



AHCL/SE/9/2026-27

May 9, 2026

The National Stock Exchange of India Limited "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051 ISIN: INE098F01031	BSE Limited Department of Corporate Services 1 st Floor, P.J. Towers, Dalal Street, Mumbai 400 001
Symbol: AMRUTANJAN	Scrip Code: 590006

Dear Sir/ Madam,

Sub: Investor Presentation for the quarter and year ended 31st March, 2026

Pursuant to Regulation 30 read with Para A of part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we hereby enclose the investor presentation for the quarter and year ended 31st March, 2026.

Request you to take the above on record.

For Amrutanjan Health Care Limited

(GAGAN PREET SINGH)
General Manager - Legal
Company Secretary & Compliance Officer

Amrutanjan Health Care Limited

103, (Old No. 42-45), Luz Church Road,
Mylapore, Chennai - 600 004
Tamil Nadu, India.
Tel : +91-44 - 2499 4465
+91-44 - 2466 9000
Fax : +91-44 - 2499 4585

E-mail : customercare@amrutanjan.com
Web Site : www.amrutanjan.com
Toll Free No. : 1 - 800 - 425 - 4545
CIN - L24231TN1936PLC000017



Amrutanjan Health Care Limited

Investor Presentation

Quarter & Year Ended 31st March 2026

Date: 8th May 2026

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Business Update

AHCL Power Brands

(Gross Sales Nos.)

Brand Amrutanjan

Pain Management:
342.1 Crs



Brand Relief

Congestion:
19.0 Crs



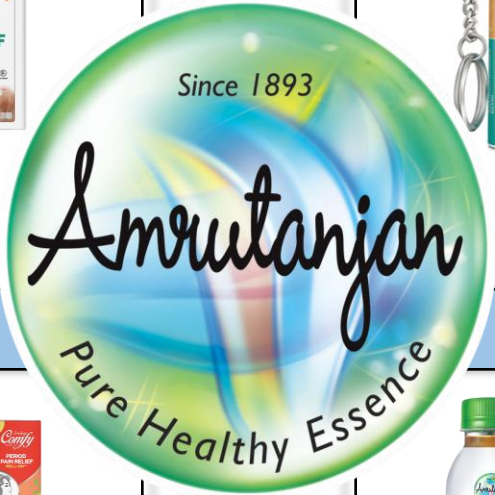
Brand Comfy

Women's Hygiene:
151.6 Crs



Brand Enerlyte/ Electro+

Rehydration:
35.6 Crs



FY 25-26: Pain Management and Women's Hygiene witnessed double digit growth (Gross Sales Growth)

Pain Management



Brand Amrutanjan

Growth FY 25-26

Overall Pain Category	▲	10%
Head ache	▲	8%
Body ache	▲	16%

Congestion



Brand Relief

Growth FY 25-26

Relief Range	▲	9%
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Women's Hygiene



Brand Comfy

Growth FY 25-26

Overall Comfy	▲	19%
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Rehydration



Brand Electro+

Growth FY 25-26

Electro+	▼	-14%
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Segment Performance: Pain Management



Head ache (Brand Amrutanjan)

Gross Sales Growth Drivers (FY 25-26): All variants (Yellow Balm, White Balm and Head Roll On) contributed to the growth

Head Roll On	▲	21%
Big SKUs (27.5ml & 50ml)	▲	17%
8ml	▲	4%

Head Roll On's growth was driven by both distribution increase and offtake growth

Body ache (Brand Amrutanjan)

Gross Sales Growth Drivers (FY 25-26): Growth led by Back Pain Roll On (BPRO) and Maha Strong

Maha Strong	▲	22%
BPRO	▲	12%

Segment Performance: Congestion and Women's Hygiene



Congestion (Brand Relief)

Gross Sales Growth Drivers (FY 25-26):

Relief Inhaler	▲	16%
Relief Rubs	▲	15%

Women's Hygiene (Brand Comfy)

Gross Sales Growth Drivers (FY 25-26):

Comfy XL Variant	▲	44%
Value Pack (18 Units Pack)	▲	42%

Increase in XL Variant's contribution to Overall Comfy Sales: 37% in FY 25-26 Vs. 31% YA

Key Strategic Objectives

- Increasing Penetration by strengthening our presence in core markets – driving LUPs, Rural distribution
- Continuous investment and developing low contribution markets
- Expanding Comfy into a 'Overall Women's Wellness' brand
- Innovation: Expanding the product portfolio through building new categories, formats and brands
- Expanding the sales and distribution network and increase the reach (towns and outlets)



- Increased TV media investments with high impact properties
- Adopt digital media for specific brands to reach the relevant audience
- On-ground and In-shop visibility
- Trial generation activities
- Launching new products in OTC and Women's Hygiene
- Equipping the sales team for range selling and increase throughput per outlet
- Rural Van initiative across key states to reach lower town classes and villages



Personal Care: Razors and Antiseptic Plaster

- In line with our strategic objectives, AHCL entered into new categories, that complements the existing portfolio
- Across categories, the following brands were launched during Q4:
 - Women's Razors
 - Men's Razors
 - Antiseptic Plaster
 - Ortho Pain Oil
 - Nasal Spray
- The new launches has good acceptance among the retailers and consumers, witnessed through repeated orders

