

Merck Limited, now a P&G Group Company

Driven by Purpose



ANNUAL
REPORT
2018

Merck Limited



Foreword

Merck Limited is now a P&G Group Company

A rich legacy in Consumer Health, a new identity as part of one of world's largest consumer goods companies, and an exciting journey ahead to create a much stronger presence in India's fast-growing Consumer Health industry.

What will drive us?

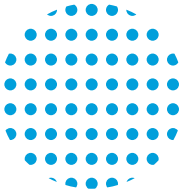
Our Purpose: to provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come.

What will guide us?

Our Values: the behaviours that shape the tone of how we work with each other and with our partners.

In this 52nd Annual Report, we proudly present to you the foundation laid down by your Company in 2018 towards this exciting journey, alongside our purpose and the values that make us who we are.





Managing Director's Message



Dear Shareholders,

It gives me great pleasure to share with you the 52nd Annual Report of your Company and share our journey through the last financial year.

2018 was a watershed year for your Company as Procter & Gamble successfully acquired Merck's Consumer Health business globally and in India. At the outset, on behalf of the Board of Directors and the team, we would like to take this opportunity to thank you for your support and confidence in your Company during this critical period of transition.

It is this trust that encouraged, enabled and inspired us to deliver a strong financial performance of ₹ 849 Crores in turnover clocking a 19 % growth and recorded a Profit After Tax (PAT) of ₹ 101.70 crore. This performance has been possible because of the combined efforts of our people who have worked with a strong focus and driven many innovative and impactful initiatives across brands and functions in the year gone by. We are proud to share some of these with you in the next few pages of this annual report.

We are now getting ready to brace ourselves for a new tomorrow with a brand new identity as part of the P&G Group of Companies.

P&G has – since 1837 - built a rich heritage of touching consumers' lives worldwide with brands that make life a little better every day. The Company touches and improves the lives of an estimated 4.4 billion people around the world with its portfolio of trusted, quality brands. In India, P&G serves over 650 million consumers and is one of the largest and amongst the fastest growing consumer goods companies.

As trends change, consumer health categories are developing rapidly. People are consciously focusing on living longer, better and healthier lives. Empowered consumers are requiring brands to respond to these evolving expectations.

Present in India since 1967, your Company Merck Limited is today one of the country's largest Consumer Health companies. With a strong portfolio of brands backed by science and trusted by doctors and consumers, the Company now combines the best of P&G and Merck's Consumer Health capabilities and cultures. Together we are working towards leveraging our combined expertise to develop categories and brands that meet today's needs and tomorrow's opportunities.

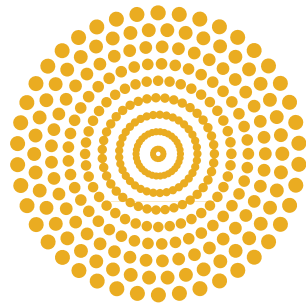
You have been our trusted partner in our journey of last 52 years. We now invite you to come onboard as we get ready to accelerate and create a much stronger presence in India's fast-growing Consumer Health industry – and create superior shareholder value in the process.

Welcome to this new journey of growth. Welcome to the P&G Group.

Sincerely,

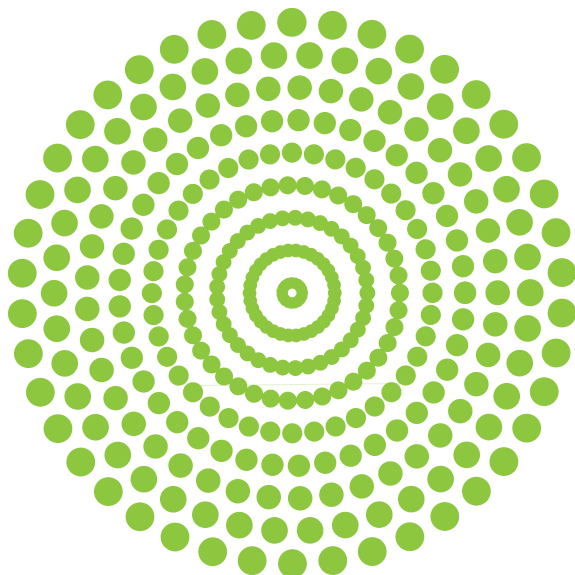
Milind Thatte
Managing Director





Driven by our **PURPOSE**

We will provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come.





