

Greetings from TTK Healthcare Ltd.

The TTK Group

Started in 1928 as an indenting agency

- Founded by Mr. TT Krishnamachari
- Pioneered organized distribution
- Health care, Foods, Personal care products, Writing instruments, Ethical products
- Cadbury's, MaxFactor, Kiwi, Kraft, Sunlight, Lifebuoy, Lux, Ponds, Brylcreem, Kellogg's, Ovaltine, Horlicks, Mcleans, Sheaffer's, Waterman's & many more

Manufacturing commenced in 1950

- Pioneered several categories in India
- Pressure cookers, Gripe water, Maps, Condoms, ball pens, Toys and Heart Valves.

Today a Rs. 22 Billion Group

- 30 product categories and services
- 16 manufacturing units
- 12000 employees
- Exports to every continent

Indian roots, Global Reach

Diversified Group Structure



TTK Prestige Limited

- **Consumer durables - Listed**

TTK Healthcare Limited

- **Consumer Products, Pharmaceuticals, Medical Devices and Foods - Listed**

TTK Protective Devices Limited

- **Contraceptives**

TTK Services Private Limited

- **Non-Resident services and KPO**

Cigna TTK Health Insurance Company Limited

- **Proposed Health Insurance JV company**

Corporate Philosophy of the TTK Group

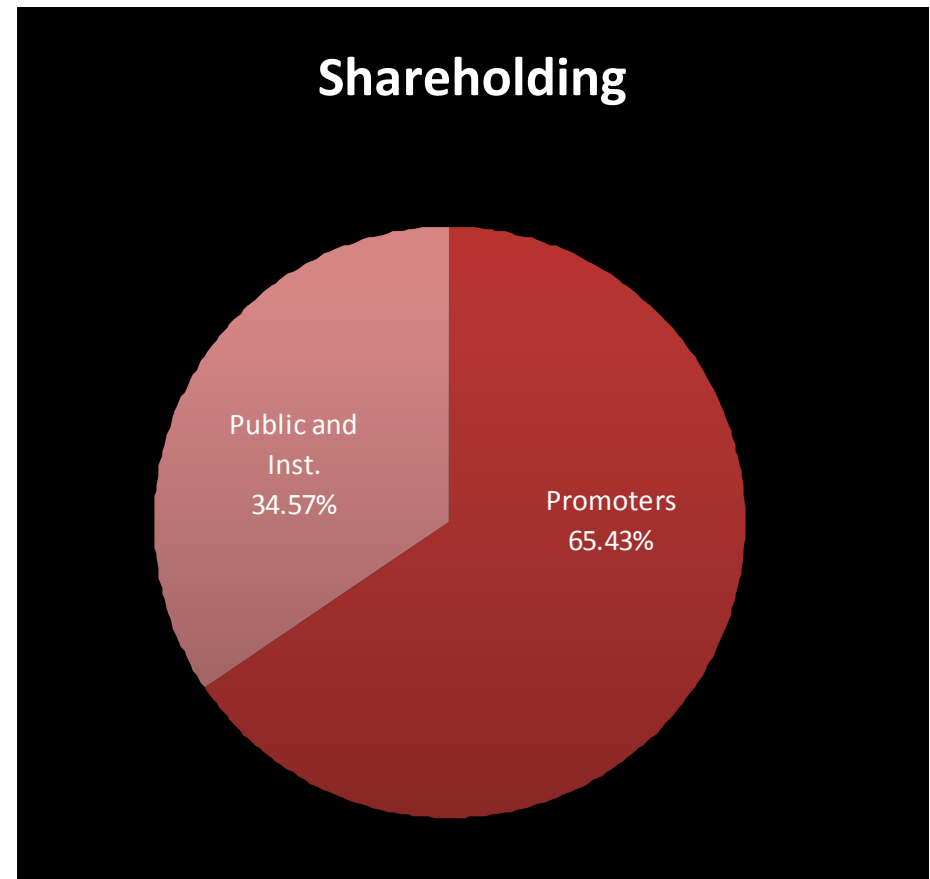


- **To provide quality Products & Services at affordable prices.**
- **Innovation by pioneering new business categories.**
- **Excelling in everything that it does and not sacrificing its unique Indian identity.**
- **Trust, transparency, knowledge and relationship.**

TTK Healthcare Limited



- Incorporated in 1958.
- Part of TTK Group
- IPO in 1985. Oversubscribed by 53 times.
- Rights Issue – 1992-93.
- Currently operating through 4 strategic business units (SBUs) viz., Consumer Products, Pharma, Medical Devices & Foods Businesses.
- 1650 strong human capital
- 5 Manufacturing units-one more being added
- Versatile distribution network



Paid up capital Rs. 77.7 million ,
13750 Shareholders

Board of Directors / Management



Promoter Directors

- Mr. TT Jagannathan – Non-Executive Chairman
- Mr. TT Raghunathan – Executive Vice Chairman