New Launches: Personal Care



Personal Care: Razors and Antiseptic Plaster



Smoothé Men's Razors

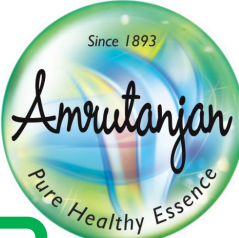


Comfy Women's Razors Range



Amrutanjan Plastry

New Launches: Ortho Pain and Congestion



Ortho Pain and Nasal Care



Advanced Ortho Pain Relief Oil



Relief Nasal Spray

Van Initiative: Reaching the Retailers in Small Towns and Villages

Rural Van Activity

- **Objective:** Expand rural market coverage for AHCL by strengthening distributor and sub-distributor network – Drive awareness and promotion of our product portfolio in rural markets. The van activity continued in Q4 FY 25-26 as well
- **Markets:** Uttar Pradesh, Tamil Nadu, Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Jharkhand, Andhra Pradesh and Telangana



Marketing Interventions: Head ache and Body ache



In-Store Activities: Pain Category

Objective: Showcase the complete product range to drive consumer awareness
Strengthen in-store visibility through parasite placement. Executed in both GT and MT
Markets: Delhi, Uttar Pradesh, Bihar, Gujarat, Madhya Pradesh, Maharashtra, Tamil Nadu, Telangana, Karnataka, Andhra Pradesh



Parasite Visibility



Shop Board: Pain Category

- **Objective of the activity:** Build awareness and Consideration for Pain Category
- **Markets:** Tamil Nadu



Shop Board

Marketing Interventions: Head ache and Body ache



In-Store Activities: Ortho Oil

Consumer Engagement: Sampling

- **Objective of the activity:** Build awareness and Consideration
- **Markets:** Andhra Pradesh, Assam, Delhi, Jharkhand, Karnataka, Kerala, Orissa, Tamil Nadu, Telangana, Uttar Pradesh, West Bengal

- **Objective:** To drive Awareness and Trial. The touch points include high foot fall areas, corporates, pilgrimage and mandis
- **Markets:** Tamil Nadu, Karnataka, Kerala, Andhra Pradesh, Telangana, Maharashtra and Gujarat



In-Store Visibility



Sampling

Marketing Interventions: Women's Hygiene

TV Campaign

AHCL continued with the high impact TV campaign in Q4 FY 25-26 as well
Objective: To drive awareness for Comfy and its variants
Markets: Tamil Nadu, Karnataka, Kerala, Andhra Pradesh, Telangana, West Bengal, Orissa, Uttar Pradesh and Bihar



TV Media

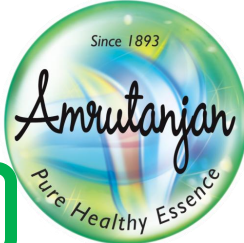
Consumer Engagement: Sampling

Objective: To drive Awareness and Trial
Markets: The activity was done in schools in the states of Tamil Nadu, Andhra Pradesh, Telangana, Uttar Pradesh and Jharkhand.



Sampling

Marketing Interventions: Women's Hygiene



Visibility: Cash & Carry

Objective: Creating visibility in B-2-B Chains to help in volume purchase
Markets: Karnataka, Telangana, West Bengal



Visibility

Shop Board: Comfy

Objective: To drive Awareness and Consideration
Markets: Uttar Pradesh and Bihar



Shop Board

Operations Update – Sales and Distribution



Distribution

Sales

In line with AHCL's strategic priorities, several focused execution enhancement initiatives were implemented to improve operational effectiveness. These Interventions resulted in positive momentum across key sales metrics during the year.



Sales Infrastructure (Stockist Network)
Increased by 9%



Total Outlets Coverage
Increased by 12%



Effective Outlet Coverage
Increased by 7%

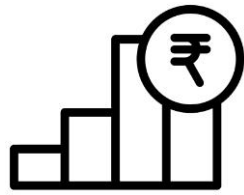


Productive Calls
Increased by 6%



Salesman Productivity
Increased by 8%

PRODUCTIVITY



Total Lines Sold
Increased by 35%

HR Initiatives

Labour Codes Transition

- Worked on the financial impact for the Company
- Initiated restructuring of the salary in line with the code on wage
- Review compliance requirement in line with the code
- Review the HR policies in line with the code



Digitisation Projects

- HR had initiated HR analytics module through our HRMS, VIBE (Social media platform and digitized R & R Module)

Training

- Sales /Product training for all our field employees (CSEs, ISRs and ABMs). Also new training initiatives have been undertaken and completed



Financials



IND AS 115 Adjustments on Revenue:

- An entity shall account for consideration payable to a customer as a reduction of the transaction price and, therefore, of revenue. Consideration payable to a customer includes cash amounts that an entity pays, or expects to pay, and also includes credit or other items. The reduction towards variable consideration in our revenue under IND AS 115 represents stockist incentives, discounts, schemes and claims passed on to the customers.

Exceptional items:

