28	2,225.27
Net Worth	12,648.37	12,047.77	10,484.50	9,692.17	8,787.03	8,086.92	10,292.29	9,741.34	9,382.45	2,545.27
Loans	248.28	-	-	550.00	1,257.54	2,008.42	2,662.69	125.85	20.64	846.70
Deferred Tax Liability	253.01	191.39	140.75	205.62	247.60	270.06	384.37	282.41	321.61	400.19
Total	13,149.66	12,239.16	10,625.25	10,447.79	10,292.17	10,365.40	13,339.35	10,149.60	9,724.70	3,792.16
Earnings per share (`) (before extraordinary items)	13.43	15.34	11.83	9.94	8.29	45.71	35.97	40.03	38.07	19.57
Book value per shares (`)	88.27	82.43	71.74	66.32	62.46	276.67	339.58	329.50	340.95	79.54
Dividend (%)	192.50*	192.50	175.00	160.00	150.00	150.00	150.00	150.00	170.00	70.00

® This represents the amount of two interim dividends paid. Provision has not been considered for the proposed final dividend.

* Includes a final dividend of ` 1.65/- (82.50%) per Equity Share (F.V. ` 2/- each) recommended by the Board of Directors for the financial year ended 31, March 2017.

Corporate Information

Board of Directors	S Sambhu Prasad Dr. Pasumarthi S N Murthi Dr. H B N Shetty Dr. (Ms.) Marie Shiranee Pereira Dr. S Vydeeswaran G. Raghavan V Swaminathan	<i>Chairman & Managing Director</i> <i>Non-executive Director</i> <i>Non-executive Independent Director</i> <i>Non-executive Independent Director</i> <i>Non-executive Independent Director</i> <i>Non-executive Independent Director</i> <i>Non-executive Independent Director</i>
Key Managerial Personnel	K Kannan M Srinivasan	<i>Chief Financial Officer</i> <i>Company Secretary & Compliance Officer</i>
Management Team	S Jeyakanth Dr. J Ravichandran R Narayanan P Kannan	General Manager - Supply Chain Management General Manager - QC/QA/R&D General Manager - Sales General Manager - HR & Administration
Statutory Auditors	P S Subramania Iyer & Co. Chartered Accountants Chennai	
Bankers	HDFC Bank Limited Yes Bank Limited Punjab National Bank ICICI Bank Limited	
Registered Office	No.103 (Old No.42-45), Luz Church Road Mylapore, Chennai - 600 004. Telephone : 044-2499 4164 / 2499 4146 / 2499 4465 / 2499 4366 Fax : 044-2499 4585 E-mail : shares@amrutanjan.com Website : www.amrutanjan.com	
Corporate Identity Number	L24231TN1936PLC000017	
Factories	Alathur, Kancheepuram District, Tamil Nadu Uppal, Hyderabad Aravoyal Village, Tiruvallur District, Tamil Nadu	
Registrar & Share Transfer Agent	Cameo Corporate Services Limited "Subramaniam Building" No.1, Club House Road, Chennai - 600 002. Telephone : 044-2846 0390 (5 Lines), Fax : 044-2486 0129 E-mail : investor@cameoindia.com	



Our Values

Commitment towards interests of all Stakeholders-customers, employees & community.

To achieve leadership position in all our businesses.

We never compromise in our ethics and this is reflected in all our actions.

We strive to provide a culture that accepts new ideas, embraces change and rejects bureaucracy and small-mindedness.

Chairman and Managing Director's Letter

Dear Valued Owners,

The stated vision of your Company is to “enhance the lives of consumers by offering innovative health care products”. A industry person once opined that it may be over reaching by a corporate to envision a vision of enhancing the lives of consumers. I think it is not so. Companies that offer products that improve the health, life style or even mitigate discomfort have a credible claim in stating that they have played a part in improving their customers' lives. Business can improve lives!

This vision is what drives our strategy and new product/business focus. In the recent past we entered fruit juices, sanitary napkin, electrolyte replacement and rehydration categories to name a few. Our brand Amrutanjan has been treating pain for more than a century and thereby improving consumers' quality life. Studies have shown that corporates that build business around a holistic vision and not just with a profit motive have generated sustained returns over long periods of time and have grown into global businesses There are many smaller companies (including yours) that can make the case. We wish to grow by focusing on the long-term delivery of consumers' needs and not just on quarterly profit and loss.

I am pleased to report a strong performance for your Company in the year 2016-17 in spite of unprecedented macro headwinds. Your Company saw its top line grow 20% from 192 cr the previous year to 230 cr this year. The revenue increase was aided by volume as well as growth in products launched in the prior years. This performance is a testament to the consumer centric product delivery approach chosen and executed by your management team.

This is a strong performance considering the adverse impact from note ban (demonetization) and political volatility in Tamil Nadu remained throughout the second half of the year, which are large selling months for the OTC business.

