



GlaxoSmithKline Consumer Healthcare Limited

Financial Results

Q1 FY17-18

➡ Sales decreased by 1% : Underlying +3%

Rs 991 Cr vs Rs 1,003 Cr mainly on account of mainly on account of CSD Consumption loss and reduction in Trade pipeline mainly Wholesale Channel

➡ 17% decrease in PBT : Underlying -5%

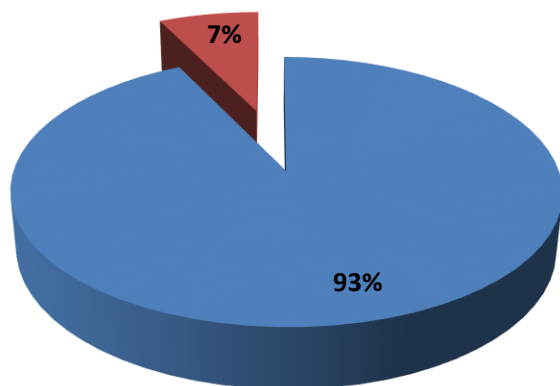
- One off GST impact of 12%, increase in marketing investment to fund innovations & drive consumption, drop in Business Auxilliary & Other Income
- Underlying GM flat, 8% commodity inflation offset by price increase and cost saving initiatives

➡ Drive HFD Consumption

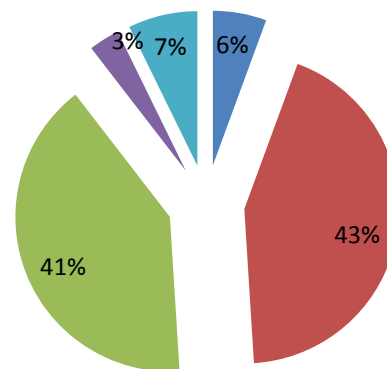
- Brand building initiatives, continue to strengthen / expand the initiatives:
 - Strengthening the 9 out of 10 campaign in South & East
 - Boost Campaign with Ninja Hattori - 'Play the Bigger Game' launched. Virat Kohli campaign continue to have high impact on Brand Equity scores
 - Growth Plus clocked its second highest Volume delivery ever in the Quarter
 - Sachets volume continue to grow, led by visible distribution & strong on-air support

Financial Performance*: Q1 FY18

	Q1 FY 18	Q1 FY 17	Growth%	Underlying
Sales	991	1,003	-1%	+3%
EBITDA	166	204	-18%	-4%
PBT	204	247	-17%	-5%



■ Domestic ■ Exports



■ North ■ South ■ East ■ West ■ Exports

*Sales and profit growth v/s quarter ending June 2016

INR in crores

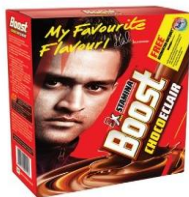
Market Share



Hlx 44.2%



Horlicks Extensions 16%



Boost 11.3%

Horlicks new visualization: 'Defeating' nutritional deficiencies





Thank You