- During the financial year 2005-06, the Government of Tamil Nadu retrospectively revised the lease rent for a leasehold land, effective from November 2001, by determining fair rent under Section 34A of the Tamil Nadu Hindu Religious and Charitable Endowments Act, 1959. Pursuant to this revision, a demand notice was issued to the Company. Accordingly, the Company had filed a Writ Petition before the High Court of Judicature, Madras challenging the fair rent determination, contending that the revision was exorbitant and not legally tenable. On 25 September 2025, the High Court of Judicature, Madras dismissed the petition and upheld the rent fixed by the Fair Rent Committee constituted by the Government of Tamil Nadu. Based on the advice from the external consultant, the Company filed an appeal on 9 December 2025 before the Division Bench of the High Court of Judicature, Madras and the appeal was dismissed on 16 March 2026. Accordingly the Company has created a provision and presented under "Exceptional Item". This is an one time impact as the possession of land was already handed over to the Government of Tamil Nadu in May 2018.
- On 21 November 21 2025, the Government of India has notified four Labour codes - the Code on Wages, 2019, the Code on Social Security, 2020, the Industrial Relations Code, 2020 and the Occupational safety, Health and Working Conditions Code, 2020 - consolidating 29 existing labour laws. The Ministry of Labour & Employment published draft Central rules and FAQs to enable assessment of the financial impact due to changes in regulations. The Company has assessed and disclosed for the incremental impact of these changes on the basis of best information available, consistent with the guidance provided by the Institute of Chartered Accountants of India. Considering the materiality and regulatory-driven, non-recurring nature of this impact, the Company has presented such incremental impact as "Impact of new Labour Codes" under "Exceptional items" in the financial results for the year ended 31 March 2026. The incremental impact consisting of gratuity and leave encashment benefits of INR 125.17 lakhs, primarily arising due to change in wage definition. The Company continues to monitor the finalisation of Central/ State Rules and clarifications from the Government on other aspects of the Labour Code and would provide appropriate accounting effect on the basis of such developments as needed.

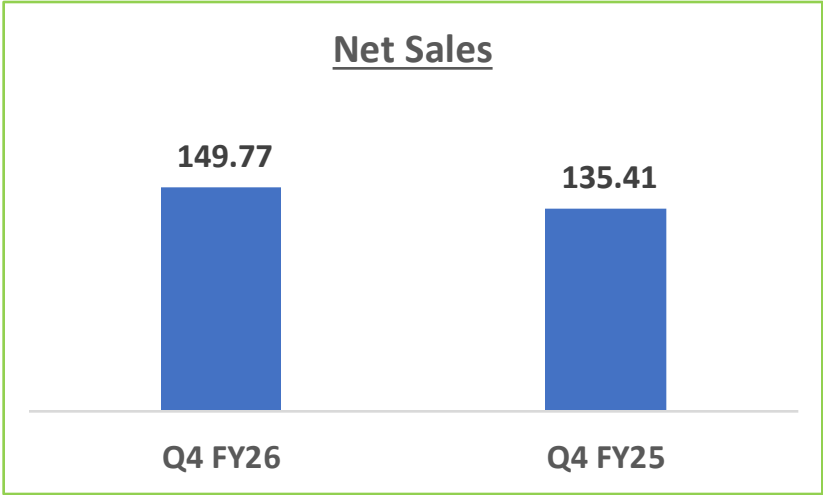
Operating Segments:

- Pursuant to launch of New products Women's Hygiene is renamed as 'Women's Hygiene & Personal Care'.

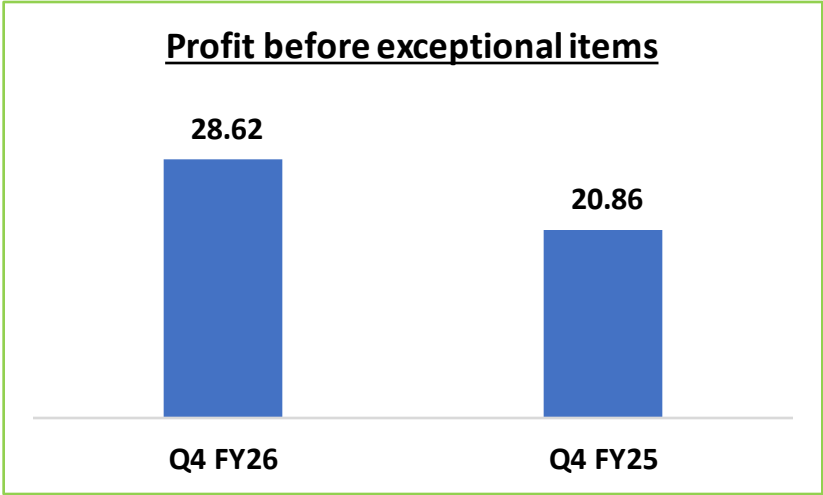


Financials – Q4 FY26

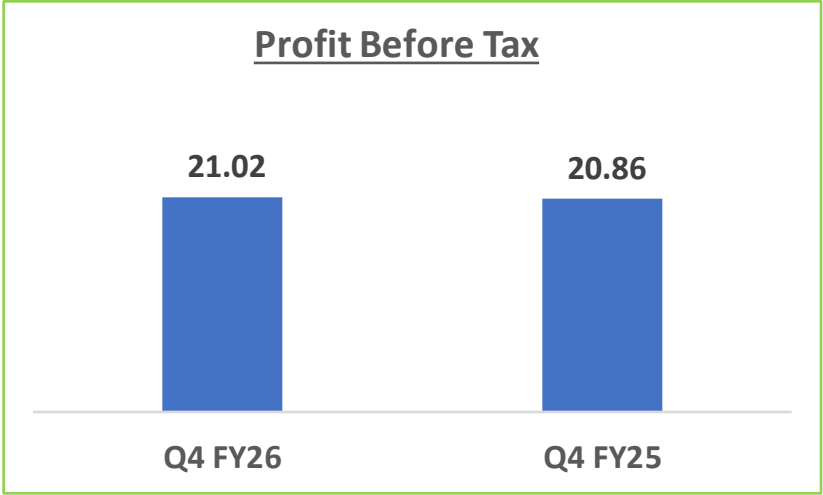
(Rs. in Crores)



