

RPSG FMCG Business

Creating new age brands for the modern, aspirational Consumer

November 2021 | Confidential



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Stable of 4 brands



TOO YUMM!
ANYTIME ANYWHERE

Naturali

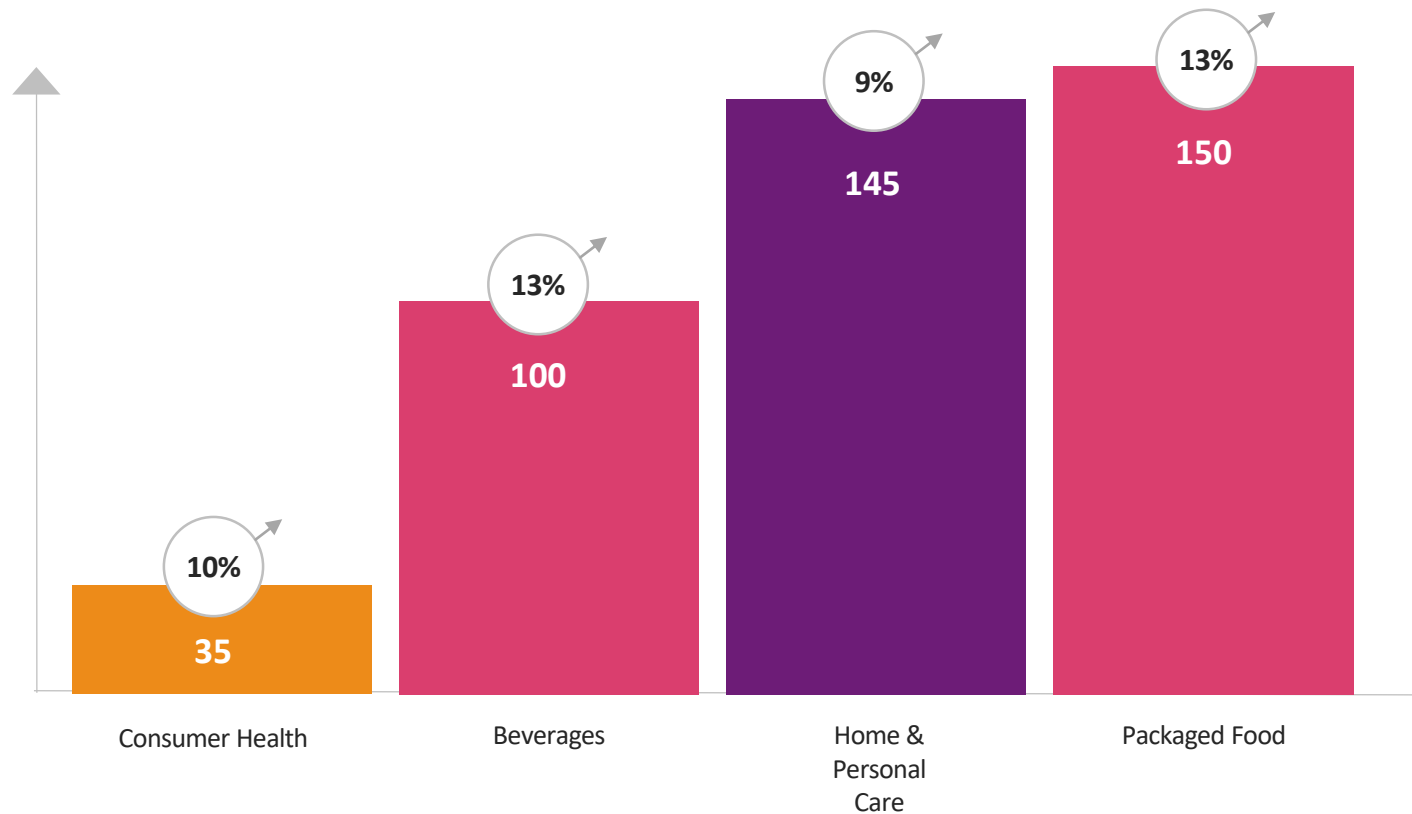


DR. VAIDYA'S
New Age Ayurved



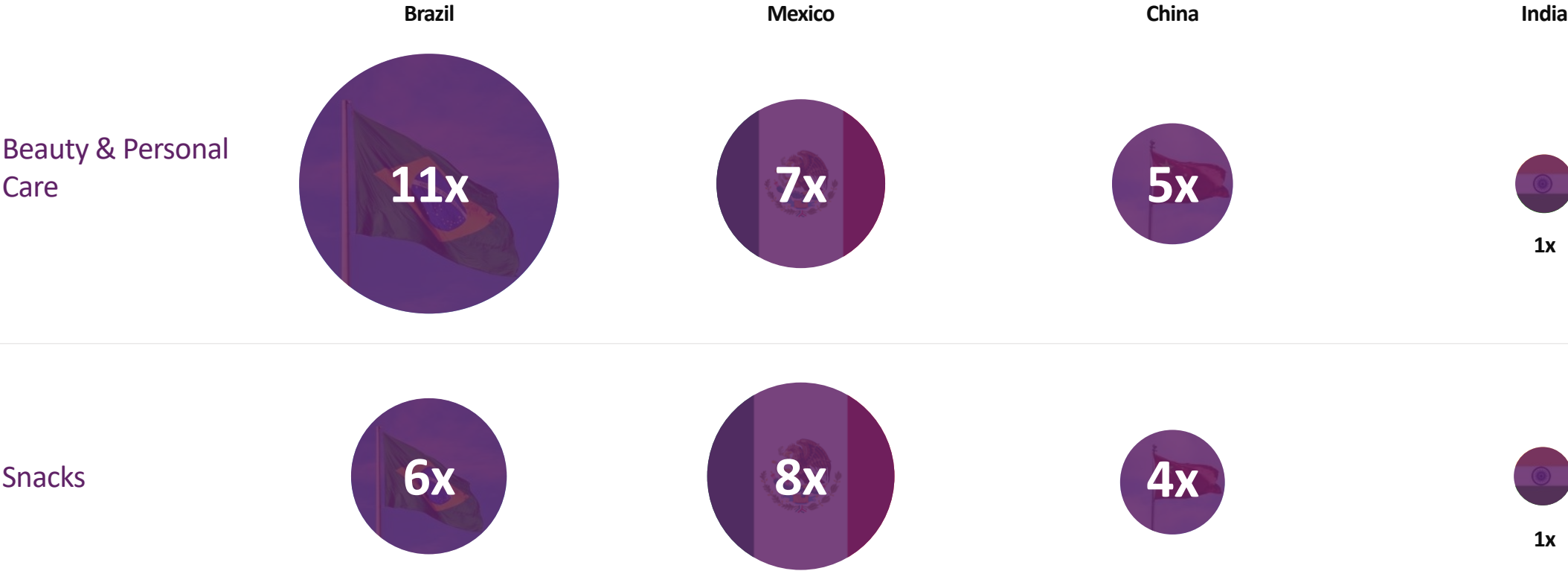
₹ 700,000 Cr

Indian Branded FMCG Market



10x

Others markets in per capita consumption



10x

Others markets in per capita consumption

Brazil

Mexico

China

India

Beauty & Personal

India FMCG : Strong room to grow

5x

1x

6x

8x

4x

1x

Snacks

FMCG large companies : ITC, Reckitt, Dabur : Sustained focus on GTM and Brand Creation over years.