Executive Director

- Mr. K. Vaidyanathan – Executive Director

Independent Directors

- Mr. R.K. Tulshan
- Dr. K.R. Srimurthy
- Mr. B.N. Bhagwat
- Mr. J. Srinivasan
- Mr. R. Srinivasan
- Mr. K. Shankaran (Non-Independent)

Well balanced Board

Sub Board level

- Mr. S. Kalyanaraman – President – Commercial & Company Secretary
- Mr. G. Sreenivaasan – President – Consumer Products Division
- Mr. B.V.K. Durga Prasad – Senior Vice President - Finance

TTK Healthcare Limited



- Turnover of Rs. 382 Cr. as of FY 12-13
- Presence across categories through 4 Divisions

Consumer Products	Pharmaceuticals	Medical Devices	Foods	Others
Personal, baby and home care products.	Ethical products for human and animal welfare.	Specialised devices - heart valves and ortho implants.	Ready-to-fry snack pellets. (Pappads)	
Rs. 199 Cr.	Rs. 129 Cr.	Rs. 18 Cr.	Rs. 34 Cr.	Rs. 2 Cr.

The Journey till 2001



- 1958** - Incorporation
- 1959** - Commencement of manufacturing of Woodward's Celebrated Gripe water (WGW) at Chennai.
- 1962** - Commencement of manufacturing of Allopathic Drugs at Chennai.
- 1984** - Commencement of Animal Welfare Business
- 1985** - Came out with the first IPO. Over subscribed by 53 times.
- 1985** - Started Foods Division (Ready to Fry Products) at Bangalore. Innovative products under the brand name Fryums launched.
- 1990** - Taken over marketing and distribution of Consumer Products from TTK&Co., Since then took up distribution of several third party brands – Kiwi, Brylcreme, Kohinoor, Durex, 3M etc
- 1992-93** - Joint Venture established with Sara Lee, USA
- 1997-98** - Commenced commercial production in Heart Valve Division
- 1999-00** - Forayed into Medical Disposable Business in association with Group Companies / Joint Ventures.
- 2001** - Conferred with the National Award for the Successful Commercialisation of Indigenous Technology (Heart Valve)

The Turnaround Story Post 2001



- As of 2001, Company was operating with Borrowings in excess of Rs.55 Cr with cash trapped in receivables and inventories
- Company reported losses of about Rs. 9 Crores on a turnover of Rs. 122 Crores.
- The Company was saddled with quite a few Loss making / Commodity Businesses
- The Company's Businesses were revamped and restructured
 - Establishment of four strategic business units viz., CPD, Pharma, Medical Devices and Foods;
 - Systematically exiting from the loss making non-core businesses like Bulk drugs, Paper, Printing, Medical Disposables, Publications etc.
 - Unlocking values from non-core/non-performing assets
 - Revamped the trade policy and working capital cycles
 - Successful launch of new products under its own brand names such as EVA Range of Cosmetics and Good Home Range of Scrubbers, Air Fresheners, etc. and fortifying Woodward's
 - The EVA brand has become No.1 in Women's Deo category, with 25% market share with a turnover of Rs.70 Crores.
 - Reversal of the negative trend in Woodward's Gripe water and growing the brand year-after-year (from 128000 cases to 341000 cases) with a turnover of over Rs.70 Crores
 - Good Home range touched a sales value of Rs.20 crores in just 2 years of launch.
 - Establishment of Ventura Division to focus on herbal and specialty products and launch of several formulations under the Pharma Division . The overall Pharma (Non-OTC) grew to Rs.130 Crores.

The Turnaround Story Post 2001

- **Setting up of the State-of-the-art Manufacturing Facility for Heart Valves at Trivandrum**
- **Acquisition of the Orthopaedic Implants Business so as to enhance the Medical Devices basket (In Collaboration with BP Trust, New Jersey)**
- **Commissioning of two Italian make Snack Pellet Manufacturing Line to augment the production capacity at Foods Division- focused on new variants and value added products – a loss making division turned into a high contributing business from 2011-12.**
- **During this period, the company had to exit distribution of Kiwi, Brylcreem, Kohinoor and Durex - a loss of top- line of over Rs.125 Crores . The Company made up this loss by growing EVA, Good Home and Foods businesses and launching Skore Condoms**
- **Implemented Oracle E-Business Suites (ERP) with On-Line Connectivity.**

Year	Sales (Rs.in Crores)	Profit (Rs.in Crores)	Net Free Cash (Rs.in Crores)
2012-13	381.90	21.62	50.00



HEALTHCARE

Consumer Products Business

Consumer Products Division

- Presence across personal, baby and home care categories
- Market leadership with strong brands in portfolio



Woodward's Gripe Water



Eva – Deo, Talc & Lip care



Good Home
(Air fresheners &
scrubbers)



Skore
(Contraceptives)

Woodwards

- One of the oldest brands – 160 years.
- Only Pan India Brand of Gripe Water.
- Trusted Household name.
- Non-alcoholic formulation.
- Steady growth over the 5 years.
- Est. 65% market share All India.
- Available over 170000 outlets across India.