Merck Limited, now a P&G Group Company, is one of India's largest VMS Companies manufacturing and marketing over-the-counter products, vitamins, minerals, and supplements for a healthy lifestyle and improved quality of life.

Our trusted products are household names in India protecting and supporting millions of people at every stage of life.

In 2018, the Neurobion Franchise continued its strong double-digit growth trajectory.





NEUROBION®

India's No.1 Vitamin Brand



Keeps away body discomforts caused by lack of B Vitamins

This year the brand launched its new visual identity 'Iconic N' by creating a Guinness World Record for the Largest T Shirt Mosaic Logo.



The year also saw a wide range of initiatives towards improving awareness and detection on nerve care and neuropathy which included 7 Nerve Care Forums in 2018 engaging more than 1200 KOLs, over 6000 Neuromove camps reaching 120,000 people, outreach to 26000 HCPs through omnichannel initiatives and the publication of a white paper on "Recommendations on Management of Peripheral Neuropathy in India"

Aligned to its brand promise of being a 'Saathi Asli Hero Ka', Team Neurobion launched the third edition of its flagship 'Helping True Heroes' initiative. This year, the focus was on recognizing unsung heroes making a difference to public health in India. Our 2018 True Heroes - Sunil Mishra from Mumbai, Venkatraman from Erode, Kalavati Devi from Kanpur, and Manika Majumdar from Kolkata - inspired more than 165 million people across the country through their inspiring stories, which were amplified through digital, online and print media.



Cumulatively, Neurobion initiatives were extensively covered in the media garnering over 600 Media Clips across National & Regional Publications.

Evion®



Evion -India's No. 1² Vitamin E Brand celebrated its 40th anniversary by giving back through a unique partnership with Grow Trees, a non-profit organisation. With the participation of our HCPs, distribution partners and employees from across the country, 40,000 trees were planted in Harda, Madhya Pradesh.

40 हजार पेड़ लगाएगी एवियॉन

संवाददाता

घुमे, गांधी जयंती और अपनी 40वीं वर्षगांठ के अवसर पर एवियॉन (मर्क के प्रमुख विटामिन ई ब्रांड) ने मध्यप्रदेश के हरदा में 40 हजार पेड़ लगाने की घोषणा की है। लोगों और कंपनियों को विश्वभर में सार्वजनिक स्थानों पर वृक्षारोपण की सहायता देने वाली एक गैर-आधारित सेवा ग्रे-ट्रीज के साथ भागीदारी में एवियॉन चिकित्सकों, भागीदारों और कर्मचारियों तक पहुंच बना रहा है और सभी से एक पेड़ लगाने का संकल्प लेने के लिये कह रहा है। वे सभी साथ मिलकर यह सुनिश्चित करेंगे कि भारत में इस ब्रांड की 40वीं वर्षगांठ को रेखांकित करने के लिये 40000 से अधिक पेड़ लगाए जाएं।



वृक्षारोपण अभियान के स्थल हरदा में टीम के साथ अपने विचार साझा करते हुए मर्क इंडिया के प्रबंध निदेशक मिलिंद भरो ने कहा, कि पिछले 40 वर्षों में एवियॉन भारत में विटामिन ई की सबसे अधिक बिछी करने वाले ब्रांड के रूप में उभरा है और इसने देश में पोषण की विरासत खाड़ी की है। गांधी जयंती के अवसर पर एवियॉन इस विरासत पहल की घोषणा कर गर्वित है, जो 40 वर्षों के विश्वास और सहयोग के बदले में की जा रही है। अपने परिवारण के स्वास्थ्य में सुधार के लिये यह हमारा एक छोटा सा प्रयास है।