Indian consumer needs are changing



Smart Shoppers



Health & Wellness



No one size fits all



**Increasing
digital influence**

Indian consumer needs are changing

...and they are looking for more agile, more relevant and topical responses

RPSG FMCG

aims to build a diversified FMCG conglomerate led by new-age brands and innovative products, to serve the modern aspirational consumer

Our Vision stands on four primary pillars

Play in categories
of scale



Create Disruptive
Innovations

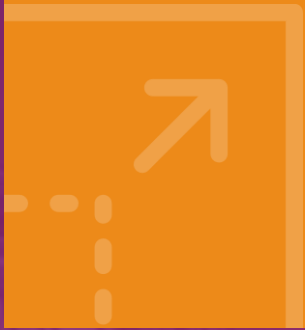
Build Brand
equity

Build GTM offline
and online



Our Vision stands on four primary pillars

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Our Vision stands on four primary pillars

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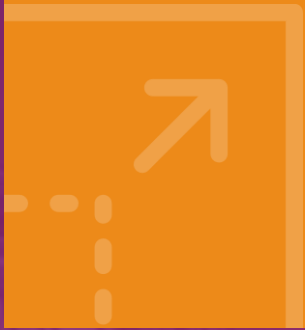


**Build GTM offline
and online**



Our Vision stands on four primary pillars

**Play in categories
of scale**



**Create Disruptive
Innovations**



**Build Brand
equity**



**Build GTM offline
and online**



...and a strong foundation

**Play in categories
of scale**



**Create Disruptive
Innovations**



**Build Brand
equity**



**Build GTM offline
and online**

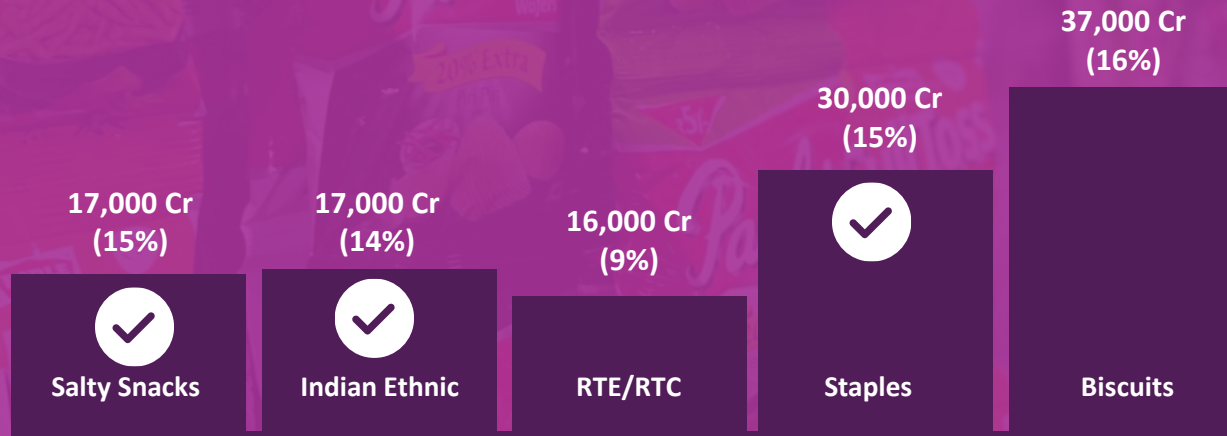


**Develop Robust and sustainable supply network
Invest in R&D capability**

Build a future ready, highly driven Organisation

Three Core Verticals to drive the FMCG Business

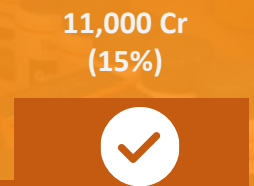
Food
(₹ 117,000 Cr)







Personal Care
(₹ 34,000 Cr)



Herbal Wellness
(₹ 11,000 Cr)



Diversified portfolio of brands...

	Positioning	Unique Proposition	Role in the Portfolio
	"Tasty healthier snacks"	Tastier and Healthier	Scale Driver
	"Natural, free from harmful chemicals hair & skin products"	Natural Yet Efficacious @ Right price	Margin Driver
	"Trusted Ayurvedic wellness"	Customised Solutions for consumers of today	Margin Driver
	"Tasty Indian salty snacks"	Giving Value for money Better than loose.	Scale Driver

RPSG FMCG Vision: What gives us confidence



- Unique positioning in a large market
- Fast ramp up to 200 Cr ; Equity scores amongst the top 3 in the category



- Significant online presence – 1Million consumers served.
- 150 + FDA approved formulations
- Sight of future innovations

Naturali

- Unique positioning tough to replicate by established brands
- Sight of future tranche of innovations

**Focus on
Enablers**

- At least 3 more category spaces planned.
- Reasonable strong distribution set up : 300,000 stores
- Ability to create new products, Supply networks to deliver competitive pricing and costs.
- Strong organization in place

Our Journey has been very exciting so far...

2017



April

Disruptive launch in snacking with TY!

2017



Acquired Evita

2018



Disrupted Extrudes with Karare

2019



Foray in Ayurveda with the acquisition of Dr. Vaidya's

2021



March

Disrupted the market by launching chips with 40% less sat. fat



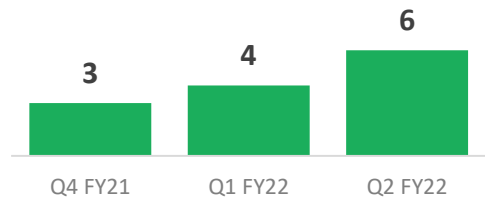
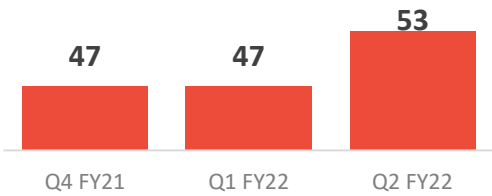
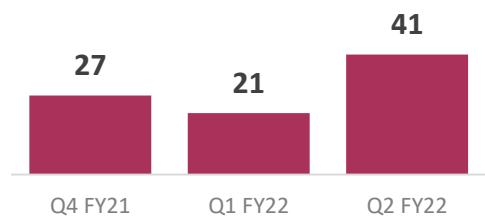
2022

September 2021

Foray into Personal care with Naturali

RPSG FMCG – now @ 100 Cr per quarter.

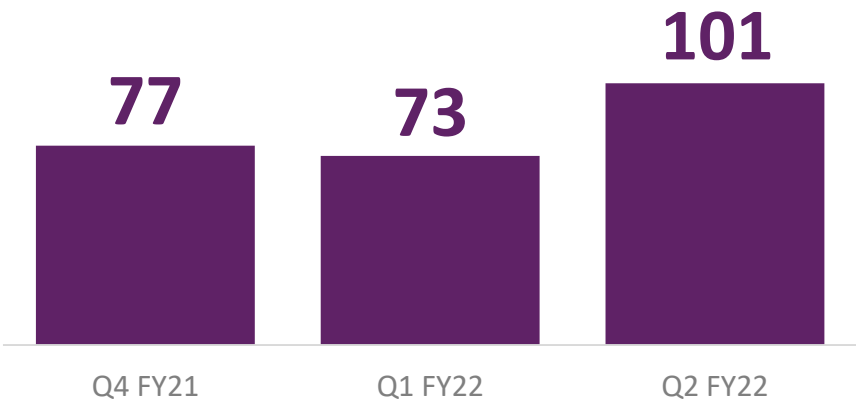
Strong momentum now back on the business across brands.