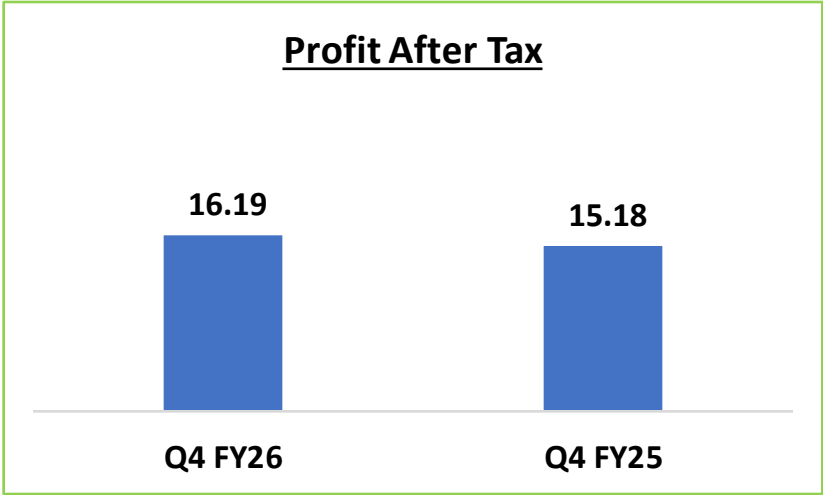
Growth: 10.60%



Growth: 37.20%



Growth: 0.77%

