1. Founded in 1893 and currently run by the fourth generation of promoter (Sambhu Prasad, CMD)
2. **Products:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pain Management:** | **Congestion Management:** | **Women’s hygiene:** | **Beverages:** | **Others:** | **Advanced pain management center:** |
| 1) Headache: Pain balm, Roll on (Name: Amrutanjan) 2) Body pain – Roll-on, Stick-on patch, Spray (Product Name: Amrutanjan) | Cold rub, Nasal inhaler, Cough syrup, Mint (Product Name: Amrutanjan) | Sanitary napkin (Product Name: Comfy) | Fruit juices (Product Name: Fruitnik), Oral rehydration drinks (Product Name: Fruitnik Electro+) | Dental gel, Decorn caps, Hand sanitizer (Product Name: Amrutanjan) | Knee, Back, Headache |

* Amrutanjan pain balm has a market share of 29% with second position against rival Zandu which has a share of 45%
* Distribution reach is 11.48 Lakh outlets. Products are currently available in leading E-Commerce channels viz., Amazon, Flipkart, Big Basket, Netmeds, Pharm

Easy, Reliance Jio Mart, Medplus, Apollo, D Mart, Walmart.

* Products are distributed PAN India and in African, Middle East and South East Asian Countries
* Raw material includes mango pulp that go into fruit juices, menthol for the pain balms and wood pulp for sanitary napkins.
1. **Shareholding:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of Director** | **Position** | **% of total shares in 2013-14** | **% of total shares in 2020-21** |
| S Sambhu Prasad | CMD | 16.47 | 18.78 |
| Dr. Pasumarthi S N Murthi | Non-executive Director | 2.27 | 8.71 |
| G Raghavan | Non-executive Independent Director | NA | 0.09 |

1. **Remuneration to Key Managerial Personnel (INR. Lakhs):**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **KMP Name** | **Position** | **2013-14** | **2014-15** | **2015-16** | **2016-17** | **2017-18** | **2018-19** | **2019-20** | **2020-21** |
| S Sambhu Prasad | CMD | 111.9 | 121.9 | 133.1 | 127.6 | 127.5 | 128.6 | 127.6 | 167.75 |
| N Swaminathan | CFO | NA | 20.99 | 10.2 | 28.3 | 18.9 | 24.6 | 34.6 | 32.36 |
| M Srinivasan | CS | NA | NA | 22.8 | 18.5 | 8.5 | 20 | 24.9 | 23.11 |
| % of PAT |  | 8% | 8% | 7% | 8% | 8% | 7% | 7% | 4% |

1. **Performance (INR Lakhs):**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Desc** | **2013-14** | **2014-15** | **2015-16** | **2016-17** | **2017-18** | **2018-19** | **2019-20** | **2020-21** | **Growth** |
| Sales | 14440.37 | 17062.11 | 19192.25 | 21719.11 | 22153.46 | 25322.73 | 26147.67 | 33284.4 | 11% |
| PAT | 1452.31 | 1711.51 | 2241.79 | 2179.91 | 1997.3 | 2451.43 | 2508.33 | 6119.04 | 20% |
| ROCE | 23% | 25% | 29% | 24% | 23% | 23% | 21% | 37% |  |
| FCF | 1631.23 | 1302.08 | 1850.35 | 897.38 | 244.70 | 1912.92 | 1563.17 | 8780.22 | 23% |
| R&M/Sales | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |  |
| Adv/Sales | 8% | 12% | 11% | 12% | 15% | 16% | 17% | 14% |  |

  

1. Major costs are raw material (~40%), employee costs (~15%), advertising and promotion cost (see above)
2. Competitive edge is its brand name and established distribution network. Customers will become sticky once they get habituated to the brand
3. Key risks include fluctuations in the raw material (i.e., menthol), sales concentrated in south & east regions and head segment
4. No pricing power as the item is a commodity but the business will last long due to the requirement of pain balms due to ever increasing population
5. **Credit rating:**

|  |  |  |
| --- | --- | --- |
| **Desc** | **Rating in 2015** | **Rating in 2022** |
| Long Term Rating | CRISIL A-/Stable (Reaffirmed) | CRISIL A-/Stable (Reaffirmed) |
| Short Term Rating | CRISIL A2+ (Reaffirmed) | CRISIL A1 (Reaffirmed) |