Amount in INR Cr



FMCG Business



Amount in INR Cr

Q2 FY'22 FMCG Performance

Marketing investments curtailed earlier

Investments in building the Potato Chips, Personal Care

	Q2'FY22 (Rs. Crs)	Vs Q1'FY22 (%age)	Vs Q2'FY21 (%age)
Revenue	101	38%	27%
Mat Margin	30%	4.2%	-5.0%
Marketing & S&D Spends	38	112%	82%
EBITDA	(56)	33%	43%

**TOO
YUMM!**TM
ANYTIME ANYWHERE

Naturali



DR. VAIDYA'S
Aw Age Ayurved



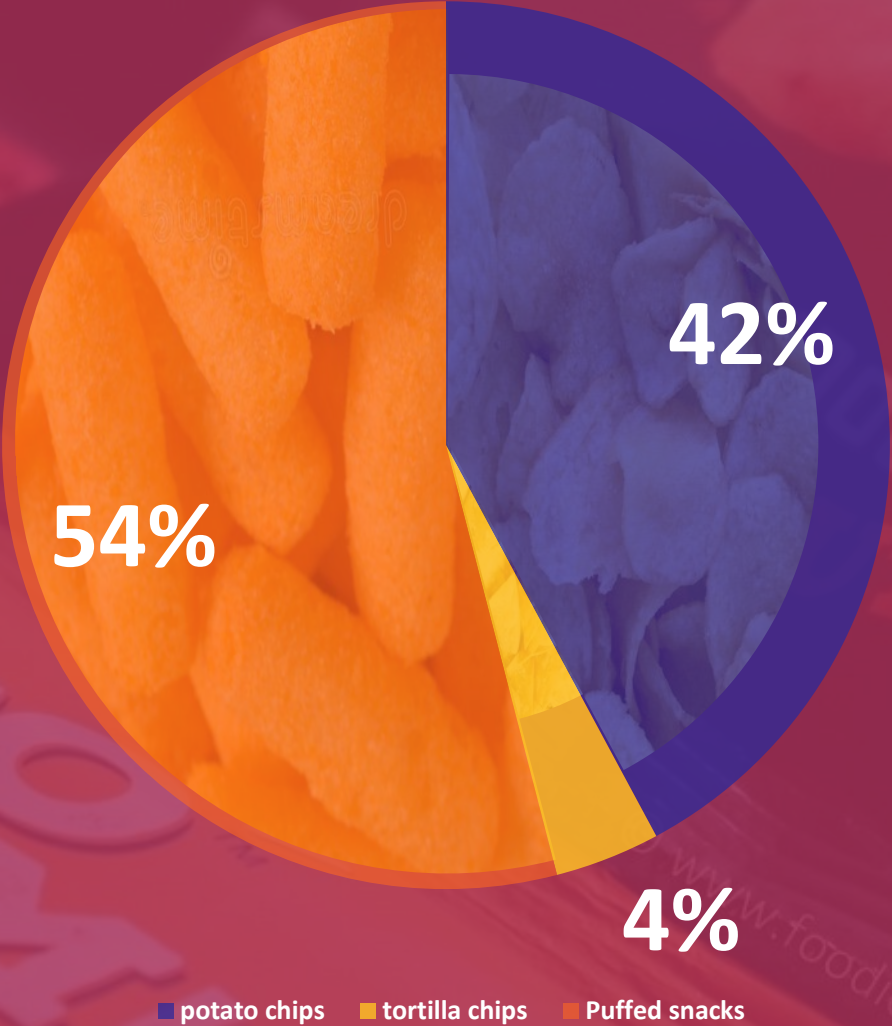
“Tasty healthier snacks”

₹ 17000 Cr

Salty snack market

15%

Expected Growth



Evolving consumer trends are shaping the demand



**Change in eating habits
of consumer**



**Rise of Health &
Wellness Segment**



**Innovation over
Competition**



**Evolution of Packaging &
Premiumisation**

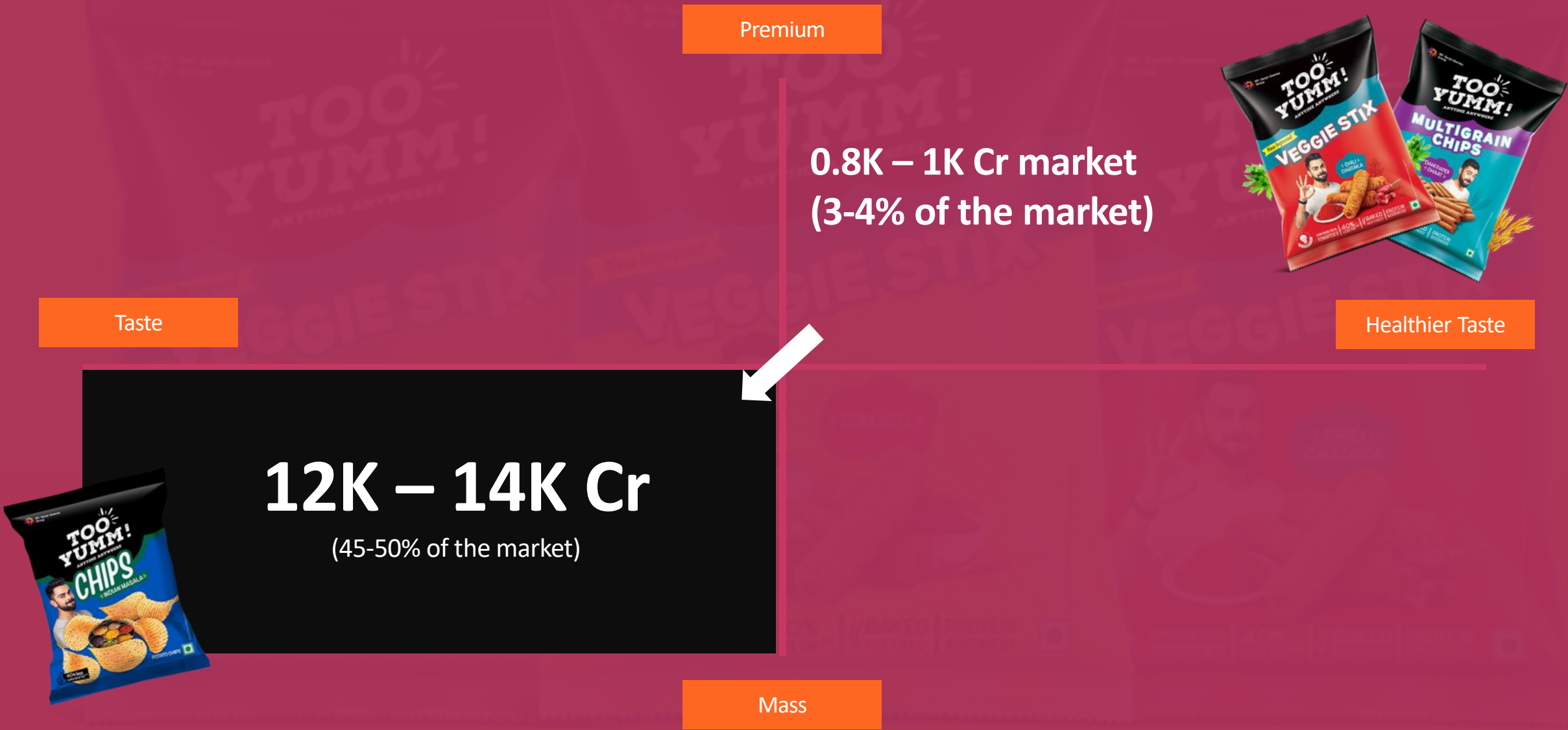
Began with a disruption in extrudes as

‘Guilt free premium snacking’



‘Baked not Fried’