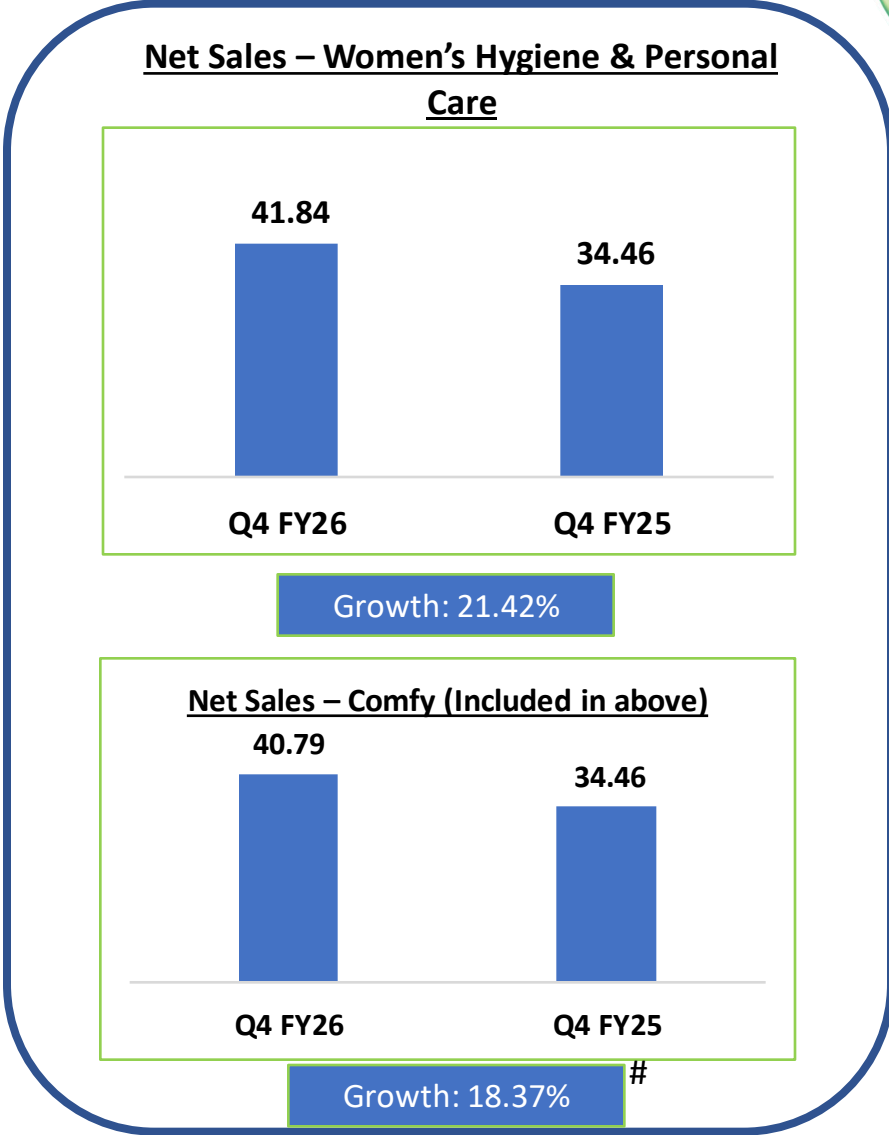
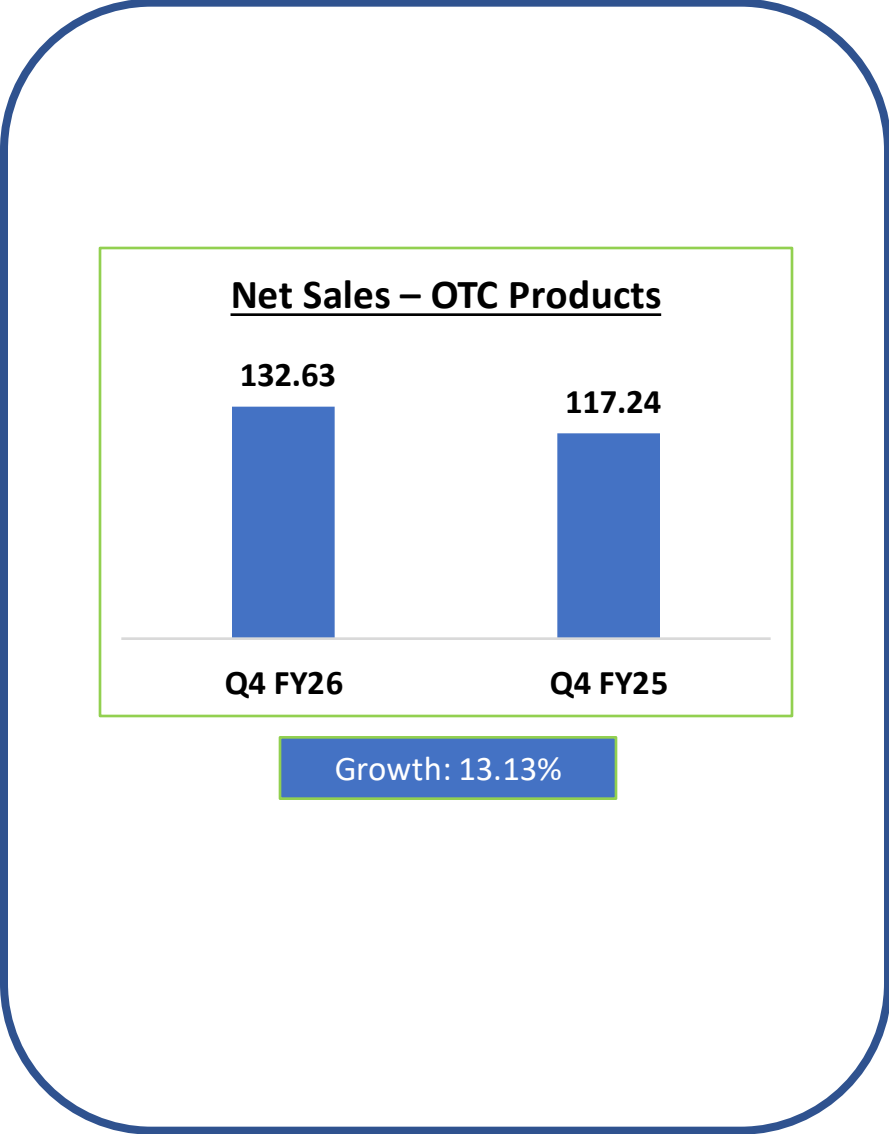