EVA

- Positioned as a teen girls brand.
- Bought from Sara Lee in 2003.
- Differentiated Offering – First brand without alcohol, skin friendly and ph balanced.
- Market leader for over 5 years in the Women's Deo segment - 25% market share*.
- Managed against stiff competition from MNC brands and many local players – Totally 610 brands *
- Time tested process of selecting appropriate fragrances for the Indian teens.
- Research shows high level of preference and loyalty towards EVA.
- Largest distributed women deo – Close to 200000 outlets
- Present dominantly across all channels incl. cosmetic stores.
- Currently present in Deo , Talc & Lip care.
- Looking at aggressively expanding the portfolio to newer categories.



Skore

- Skore – Launched in Nov 12.
- Colored , flavored range for the first time in India.
- Rapid distribution reaching over 150,000 and above.
- Clutter breaking advertising.
- Scaled to 7% market share within the first year of launch.
- Variety of new products in the pipeline.



Good Home

- Present across Scrubbers, Air fresheners and Drain cleaners.
- Innovative new products in the pipeline.
- Ramp up of distribution and marketing efforts from next year.



Distribution

National
presence

28 branch
locations

136000
sq.ft of
warehousing

400000+
outlets

Large sales force

Over 700
Sales People

Committed
and well
qualified sales
management
Team

Unique structure
with multiple
channels

Modern
format

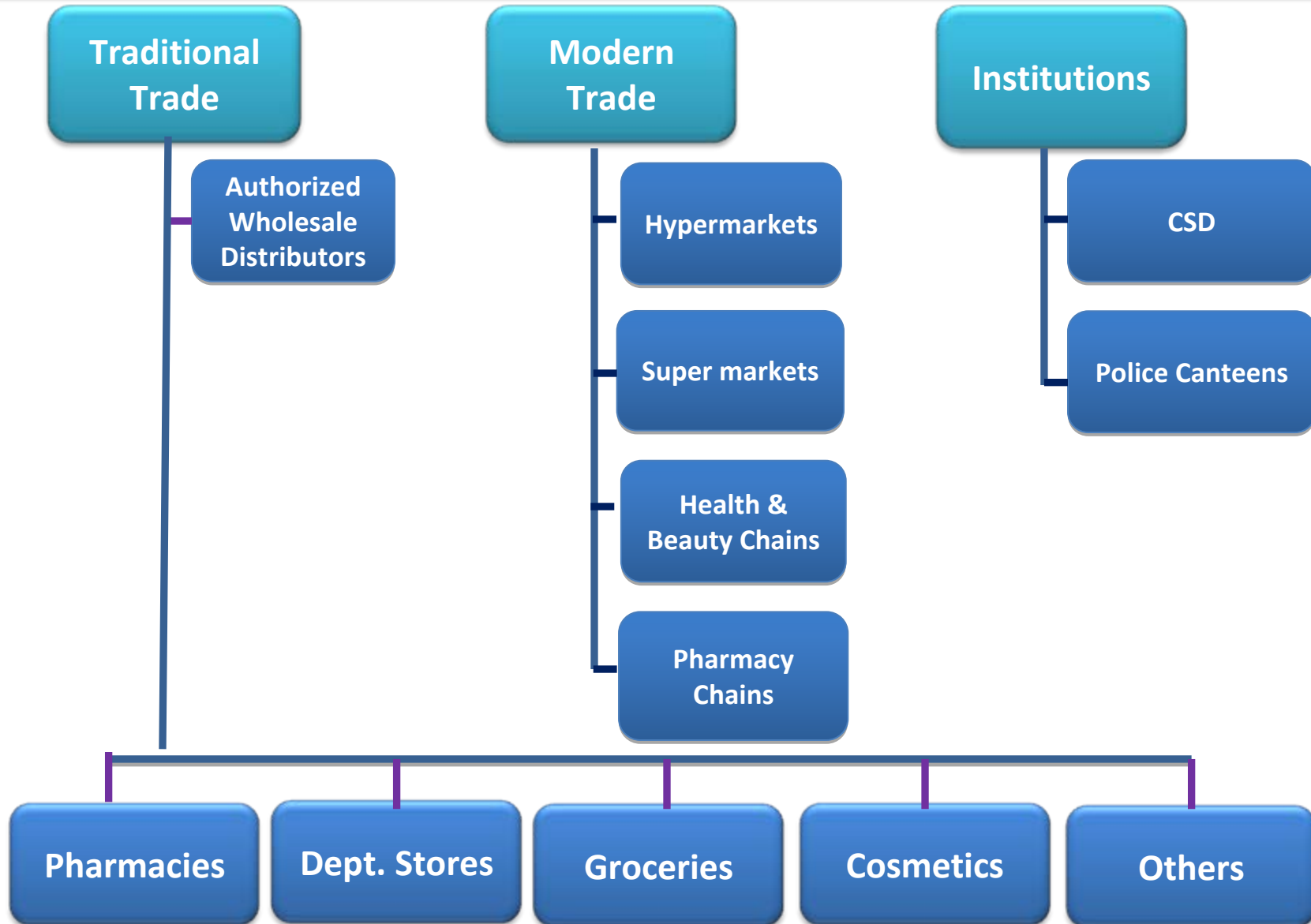
Traditional
Retail

CSD

Pharmacies

Police
Canteens

Distribution Structure



Distribution

- Listed across key modern trade chains
- Presence in 5000+ outlets across chains

	Modern Trade Chain outlets	Pharmacy chains
Outlet universe	2370	2954
Outlets covered	2310	2837
% coverage	97%	96%

Channel-wise distribution

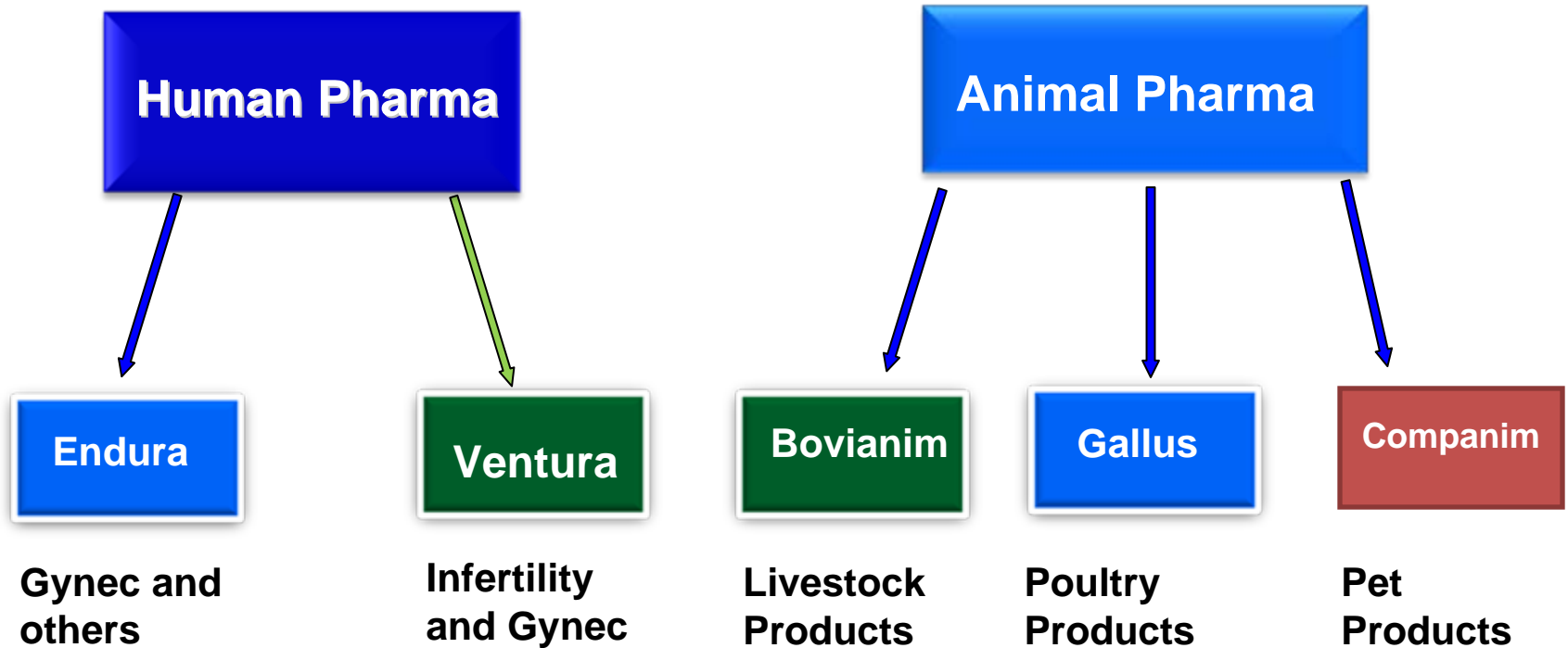
Channel	Chemists	Grocers	General Merchants	Cosmetic Stores	Modern Trade	Others	Total
No. of outlets	1,56,700	87,500	73,200	65,500	5,150	23,400	4,11,450



