



# GlaxoSmithKline Consumer Healthcare Limited

Financial Results  
Q3 16-17



## ➡ **Net Sales decline by 12.7%:**

- 7% low consumption off take
- 5% due to reduction in Distributor & Trade (Wholesale / Rural) pipeline
- 1% on account of Exports

## ➡ **9.8% decline in PBT:**

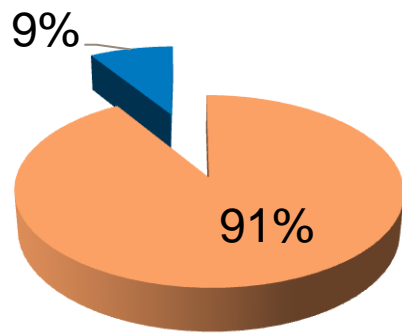
- Low consumption off take and reduced pipeline
- 0.3% Gross margin decline due to lower volumes and cost inflation, partially set off by cost saving initiatives
- 5% decline in Business Auxiliary income, as a result of reduction in Sales  
Partially offset by:
  - Media buying efficiencies which delivered same level of GRPs as last year
  - Rationalization of promotion spends
  - Reduction in Other expenses driven by cost saving initiatives and lower sales volumes

## ➡ **Drive HFD Consumption**

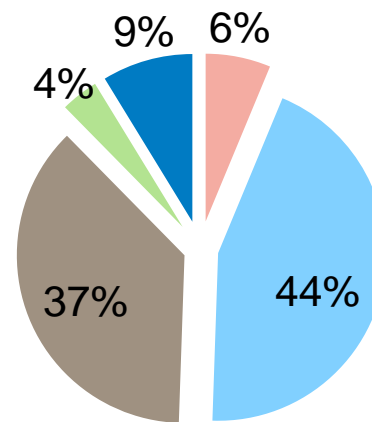
- Horlicks Market Share ( MAT Dec'16 ) holding at 52.3% (Volume) and 46.5% (Value) up by 0.1%
- Re-launch of sachets : well accepted, show positive growth
- Growth Plus becomes 2<sup>nd</sup> most prescribed HFD brand among called experts

## Financial Performance\*: Q3 FY17

	Q3 FY 17	Q3 FY 16	Growth%
Sales	922	1,056	-12.7%
EBITDA	168	185	-9.5%
PBT	206	228	-9.8%



■ Domestic ■ Exports



■ North ■ South ■ East ■ West ■ Exports

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

# Market Share

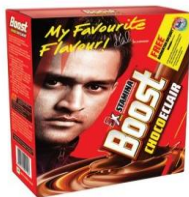
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Hlx gained 0.1%



Horlicks Extensions gained 0.5%



Boost gained 0.2% Q4'15  
Dropped 0.4% MAT '16

THANK YOU