

Zydus Wellness' Consolidated Net Profit up by ~10% in Q4

Ahmedabad, May 12, 2016

For the fourth quarter ended 31st March 2016, Zydus Wellness Ltd., registered consolidated gross sales of Rs. 1169 mn and consolidated net profit was up by 27.9% to Rs. 258 mn (up by 9.7% on a like-to-like basis after excluding the reversal of additional excise duty credit for the period April to December 2014 done during the same period last year).

Sugar Free, India's largest selling sugar substitute, continued to lead the market with a market share of 93.7% (MAT March 16 report of Nielsen), up by 120 basis points. Sugar Free Gold and Sugar Free Natura maintained their leadership positions and also improved their growth rates, during the quarter.

Continuing the thrust on marketing initiatives to grow the category and market share, well-known Bollywood celebrity, Parineeti Chopra has been appointed as the new brand ambassador for SugarFree. The new multimedia campaign will go on air by end of May 2016.

In the EverYuth range of niche skin-care products, Scrub and Peel-off continued their growth trajectory. EverYuth Scrub has maintained its number one position with a market share of 30.7% and EverYuth Peel Off Mask has maintained its number one position with a market share of 92.1%, an increase of 80 basis points over the last year (MAT March 16 report of Nielsen).

EverYuth Face Wash range has been re-launched with fresh, new and contemporary looking packaging in March'16. This re-launch will be supported by new communication. Nutralite, the premium table spread also fared well. The brand strengthened its marketing communication initiatives across all media during the quarter.

To support growth expansion plans, a new manufacturing plant is being set up by Zydus Wellness-Sikkim, in Sikkim which is expected to commence its production by March, 2017.

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