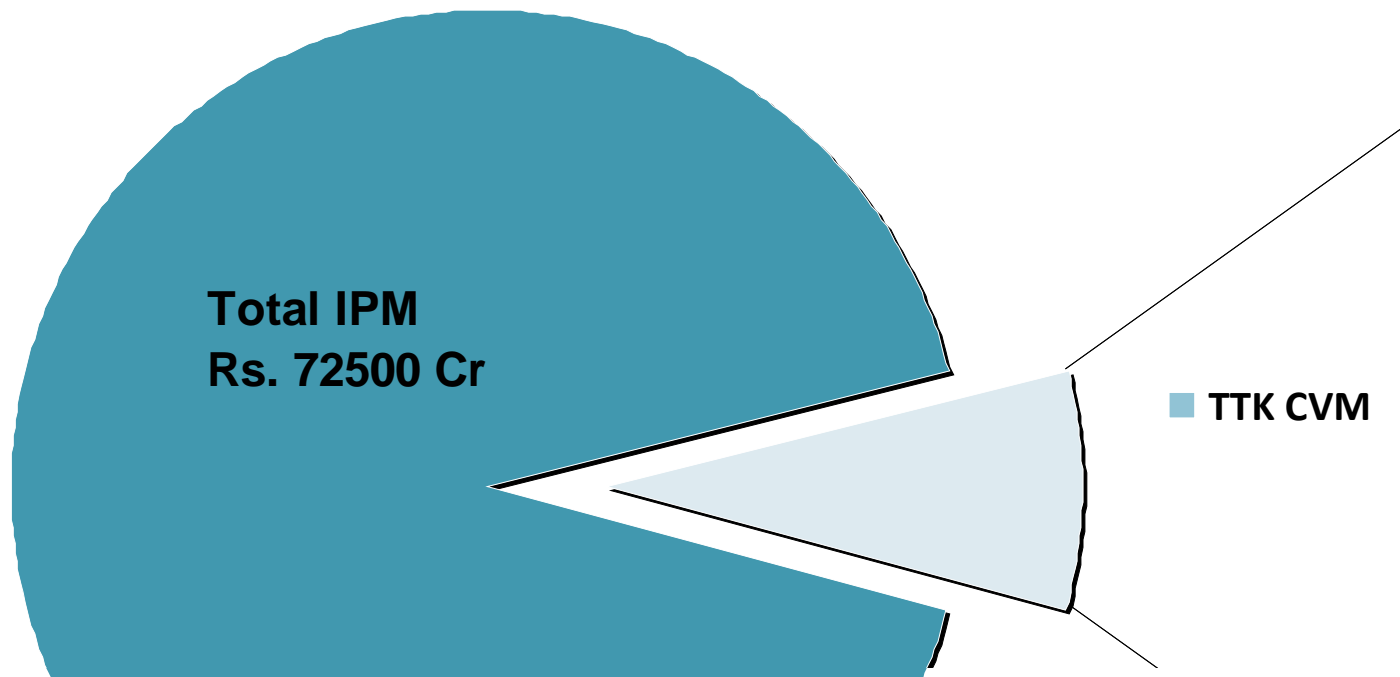
HEALTHCARE

Pharma Business

Pharma Business



IPM v/s TTKHC



TTKHC Share in CVM



TTKHC CVM: Rs. 5848 Cr

Customer Profile

Specialties Covered

Endura

Gynecologists

GPs & Physicians

General Surgeons &
Orthopedic surgeons

Pediatricians

ENT, Urologists,
Chest Physicians

Ventura

Gynecologists

Infertility/ Urologists

Physicians and GPs

Pediatricians

Dermatologists/
Sexologists

Total Doctors / Chemists Covered

	Doctors	Chemists
Endura	60480	40320
Ventura	56850	45480

Note:- Doctors Coverage includes Gynecologists , Infertility specialists, GPs, Orthopaedicians, Urologists / Andrologists, Pediatricians, Sexologists, ENT, Surgeons .

