



behind a billion

1,



smiles...



behind a billion





Dabur - a name, a brand, a way of life for billions of people across the globe. From its humble beginnings in the bylanes of Kolkata way back in 1884, Dabur has today emerged as a true Indian Transnational with a portfolio of products that has not just won the trust of consumers in over 60 countries but has become an inseparable part of their daily routine.

Dabur has been in the business for over 127 years, yet it behaves as a young company that appeals and remains relevant to the youth, not just in India but in every part of the world. And it's their support and trust that has helped Dabur surpass the Rs 50 billion (\$1 billion) turnover mark in 2011-12.

Over the years, we have learnt that to cross such far-reaching milestones, one needs not just great products, but excellence, nimble-footedness and committed channel support. But most importantly, one must establish a deep connect with both mature and young consumers - by understanding them first and then by delivering them world-class products that they can appreciate.

INDEED, WE BELIEVE THAT OUR \$1-BN MILESTONE IS THE RESULT OF THE BILLION PLUS SMILES OUR PRODUCTS HAVE BROUGHT TO THE FACES OF OUR CUSTOMERS.

As the leading Ayurveda and Nature-based Consumer Products Company in the world, we continue to be resolved in the pursuit of excellence for delivering sustained success and continuing leadership. As we move forward in our journey towards further enrichment and growth, we commit ourselves once again towards the health and well-being of every household... and to the task of bringing another billion more smiles to the faces of our consumers.



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smiles...



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Corporate Information

BOARD OF DIRECTORS

Dr. Anand Burman
Chairman

Mr. Amit Burman
Vice Chairman

Mr. Saket Burman
Director

Mr. Mohit Burman
Director

Mr. P. D. Narang
Director

Mr. Sunil Duggal
Director

Mr. R. C. Bhargava
Director

Mr. P. N. Vijay
Director

Dr. S. Narayan
Director

Mr. Albert Wiseman Paterson
Director

Mr. Analjit Singh
Director

Dr. Ajay Dua
Director

SR. GM (FINANCE) & COMPANY SECRETARY

Mr. A. K. Jain

AUDITORS

M/s G. Basu & Co.
Chartered Accountants

INTERNAL AUDITORS

PricewaterhouseCoopers Pvt. Ltd.

BANKERS

Punjab National Bank
Standard Chartered Bank
The Hongkong & Shanghai Banking Corporation Ltd.
The Royal Bank of Scotland
Citibank N.A.
HDFC Bank Ltd.
IDBI Bank Ltd.

CORPORATE OFFICE

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Dabur Tower, Kaushambi, Sahibabad
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Tel: 0120 – 39412525, 3982000
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Website : www.dabur.com
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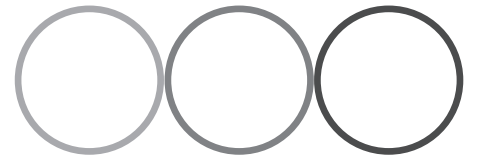
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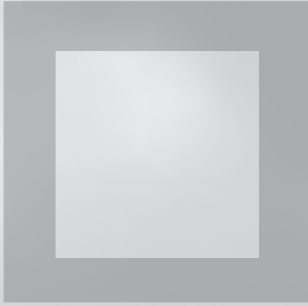
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the billion rupee brands...

Dabur products touch billions of lives every day. Since 1884, Dabur has been offering its consumers brands and products that make their every day a little better and healthier. Our brands have been voted by consumers as being amongst the most trusted in the industry. Today, Dabur has a portfolio of 12 Billion-Rupee Brands, straddling categories as diverse as Health Care, Oral Care, Hair Care, Skin Care, Packaged Juices and Home Care.







About Dabur

Dabur India Limited is the fourth largest FMCG Company in India with Revenues of over US\$1 Billion (Rs 5,283 Crore) and Market Capitalisation of US\$4 Billion (Rs 20,000 Crore). Building on a legacy of quality and experience of over 127 years, Dabur is today India's most trusted name and the world's largest Ayurvedic and Natural Health Care Company.

