Quarter Highlights

Revenue increased by 7.8% : Underlying +19%
On account of change in tax rate & tax regime: Excise, Value Added Tax (VAT) etc. have been subsumed into GST

23% increase in PBT
- Continued investment behind brands: 11% of Sales (+22% 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, Exam copy in West Bengal
  - Boost Campaign continues to do well
  - Sachets volume continue to grow high double digit, led by visible distribution & strong on-air support
### Financial Performance*: Q3 FY18

#### Particulars

<table>
<thead>
<tr>
<th></th>
<th>Q3 17-18</th>
<th>Q3 16-17</th>
<th>Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue from Operations</td>
<td>1,035</td>
<td>960</td>
<td>7.8%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>204</td>
<td>168</td>
<td>22%</td>
</tr>
<tr>
<td>PBT</td>
<td>253</td>
<td>206</td>
<td>23%</td>
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</tbody>
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#### Sales and profit growth v/s quarter ending Dec 2017

*INR in crores*

- *Domestic*: 95%
- *Exports*: 5%

- *North*: 36%
- *South*: 36%
- *East*: 8%
- *West*: 7%
- *Exports*: 46%

*Sales and profit growth v/s quarter ending Dec 2017
INR in crores*
Market Share

Hlx 44.1%

Horlicks Extensions 16.2%

Boost 11.3%

Source – AC Nielsen; Value Market Share MAT Dec 17
Horlicks new visualization: ‘Defeating’ nutritional deficiencies
Thank You