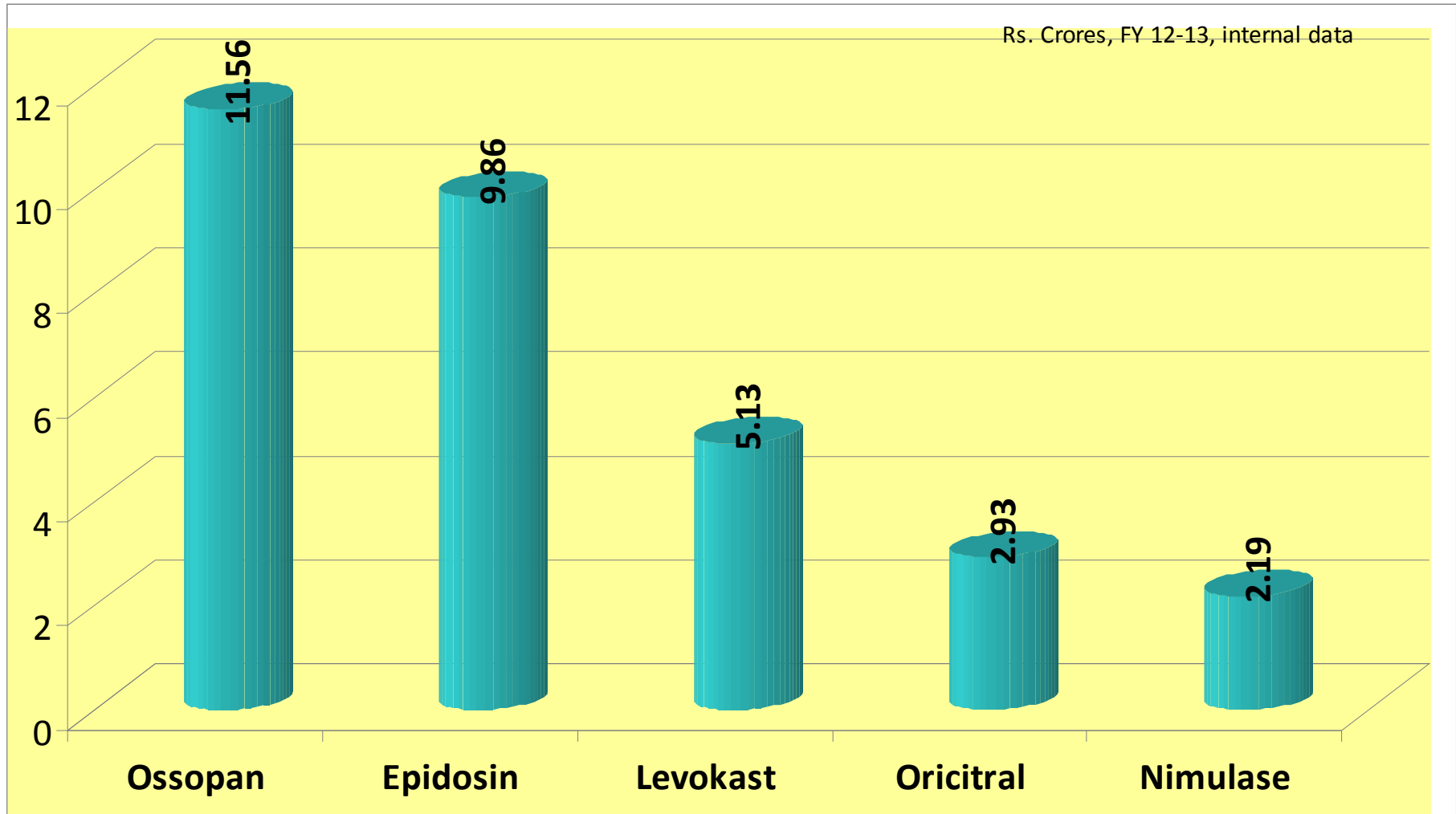
Product Range

SEGMENT	BRAND
Analgesic/ Anti-inflammatory	Dolobest P Tabs and Nimulase Tabs
Anti allergic	Levocold Syp
Anti asthmatic	Levokast Tabs, Levokast Kid Tabs and Levokast – AX
Anti spasmodics	Epidosin Tabs
Antibiotics	Oford LB Tabs
Antibacterial (Urinary)	Furent Tabs
Calcium Supplements	Ossopan 250 Tabs, Ossopan 500 Tabs, Ossopan D Suspension and Ossopan MCM Tabs
Delivery Care	Epidosin Inj, Methocin Inj and Foetocin Inj
Foetal Care (Folic acid combinations)	Folibest –DHA and Folibest I
GI Care	Rabulcer-D Tabs, P-Biotics Caps, P-Biotics Kid Sachets, Serutan Tabs, Elcarim Elixir, Elcarim Drops, Tefroliv Forte Syrup and Tefroliv Forte Tabs