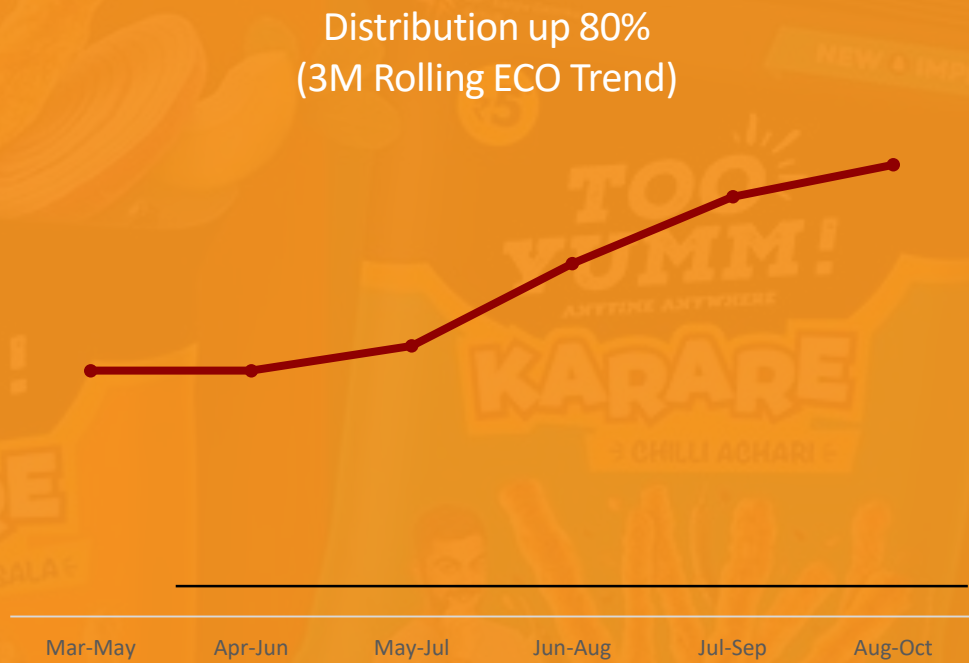
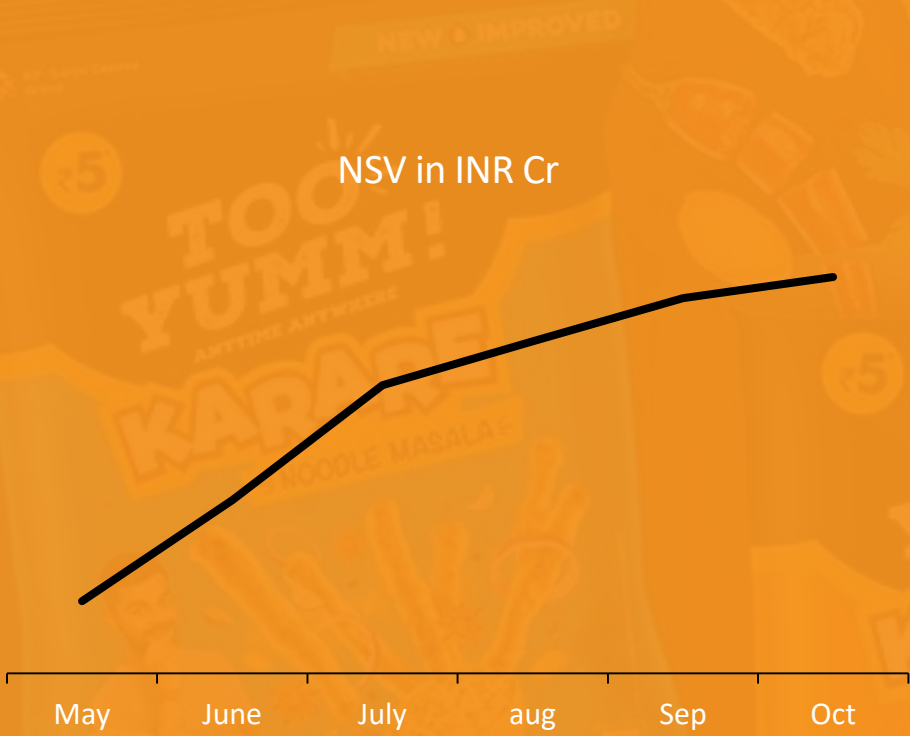


KARARE

The positioning pivot is working ..



Karare – Getting to strong momentum





TOO YUMM!™ CHIPS

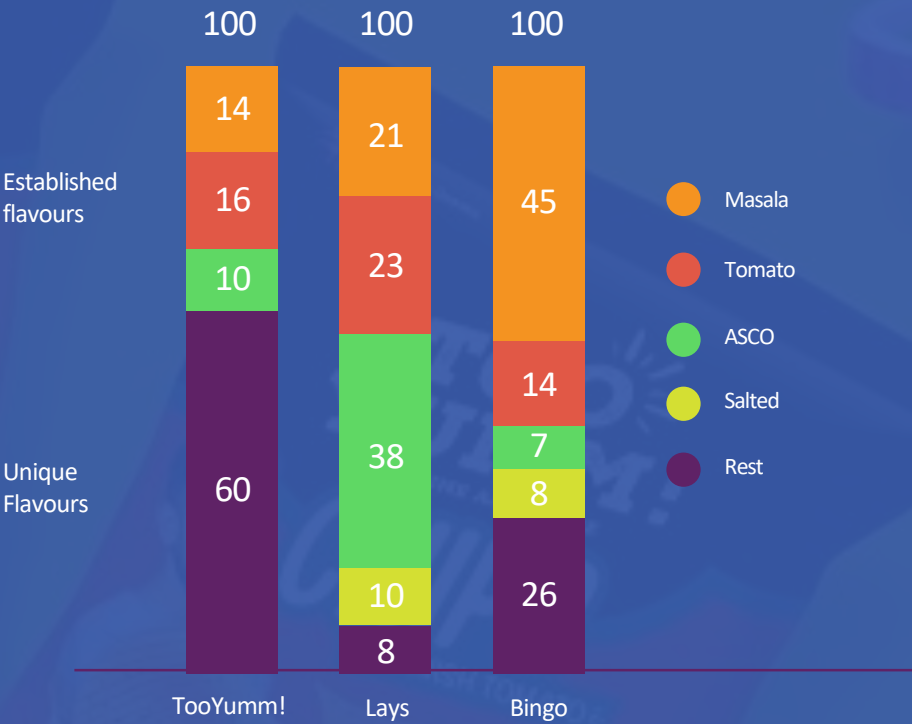
ANYTIME ANYWHERE

Landscape

3 lead players, 4 mainstream flavours across brands

Challenge

How to differentiate?



40% Less Saturated Fat

89%

BPT win over
competition

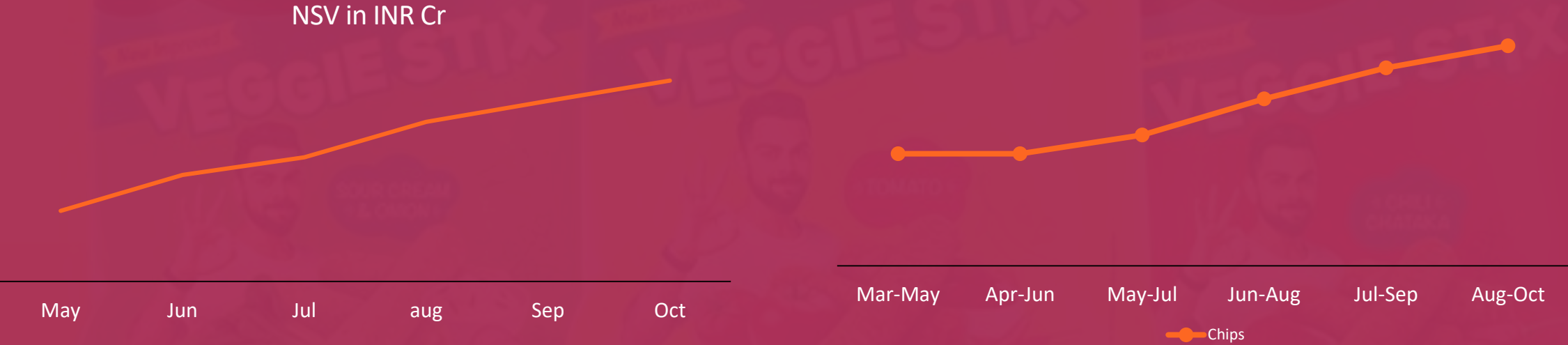
5

lip-smacking
flavours



Potato Chips – Thumbs up from consumers!

