



GlaxoSmithKline Consumer Healthcare Limited

Financial Results
Q2 16-17



Quarter Highlights



- ➡ Major changes post new Accounting Standard effective 1st April, 2016**
- All sales incentives, discounts, etc. is netted from Sales; earlier it was reported under Advertising & Promotion
 - Excise duty is reported in expenses whereas earlier it was netted from Sales

- ➡ Underlying sales increase by 0.4%, Net Sales decline by 1.3%:**
- 130 bps impact of one-off accounting adjustment sitting in base
 - 40 bps due to IndAS re-class (new Accounting Standards wef 1st April '16)

- ➡ 1.8% increase in PBT before exceptional items, PBT declined by 15% (Exceptional Income LY Rs 56 Cr)**
- Flat Gross margin
 - 13% increase in Business Auxiliary income
 - 13% reduction in A&P due to Media Efficiencies, improved SOV & SOM across Brands

- ➡ Drive HFD Consumption**
- Increase in MS Value (0.6%) & Volume (1%), MAT Value (58.3%) & Volume (66.4%)
 - Re-launch of Rs.5 pack of base Horlicks & Boost to ensure that our products are within the easy reach of our larger consumer base.
 - “The Perfect New Marie” launched
 - Re-launched Women’s Horlicks & launched a new communication on Junior Horlicks
 - 13% underlying A&P sustained investment in Brands (reported 11%)

Ind AS Adjustments* : Q2 FY17

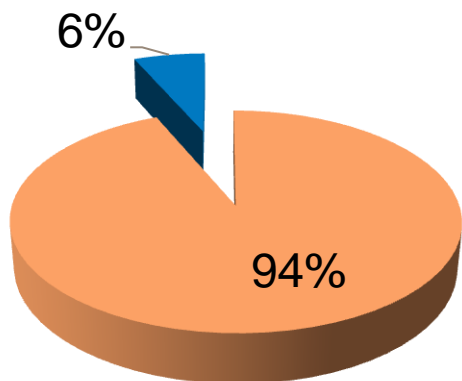


		IGAAP	Adjustments			IndAS
			Excise Duty	Promotions	Discounting / OCI	
Net Sales	Q2FY17	1,069	112	(45)	-	1,136
	Q2FY16	1,081	110	(40)	-	1,151
Gross Margin	Q2FY17	758	-	(45)	-	713
	% to Sales	71%	-	-4%	-	60%
	Q2FY16	758	-	(40)	-	718
	% to Sales	70%	-	-4%	-	60%
A&P	Q2FY17	172	-	(45)	-	127
	% to Sales	16%	-	-4%	-	11%
	Q2FY16	186	-	(40)	-	146
	% to Sales	17%	-	-4%	-	13%
PBT	Q2FY17	302	-	-	(14)	288
	% to Sales	28%	-	-	-	25%
	Q2FY16	337	-	-	2	339
	% to Sales	31%	-	-	-	29%

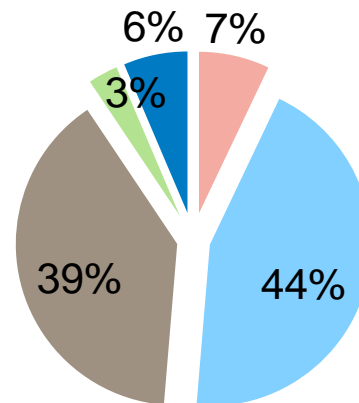
*INR in crores

Financial Performance*: Q2 FY17

	Q2 FY 17	Q2 FY 16	Growth%
Sales	1,136	1,151	-1.3%
EBIT	230	224	2.7%
PBT	288	283	1.8%



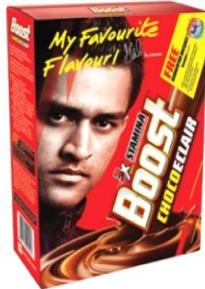
■ Domestic ■ Exports



■ North ■ South ■ East ■ West ■ Exports

*Sales and profit growth v/s quarter ending Sep 2015
INR in crores

Market Share



HFD gained 0.5%



Standard Horlicks – Gained 0.5%



Horlicks Extensions 0.3%

THANK YOU