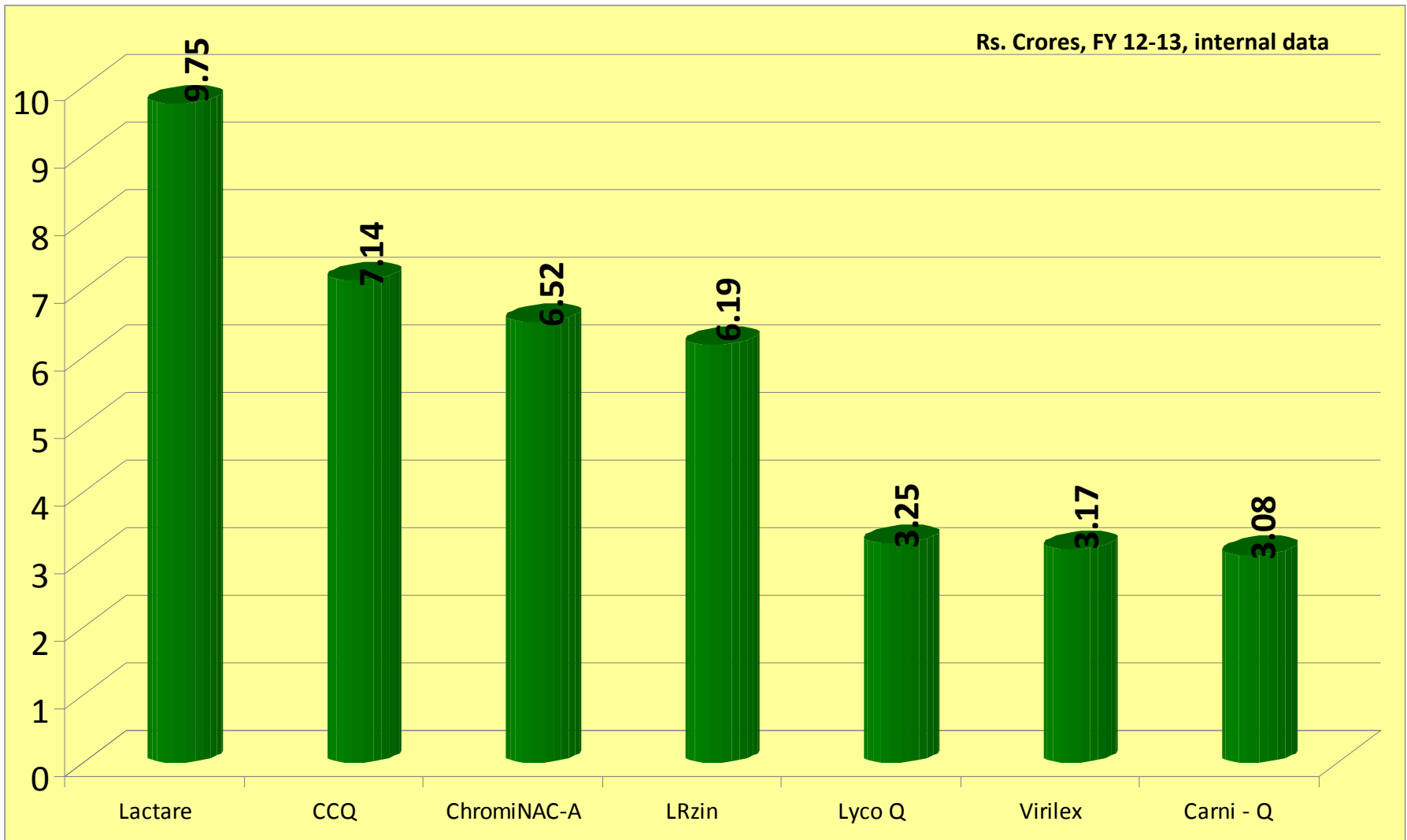
Product Range

SEGMENT	BRAND
Gynae Care	Lukure Tabs, Lukure V tabs, Lactare Caps, Lactare Granules, LR Zin Granules, LR Zin Forte Granules, LR Zin beta, Climacter Caps, ChromiNAC-,A, Utronorm Forte Syrup and Utronorm Syrup
Haematinics	Hemobest XT Tabs and Susp. Ossofez Caps and suspension
ICU Care	Dopamine Inj
Infertility	Lyco-Q 100 Caps, Lyco-Q Caps, Virilex Tabs, CCQ 25 Tabs, CCQ 50 Tabs, Myocyst granules, Carni Q tabs, Nutricell
Methylcobalamine Range	Nurobest Inj and Nurobest OD Caps
Moisturizer	Delivera cream
Renal Stones	Urofit Syrup 100 ml & 300 ml
Systemic Alkaliser	Oricitral Syrup

Major Brands - Endura



Major Brands - Ventura



Distribution Network

Depots	25
Stockists	1500

Animal Welfare Division



Market Size, Customer Profile & Coverage



- Presence in Rs. 2,800 Crores market, growing at 11%.
Our share is 1% at Rs. 26.5 Crores.
- Operating through 3 distinct Divisions – Bovianim, Gallus & Companim.
- Pan India operation except MP.
- Customer profile includes Veterinarians, Para-Vets, Cattle Farmers, Dairies, Poultry Farms, Feed Mills, Pet Practitioners etc.
- Covering approximately 18,000 prospects & 9,000 retail outlets

Product Range



- Calcium Supplements
- Liver Tonic
- Vitamins
- Anti-parasitics
- Anti-infectives
- Nutritional Supplements