Strong repeat rates from stores!



2 manufacturing locations operational
2 more already planned to take the count to 4

TOO
YUMM!
ANYTIME ANYWHERE

Naturali



DR. VAIDYA'S
4w Age Ayurved

DAMAGE
REPAIR
Shampoo

Chamomile hair &
scalp, nourishes
& restores shine

Moringa Oil &
Avocado

WITHOUT
PARABENS

SULPHATE
FREE
CLEANSING

100%

Naturali

HAIRFALL
ARREST
Conditioner

Detangles & nourishes
to reduce hairfall

Red Onion &
Biotin

WITHOUT
PARABENS

SULPHATE
FREE
CLEANSING

100%

Evita

Naturali

DAILY
PURIFYING
Face Wash

Prevents pimples & controls
oil balance

Tea-Tree Oil & Avoc.

WITHOUT
PARABENS

SULPHATE
FREE
CLEANSING

100%

***“Natural, free from harmful chemicals hair &
skin products”***

~\$4B USD

Personal Care

10%

Growth in Value Sales for Personal Care Category

41%

Naturals% of the Personal Care Category

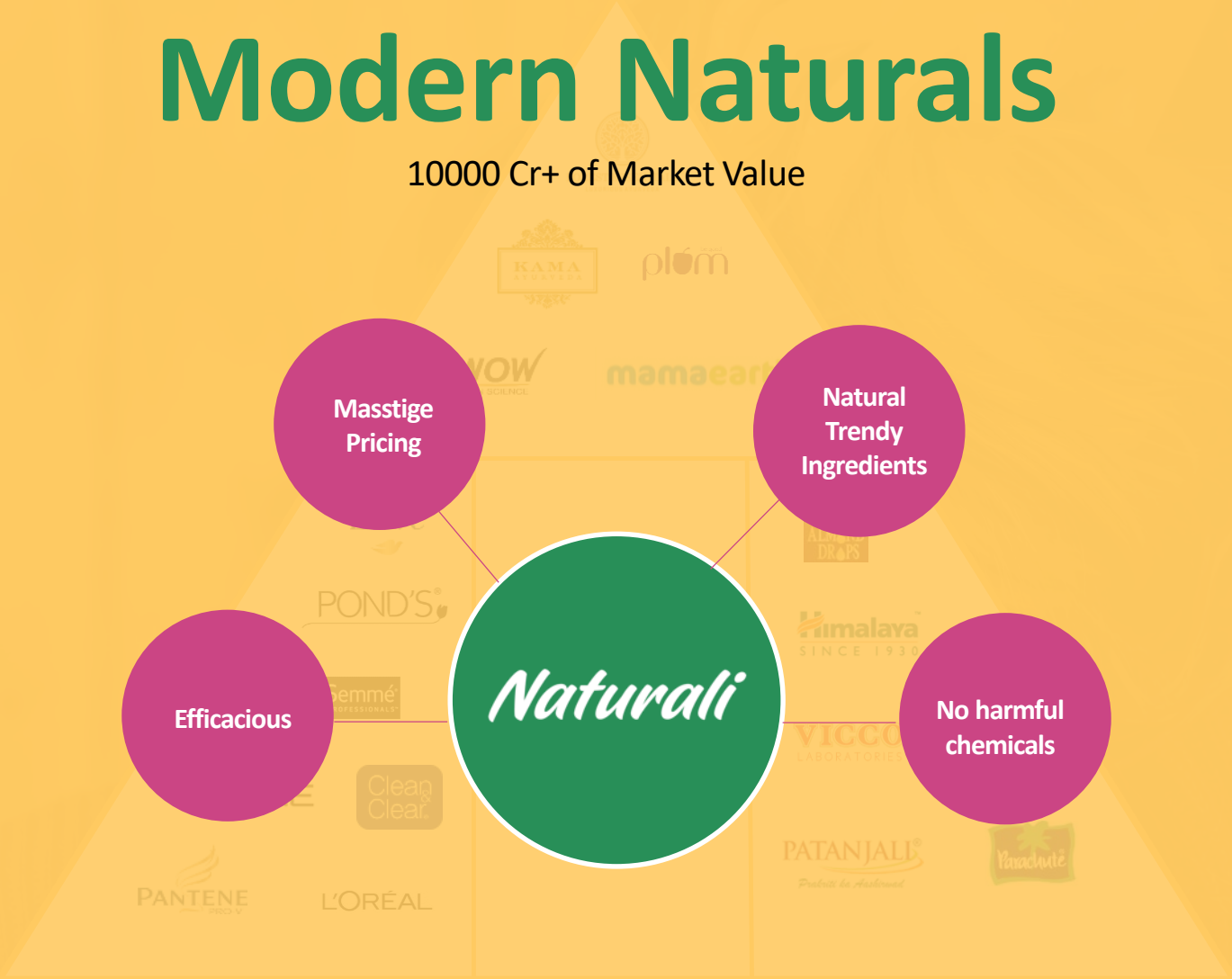


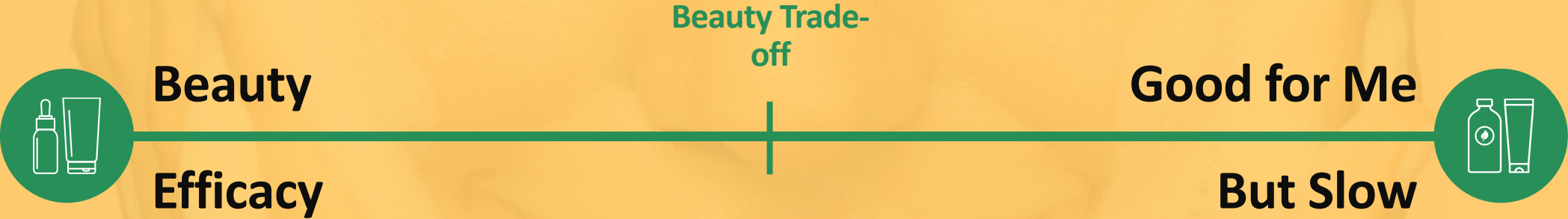




Modern Naturals

10000 Cr+ of Market Value





Make *Naturali* the
Efficacious & Better for
you Choice





Added the Good

Trendy, efficacious
Natural Ingredients



Deleted the Bad

Free from harmful chemicals



Naturali

A personal care brand that is infused with natural ingredients & are free from harmful chemicals that delivers efficacious results and is better for you.