Dabur today operates in key consumer products categories like Hair Care, Oral Care, Health Care, Skin Care, Home Care and Foods. The company has a wide distribution network, covering over 3.4 million retail outlets with a high penetration in both urban and rural markets.

Dabur's products also have a huge presence in the overseas markets and are today available in over 60 countries across the globe. Its brands are highly popular in the Middle East, Africa, SAARC countries and the US. Dabur's overseas revenues account for over 30% of the total turnover.

Dabur India is also a world leader in Ayurveda with a portfolio of over 250 Herbal/Ayurvedic products. Dabur's FMCG portfolio today includes five flagship brands with distinct brand identities.



Our Brand Architecture

A trusted name in Natural Health Care for the past over 127 years, Dabur is known for providing a range of efficacious and time-tested Health Care products based on the principles of Ayurveda



A premium Personal care brand and a leader in its category, Vatika is a popular name in the Natural Personal Care space offering a whole range of nature-based solutions

Tasty fun-filled digestives available in interesting formats like tablets and candies, Hajmola appeals to all age groups



India's leading brand of packaged fruit juices, Real provides the largest range of refreshing and healthy fruit juices that are 100% natural and free of preservatives

A skin care expert and a relatively new member in the family of Dabur's key brands, Fem offers a range of skin care products like fairness bleaches, facials and hair removing solutions



Green Awards

- Dabur ranked the No. 2 Indian Green Brand by Green Brands Global Survey. This year's study reveals that consumer interest in green products has expanded across categories
- Dabur ranked as the Top Green company by Greenpeace in its Safe Food Guide version 2.0 that ranks 25 of the most popular food companies which hold a major share of the market in India based on their responsibility towards Indian consumers on the GM food issue
- Dabur India Ltd's Baddi Unit awarded the Silver Certification for 'Enhancing Manufacturing & Supply Chain Excellence' by the Economic Times-India Manufacturing Excellence cell

Corporate Accolades

- Dabur ranked as the Most Trusted Brand in the Healthcare category in the Brand Trust Report 2012, released by Trust Research Advisory
- Dabur ranked as the organization that offers the best return to investors. The award was presented at the 6th Social & Corporate Governance Awards Ceremony organized by BSE
- Dabur ranked among the Top 5 'Best Companies To Work For' in the Manufacturing sector by Business Today
- Dabur moves higher in the Top 100 Beauty Companies in the world list — prepared by WWD BeautyBiz
- Dun & Bradstreet has assigned D&B Rating 1 to Dabur India Ltd, indicating that Dabur has the highest level of creditworthiness

10-Year Highlights

in Rs. crores	FY03	FY04**	FY05	FY06#	FY07^	FY08	FY09	FY10	FY11^^	FY12
OPERATING RESULTS										
Net Sales	1,212	1,171	1,374	1,700	2,043	2,361	2,805	3,391	4,077	5,283
Other Income	7	9	9	13	26	34	47	48	59	80
EBITDA	162	164	217	300	376	443	517	667	833	948
EBITDA Margins (%)	13%	14%	16%	18%	18%	19%	18%	20%	20%	18%
Profit Before Tax (PBT)	106	124	176	257	319	384	445	601	708	791
Taxes	14	15	19	30	39	52	54	100	139	146
Tax Rate (%)	13%	12%	11%	12%	12%	14%	12%	17%	20%	19%
Profit After Tax (PAT)	85	107	156	214	282	333	391	501	569	645
PAT Margins (%)	7%	9%	11%	13%	14%	14%	14%	15%	14%	12%
EQUITY SHARE DATA										
Earnings Per Share (Rs)	3	3.7	5.4	3.7	3.3	3.9	4.5	5.8	3.3	3.7
Dividend Per Share (Rs)	1.4	2	2.5	1.8	1.4	1.5	1.8	2	1.3	1.4
No of Shares (In Crs)	28.6	28.6	28.6	57.3	86.3	86.4	86.5	86.9	174.1	174.2

Sales are Gross Sales i.e Net off Sales tax/VAT paid

** Dabur Pharma got de-merged.

Bonus issue of 1:1 was issued during the year

^ Bonus issue of 1:2 was issued during the year

^^ Bonus Issue of 1:1 was issued during the year

