



GlaxoSmithKline Consumer Healthcare Limited

Financial Results

Q2 FY17-18

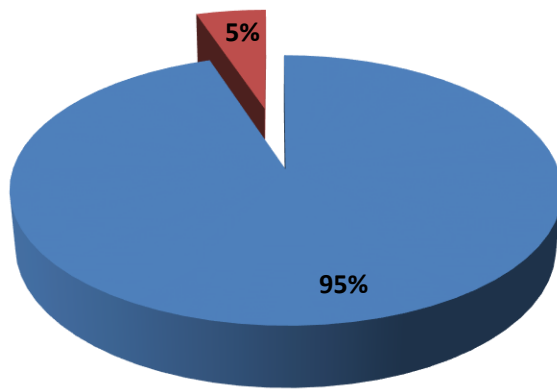
- ➔ **Revenue decreased by 6.5% : Underlying +4.8%**
On account of change in tax rate & tax regime: Excise, Value Added Tax (VAT) etc. have been subsumed into GST

 - ➔ **3.6% increase in PBT**
 - Continued investment behind brands: 12% of Sales (+8% growth) to fund innovation & drive Hlx campaign

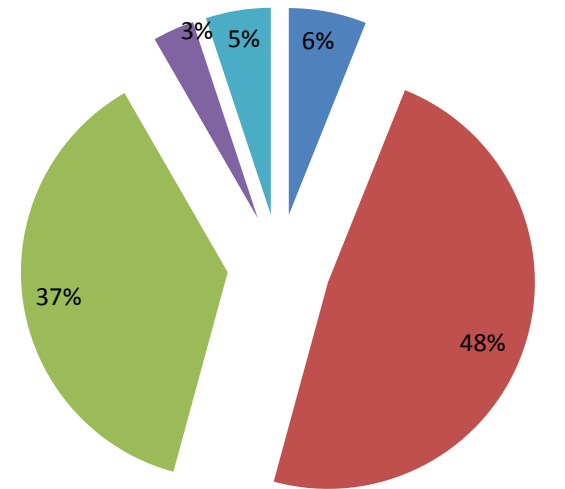
 - ➔ **Drive HFD Consumption**
 - Brand building initiatives, continue to strengthen / expand the initiatives:
 - Strengthening Hunger campaign in South & East
 - Boost Campaign continues to do well
 - Sachets volume continue to grow high double digit, led by visible distribution & strong on-air support
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Financial Performance*: Q2 FY18

	Q2 FY 18	Q2 FY 17	Growth%
Revenue from Operations	1115	1193	-6.5%
EBITDA	261	245	6.6%
PBT	298	288	3.6%



■ Domestic ■ Exports



■ North ■ South ■ East ■ West ■ Exports

*Sales and profit growth v/s quarter ending Sep 2016
INR in crores

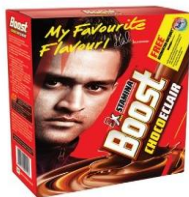
Market Share



Hlx 43.9%



Horlicks Extensions 16.4%



Boost 11.4%

Horlicks new visualization: 'Defeating' nutritional deficiencies





Thank You