The salient features of the year in review are as follows

- OTC business revenue growth of 16% from 170 to 198cr
- Beverage business revenue growth of 30% from 22 to 29 cr.
- Our pain business continues to deliver strong volume growth on the back of the segmentation strategy rolled out in 2012.
- The roll on formats generated sales of 20 cr or 10% of the OTC revenue.
- Your sanitary napkin brand Comfy generated sales of 8.3 cr as compared to 3.0 cr the previous year.
- Introduction of Electrolyte health beverage in the ready to drink format
? This marks the beginning of our stated goals to deliver health care through beverages.
- We had a gross margin drop for the first time in 3 years but that was largely due to product improvement costs that were needed.
- There was also no growth in operating and net profits due to increased spend in brand investments and cost of sales.

Our focus is to scale up the brands that were recently launched. To do this we need to improve distribution and continuously increase brand investments. We are also increasing investments in Information Technology deployment in the Company to increase data availability for better managerial decision-making. Sales is a big area for IT function deployment. In the coming months we will see our entire AHCL work force move away from paper based order taking, seamlessly be connected with the Company's ERP system and provide insights to managers at various supply chain touch points that were previously not available. This should increase distribution efficiency and overall throughput per outlet.

As a 124-year Company founded by a freedom fighter, philanthropist and a visionary, giving is something that is built into our ethos. When our founder Dessodaraka Nageswararao Pantulugaru donated his personal land (Nageswararao Park next to corporate office) for 1 rupee so that citizens of Chennai can enjoy the green space with their families, he was making a strong statement for future managers to uphold and follow. Your Company's CSR activities also continue to build on these values.

We are confident about the outlook of the Company and are exited in working towards growing our brands and launching many new health care products in the future.

Sincerely,

S. Sambhu Prasad

Our products and services

"Pure Healthy Essence"

"Pure healthy Essence" connotes a naturally extracted essence with a deep action formula i.e. effective and without side effects.

Pure Healthy Essence means a pure, trusted natural extract derived from natural products through scientific research. Nature and science are combined to give healthy beauty.

Products in Pain Management



Amrutanjan Strong Pain Balm Double Power has the ability to kick out pain in no time. The gentle massage of strong balm instantly provides remedy for headaches and backaches.



Amrutanjan Aromatic balm is the pioneer in the pain category being the only successful unique aroma balm in the market. It is a soft and smooth balm. It is used for immediate relief from headaches. It is helpful in steaming and aroma therapy.



Amrutanjan Roll-on can be easily applied for quick relief from headaches. It is easy to carry and has a pleasant fragrance.



Amrutanjan Body Pain crème is used to get relief from general body pain which include neck, back, and knee. Body pain is generally caused due to excessive physical stress, sitting in same posture for long time etc.



Amrutanjan Joint-Muscle spray helps in instant relief from internal sports injury, sprains and minor rheumatic pain. It provides the cooling effect required in this kind of pain.



Back Pain Roll-on provides instant relief from back pain. Get Instant and long lasting relief from back pain.

- Easy to use & apply
- Non-staining
- Non-messy
- Zero wastage

Products in Congestion Management



Amrutanjan Relief Cough & Cold Rub is a complete natural remedy for cough and cold with soothing aroma which gets absorbed faster on the skin.



Amrutanjan Relief Cough and Cold Cough Syrup is effective for dry cough, allergic cough, smoker's cough and irritation caused by pollution. It is alcohol free and doesn't cause drowsiness. It dissolves the thick mucus and contains goodness of Vasaka and Yastimadhu.



Amrutanjan Relief Cough & Cold Nasal inhaler provides quick relief from nasal congestion when inhaled. It's the only inhaler enriched with Nilgiri oil.



Amrutanjan Relief Cough & Cold Swas Mint soothes throat and freshens breath. It contains refreshing mint which soothes the throat and gives cooling effect. It contains Nilgiri ka tel and citrus.

Products in Health Care & Hygiene



Amrutanjan Decorn Corn Caps provides quick soothing action for soft feet. It has ayurvedic medicine for corn removal in foot. It is quick acting and provides long lasting relief.



Comfy sanitary napkin offers triple benefits. It has got superior absorption, rash free and comes with the all new leak proof technology that ensure zero leak.



Amrutanjan Xpert Dermal Ointment for relief from rashes, itches, cracked heels and eczema.

Established in 1893, Amrutanjan has grown to become one of India's most trusted household brands. With a commitment to sound healthcare management using the perfect blend of science and nature, we at Amrutanjan believe that innovation, coupled with nature's essence, can enhance the living standards of people. We look to the purest ways of bettering your health, and with your best interests at heart, we are continuously striving towards delivering "pure healthy essence" through our wide range of products in pain, congestion, hygiene and beverage categories, so you can live a beautiful, healthy life.