Growth: 6.65%



Segment results – Q4 FY26

(Rs. in Crores)

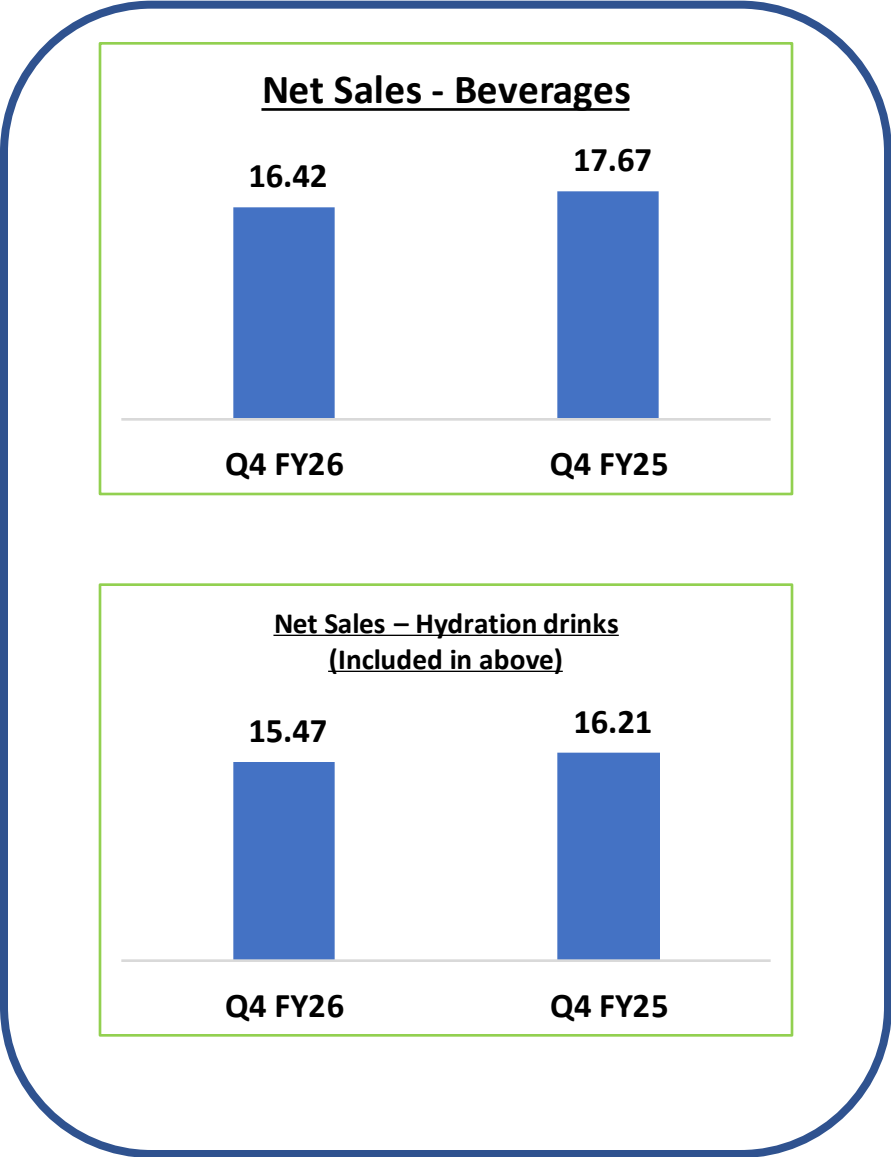


Comfy growth in gross sales(before IND AS 115 adjustment) is 22%



Segment results – Q4 FY26

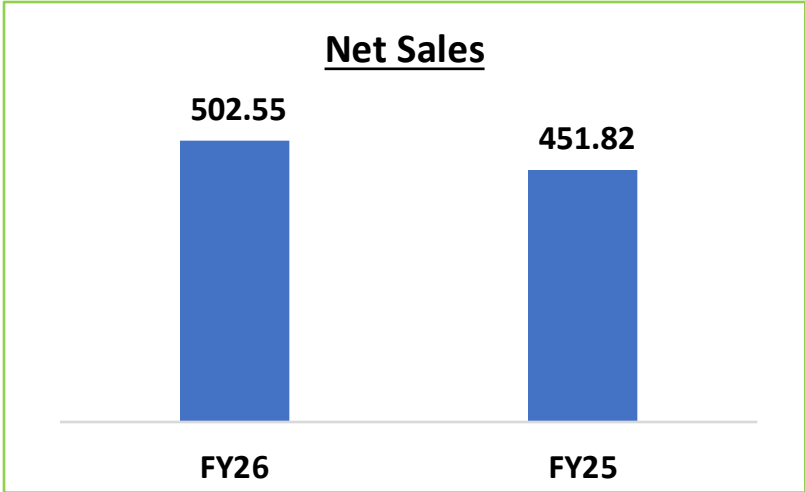
(Rs. in Crores)



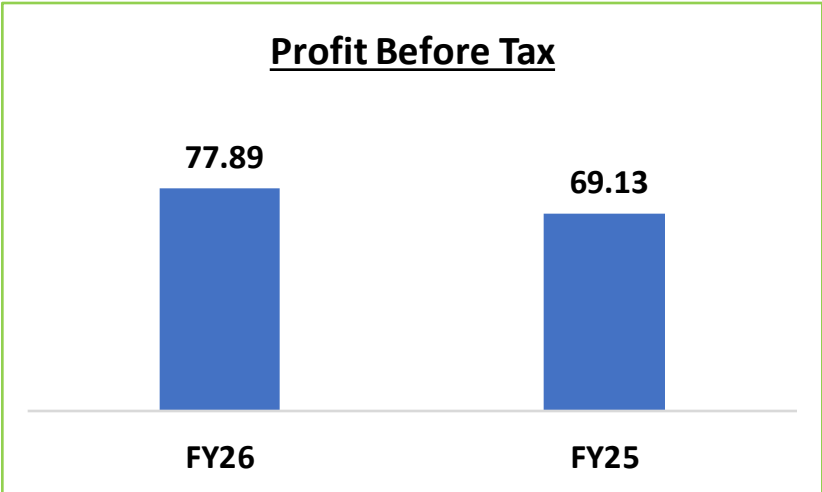


Financials – FY26

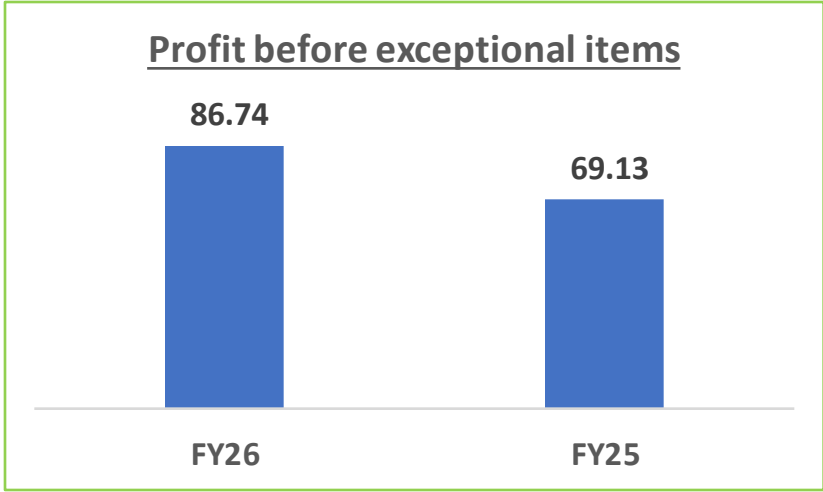
(Rs. in Crores)