Naturali

Hair fall Arrest
Shampoo & Conditioner

Damage Repair
Shampoo & Conditioner

Pollution Defence
Shampoo & Conditioner

Daily Purifying
Face Wash

Pollution Defence
Face Wash

Pollution Defence
Daily Moisturizing
Face Cream





TOO
YUMM!
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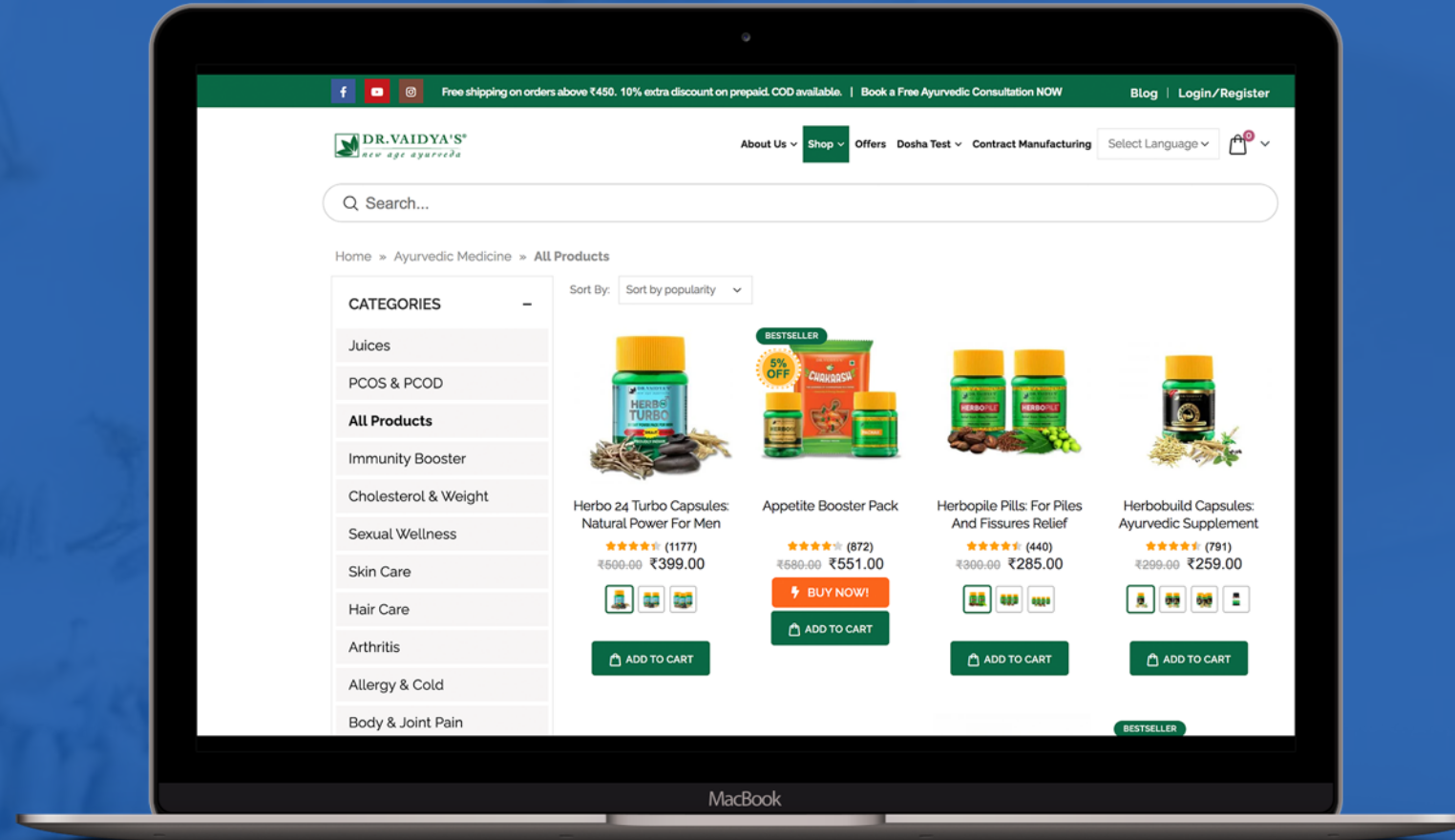
Naturali



DR. VAIDYA'S
New Age Ayurved



An Online Business with a firm footing



An Online Business with a firm footing

Robust Product Portfolio

50+

solutions across
wellness and curative
needs.

150+

FDA approved formulations

**Category
First Products**

like Ayurveda for Muscle
Build/ Herbo Turbo/ Livitup

**In house
Manufacturing &
R&D**

10,00,000

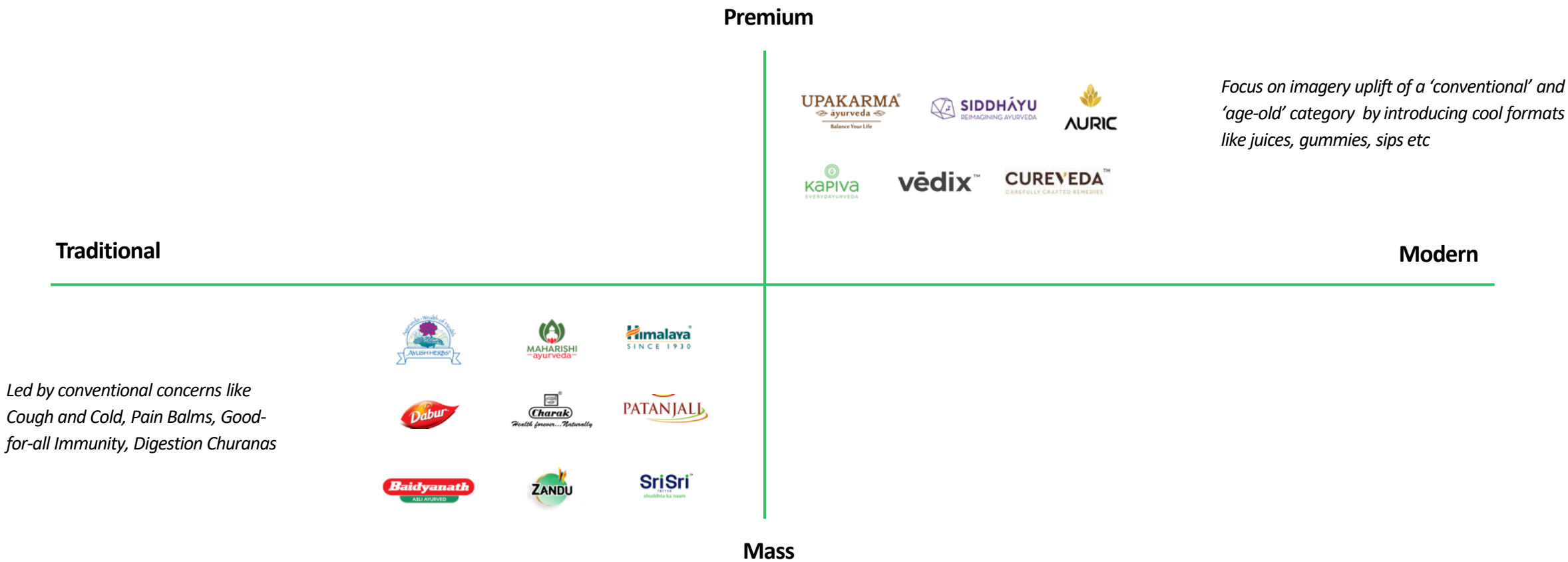
consumers serviced through DTC
channel

25000+

Free Doctor consultations over the last
year to build trust and credibility towards
Ayurveda

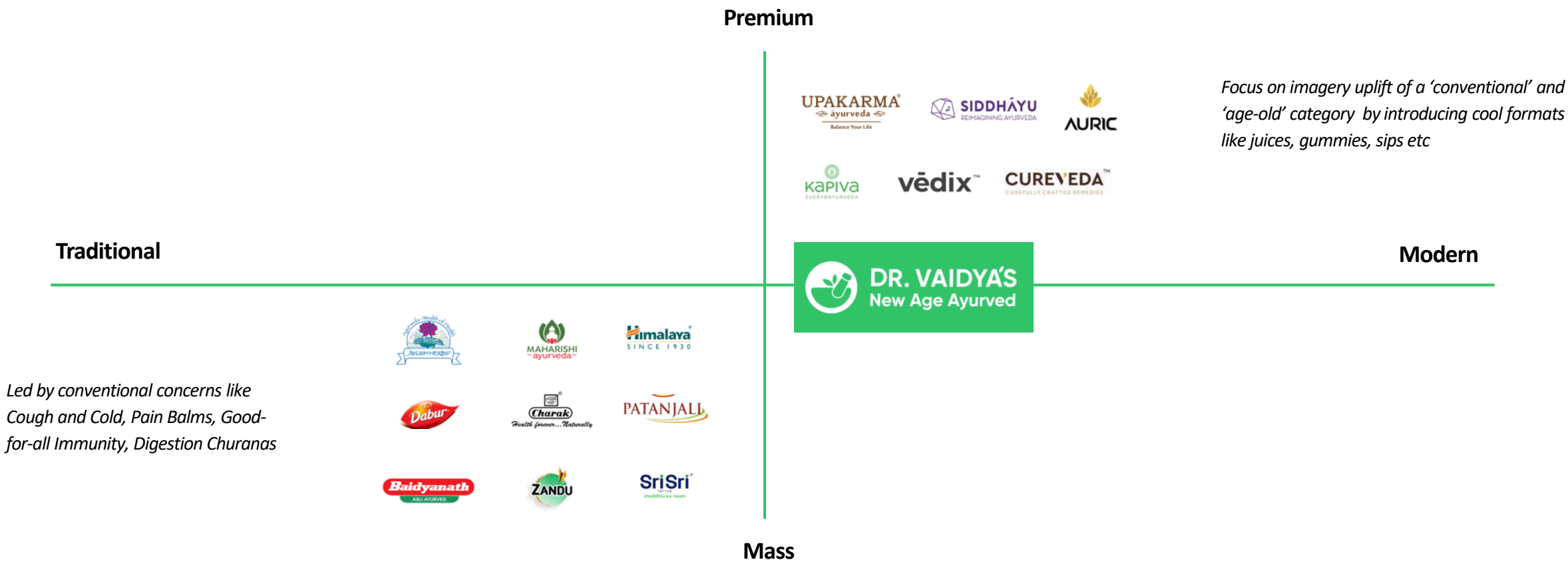
Dr Vaidya's carving out a distinct space & identity

Own : Emerging Lifestyle Health Need space



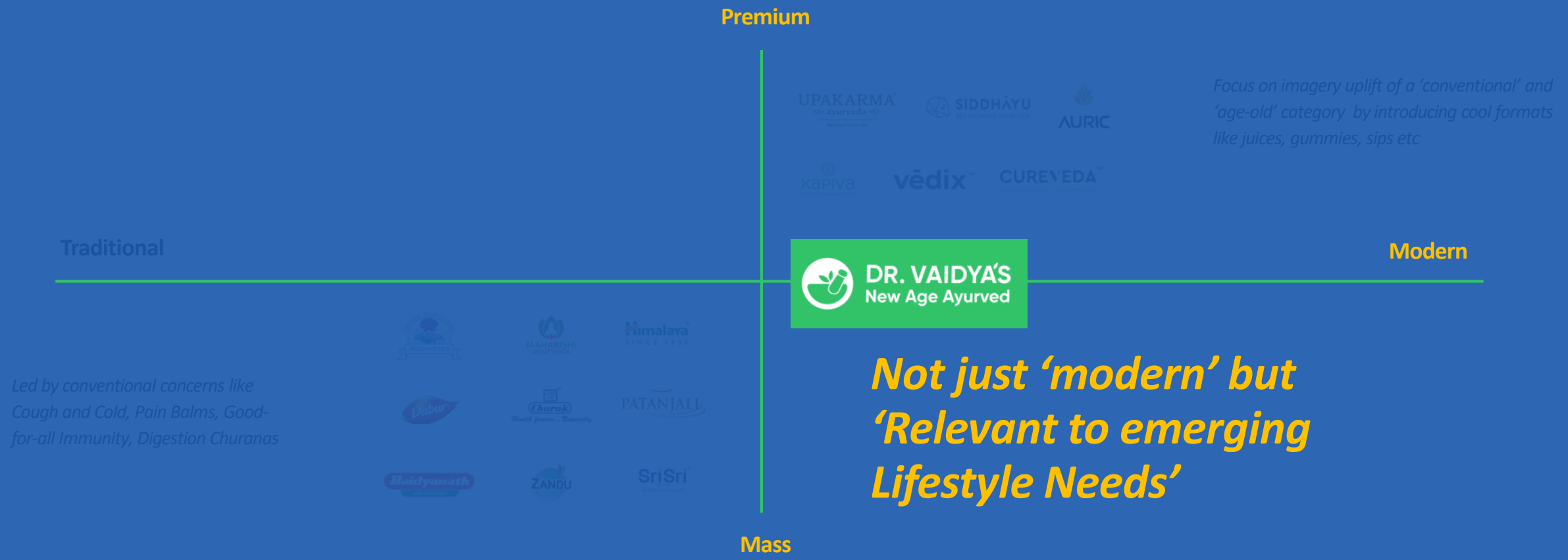
Dr Vaidya's carving out a distinct space & identity

Owning the Emerging Lifestyle Health Needs space



Dr Vaidya's carving out a distinct space & identity

Owning the Emerging Lifestyle Health Needs space



₹11K Cr

strong and growing Ayurveda market

Phase 1

Heath & Wellness

General wellness

- Cold & cough Immunity
- Digestion
- Pain relief
- Sexual wellness

5-6K | 15-18%

Illness

- Diabetes
- Liver Care
- Respiratory
- Cholesterol
- Piles
- PCOD
- Others

3.5-4K | 12-13%

Supplement

- Tulsi (25%)
- Ashwagandha (15%)
- Giloy (10%)

500-700 | 20%+

Weight management

- Weight loss drinks
- Weight management supplements

500-600 | 12-14%

₹11K Cr

strong and growing Ayurveda market

Phase 2

Personal care

Hair care

Oil, shampoo, conditioner, hair color...

Skin care

Anti-aging, body lotions, face cream, face wash...

Bath & shower

Soap, Shower Gel...

Oral care

Tooth Paste, Oil pulling

Health & Wellness

General wellness

Illness

Supplement

Weight management

Play in spaces with superior efficacy of Ayurveda

	Today's Lifestyle Needs	Allopathy Cure (long term)	Traditional Ayurveda Brands
Women's Wellness	PCOS, Infertility, Post Natal Recovery	● ● ●	Limited offerings
Stress/ Mental Health	Work stress, Screen driven	● ● ●	Limited offerings
Sexual Problems	Specific concerns of diabetics, obese consumers	● ● ●	One size fits all
Nutrient Deficiency	Different needs across genders & age, chronic illnesses	● ● ●	Limited Ayurveda offerings
Muscular Skeletal Disorder	Pain induced by stress & screen exposure	● ● ●	Back or Joint Pain led
Weight Management	Childhood obesity, thyroid & PCOS, Post delivery	● ● ●	Driven by looks
Digestive Issues	Differing needs amongst kids, working population	● ● ●	Targeted to seniors
Immunity	Specific needs of chronic illness sufferers	● ● ●	Family Wellness
Hair & Skin	Emerging concerns like pigmentation, psoriasis	● ● ●	Limited offerings

Pathway to build a 500cr brand

2019



Partial Acquisition
of Dr. Vaidya's

3x business growth to
monthly 2cr NSV

Pathway to build a 500cr brand

2021

Complete acquisition in
March.