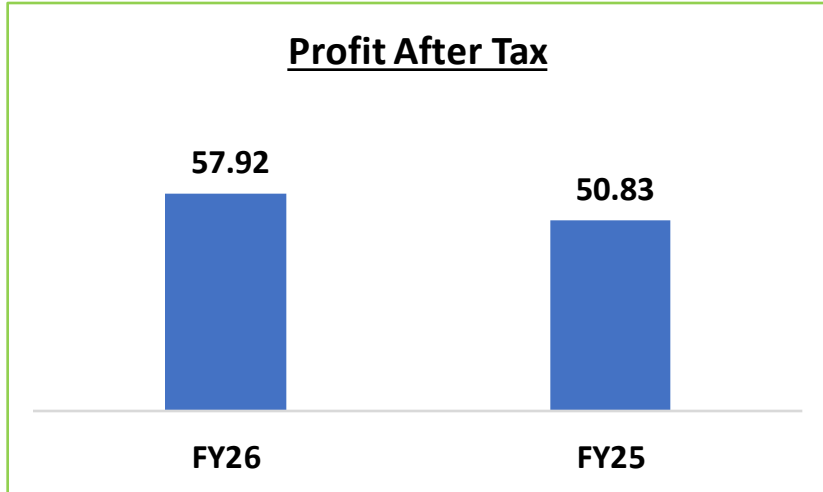
Growth: 11.23%



Growth: 12.67%



Growth: 25.47%

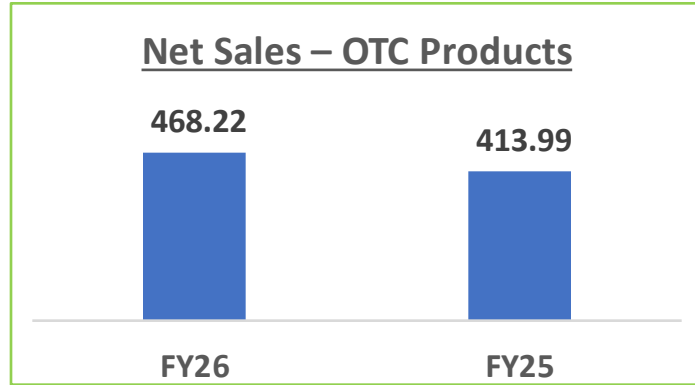


Growth: 13.95%



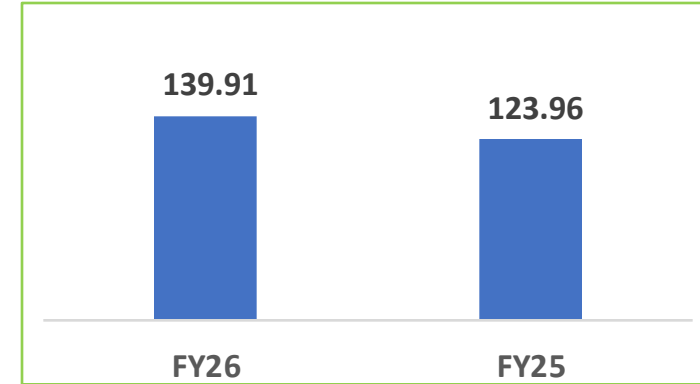
Segment results –FY26

(Rs. in Crores)



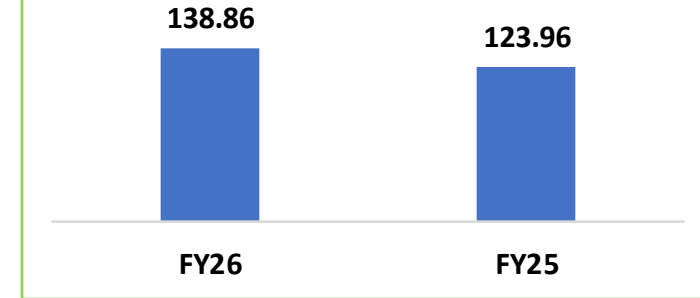
Growth: 13.10%

Net Sales – Women's Hygiene & Personal Care



Growth: 12.87%

Net Sales – Comfy (Included in above)



Growth: 12.02%

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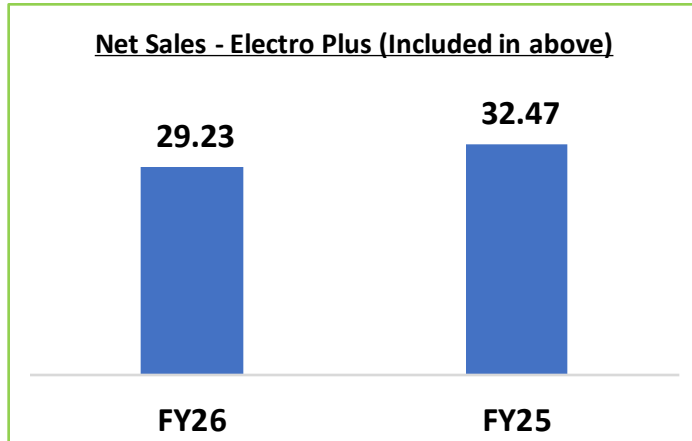
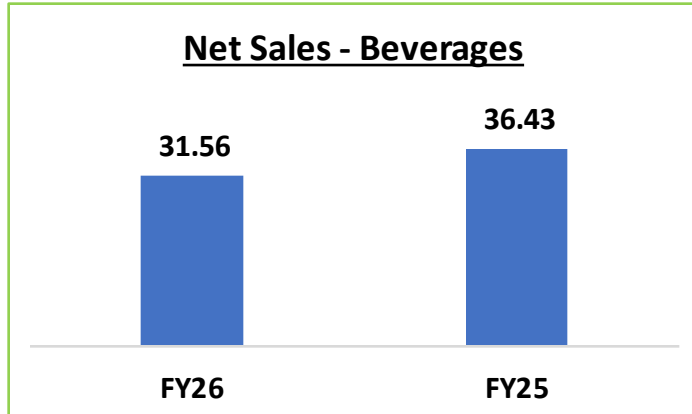
Notes:

- Majority of Raw material & Packing material prices are lower than FY25. Menthol Crystal price is marginally lower than FY25.
 - Advertisement spend for FY26 is at Rs. 39 Cr against Rs. 33.92 Cr for FY25. Advertisement spend for Comfy is at Rs. 9.56 Cr for FY26 against Rs. 8.03 Cr for FY25.
- # Comfy growth in gross sales (before IND AS 115 adjustment) is 19%



Segment results –FY26

(Rs. in Crores)

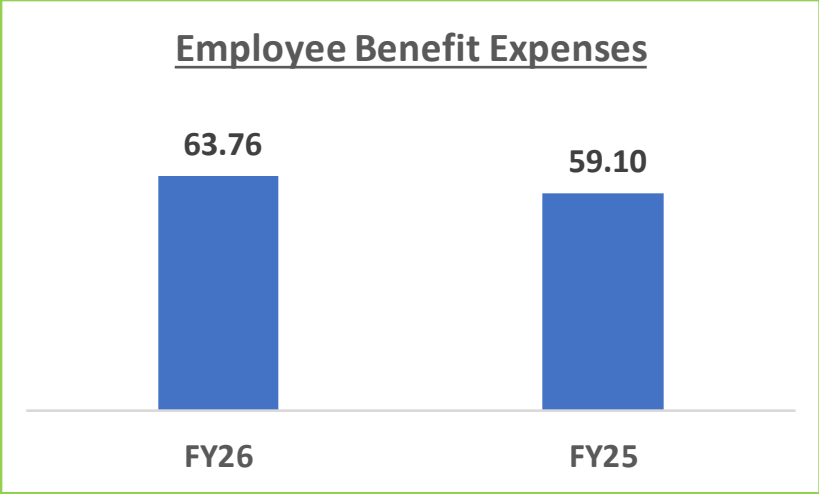


- Raw material prices are higher than FY25 and Packing material prices are marginally lower than FY25.
- Advertisement spend for FY26 is at Rs. 3.47 Cr against Rs. 5.89 Cr for FY25.

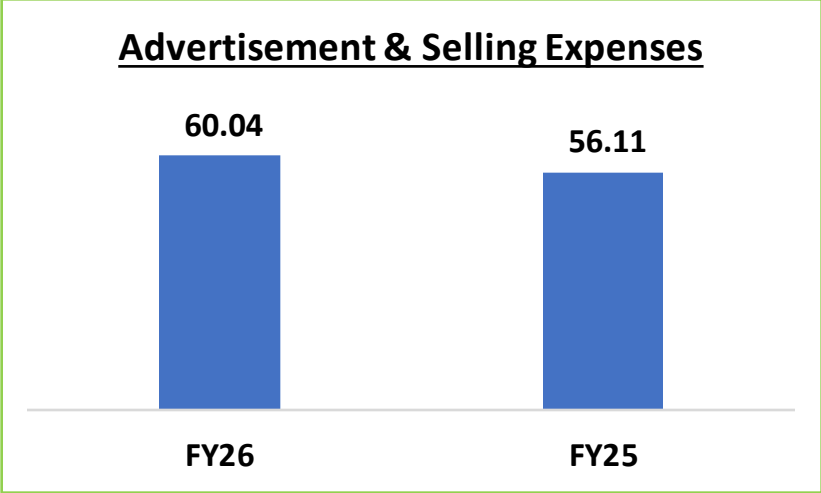


Expenses – FY26

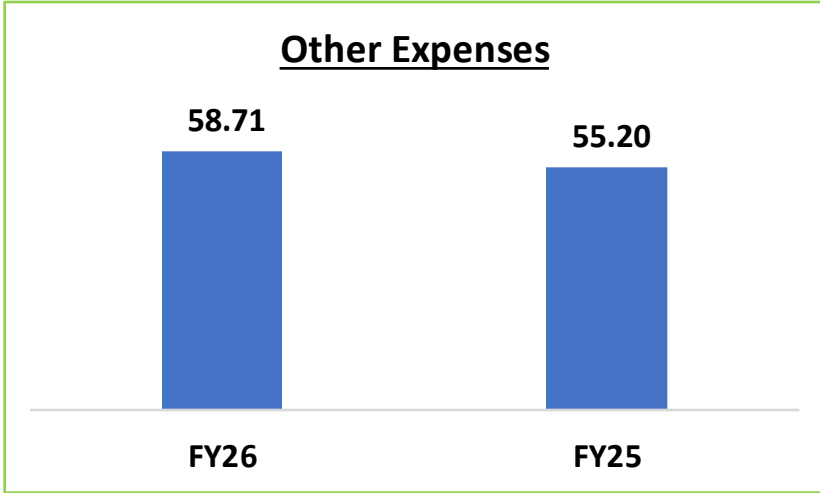
(Rs. in Crores)



Increase : 7.88%



Increase : 7.00%



Increase : 6.36%



Management Commentary



- Your management team closed the year with an exceptional delivery on operating profits(up by 34%, before exceptional items) top line growth of (11%)
- Our relentless focus on growing the power brands of Amrutanjan and Comfy enabled this growth.
- We witnessed growth across the Pain Management portfolio and especially with LUP packs and Premium formats(Roll on, Large packs) .
- We are also actively working to expand width of distribution in new markets and depth in strong markets.
- We added 44K new Chemists and plan to complete the goal of acquiring 100K Chemists by September of FY 27.
- Exceptional items: There is a one time charge of INR76MN in Q4 that is related to a legal case involving lease rent and 12.5MN from the new Labour Code.

Outlook:

- a) We are confident about the demand environment going into the new year as we have unique value propositions that would continue to drive growth.
- b) We are planning to relaunch our Congestion brand Relief this year
- c) We will see COGS inflation this year related to the Middle East wars that are affecting crude prices and supply chains. We are mitigating these by price increases to some extent.
- d) Our new Sanitary Pad plant is slated to commence production in May and should improve profitability of Comfy brand in the new year.
- e) 68% of the processes in AHCL are digitized and with the full implementation of DMS(Distributor Management System) and SAP TM(Transport Module)this year, we would have achieved close to 85% ,and a high level of automation and controls of core organizational processes and systems.