Complete Brand Overhaul

- Focused on consumer benefit
- Right Claims
- Better formulations
- Modern yet relevant

Weight management



Respiration/ Cold



Immunity



Stress/Sleep



Chronic Care



Sexual Wellness



Pain Management



Woman Wellness



Pathway to build a 500cr brand

FY '22



New manufacturing plant &
ramped up R&D for future
scale

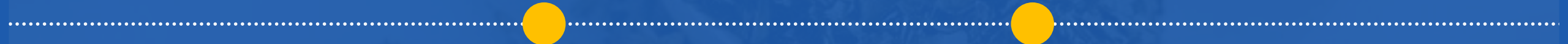
New Website
Launch



Strengthening 'lifestyle' led product
portfolio:
10+ new product launches

Pathway to build a 500cr brand

FY 23-24



Offline Launch
with Blockbuster products

**Expand
Internationally**

TOO
YUMM!
ANYTIME ANYWHERE

Naturali

Tikha



DR. VAIDYA'S
New Age Ayurved

Evita®

“Tasty Indian salty snacks”

Value snacks business has large, regional players



Evita : An emerging Indian Ethnic Player ; With near National presence.

Revenue

₹167 Cr

Revenue FY'21

Focus markets

West

Gujarat, Maharashtra, Rajasthan

South

Telangana, Andhra Pradesh, Karnataka, CG

North

Uttar Pradesh

Key portfolio growth unlocks

Deepen presence in focus states

Expand product segments : Kids/Large/Local

Evita – Started to work on deepening presence

1

Distribution Expansion : by 10%

47

Super stockists

Expansion to East

Initiated

Evita – supported with new launches, Rs 10/ price points

2

New Launches

9

Products
under Family/Large pack

4

Products
@ Rs 10 Price point launched

RPSG FMCG : Strategic Imperatives

**Play in categories
of scale**



**Create Disruptive
Innovations**



Build Brand Equity



**Build GTM offline
and online**



**Develop Robust and sustainable supply network
Invest in R&D capability**

Build a future ready, highly driven Organisation

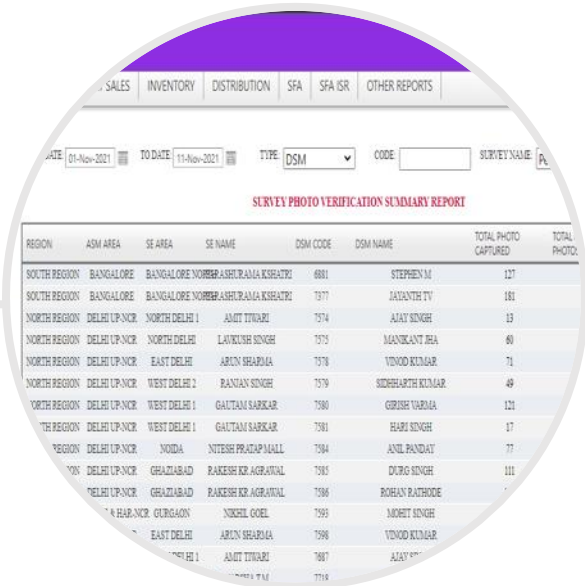
All Distributors/ Reps equipped with SFA automation.



Single click check on Market execution.



Mandatory photo at every outlets



Auto mailers on Insights

RPSG FMCG Supply Chain/ GTM : Significant capabilities in place



10 Factories
(Incl. 3P)



22
CFAs



900+
Distributors



3L Direct
Outlets



3000+
Sub-stockists



1000
Salesmen

RPSG FMCG : Strong investments in R&D Capabilities

Established in

June 2017

Location

Thane (Maharashtra)

Combined Experience

95 Years



Categories

Foods , Personal Care , Ayurveda



Core Competency

Snacks: Baking , Frying , Extrusion , Coating Seasoning Creation

PC: Skin , Hair Care

Ayurveda / Nutrition: Illness , Wellness , Clinical Research

Packaging Development: Rigid , Flexi , Laminates , labels

Quality: Process Quality , Supplier Quality



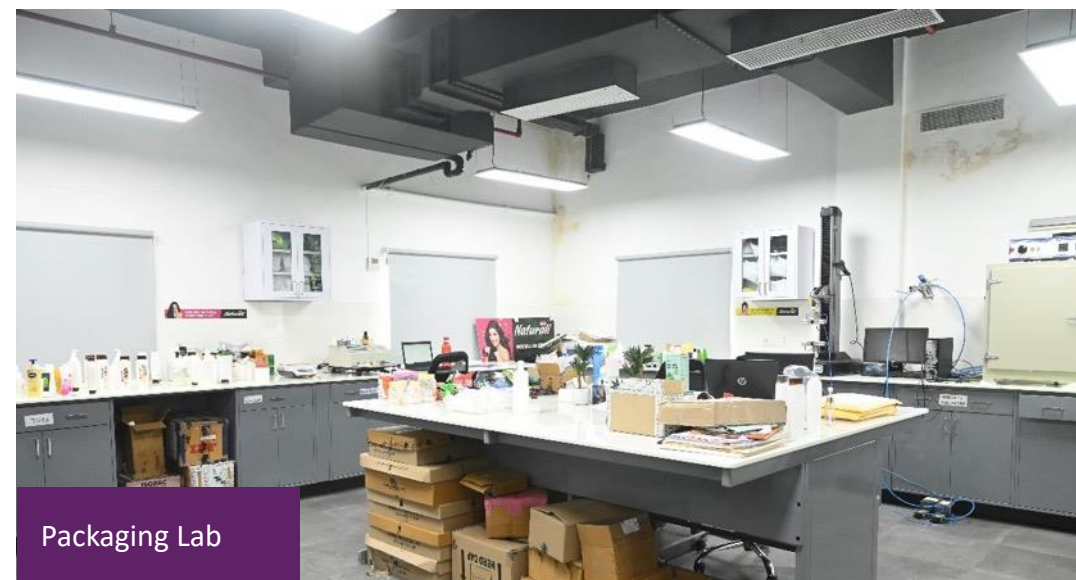
Pilot Plant - Foods



Personal Care Lab



DRV Lab



Packaging Lab



The organization is led by seasoned professionals



Rajeev Khandelwal

CEO, RPSG - FMCG

*SPJIMR Alumnus
Ex. Reckitt Benckiser, P&G*



Anand Dhodapkar

VP Technical, RPSG - FMCG

*Symbiosis Alumnus
Ex. Marico, Nestle*



Rajat Ghosh

VP Sales, RPSG - FMCG

*IMT Alumnus
Ex. Bajaj Consumer,
Dabur, Britannia*



Janesh Kumar

VP HR, RPSG - FMCG

*Symbiosis Alumnus
Ex. Airtel, Abbott, Dr. Reddy's*



Yogesh Tewari

VP Marketing, RPSG - FMCG

*IIMA Alumnus
Ex. Mars Wrigley,
Reckitt Benckiser, Colpal*



Arindom Paul

GMI Manufacturing, RPSG - FMCG

*Alliance Business School Alumnus
Ex. Amazon, Marico*



Head SCM

VP Supply Chain, RPSG - FMCG



Rohit Garg

CFO, RPSG - FMCG

*CA ICAI
Ex. Britannia, Marico*



Gauri Malhotra

Business Head, DR. Vaidya's

*NMIMS Alumnus
Ex. Marico*



Mallikarjun Patil

Business Head, Apricot Foods

*Harvard Alumnus
Ex. ITC, Kelloggs, Godrej*

Striving to create four megabrands



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10x

Others markets in per capita consumption

Beauty & Personal
Thank you !

Brazil



Mexico



China



India



Snacks