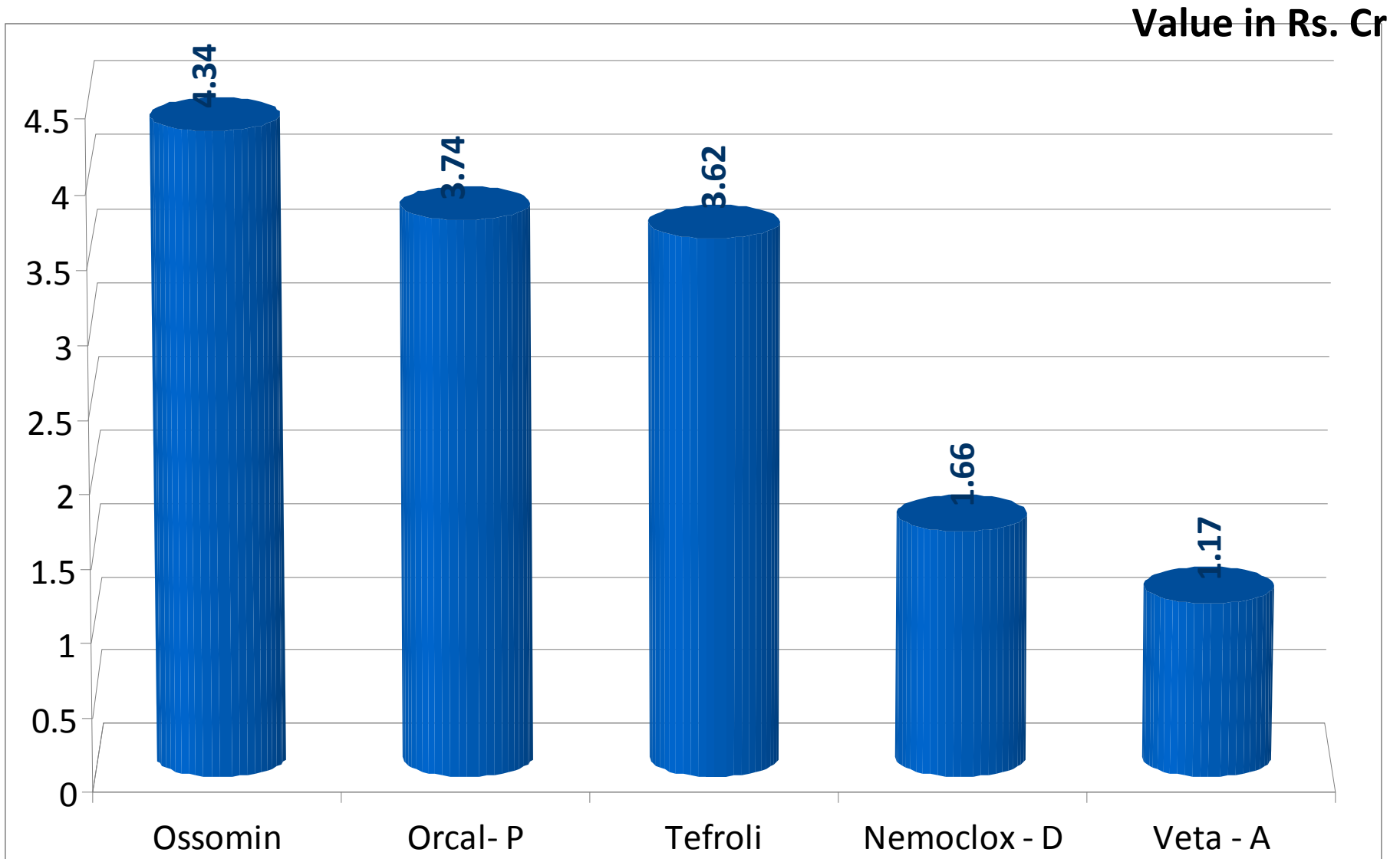


- Calcium Supplements
- Liver Tonic
- Vitamins
- Anti-infectives
- Enzymes



- Calcium Supplements
- Skincare
- Liver Tonic
- NSAID

Key Brands





HEALTHCARE

Medical Devices Business

TTK Chitra Heart Valves



**MONOLEAFLET
TILTING DISC
MECHANICAL VALVE**

TTK Chitra Heart Valves

- India's first and only indigenous Heart Valve prosthesis.
- State- of- art facility at Trivandrum.
- First implant in India – 1990.
- More than 80,000 implants as on March 2013.
- No structural dysfunction reported.
- More than 280 leading cardiac centres in India using the Valve.
- National Award for successful commercialization of indigenous technology in 2001.
- ISO 9001: 2008 Certified by BSI, UK
- ISO 13485:2003 Certified by BSI, UK
- Exports to Asian and African countries.



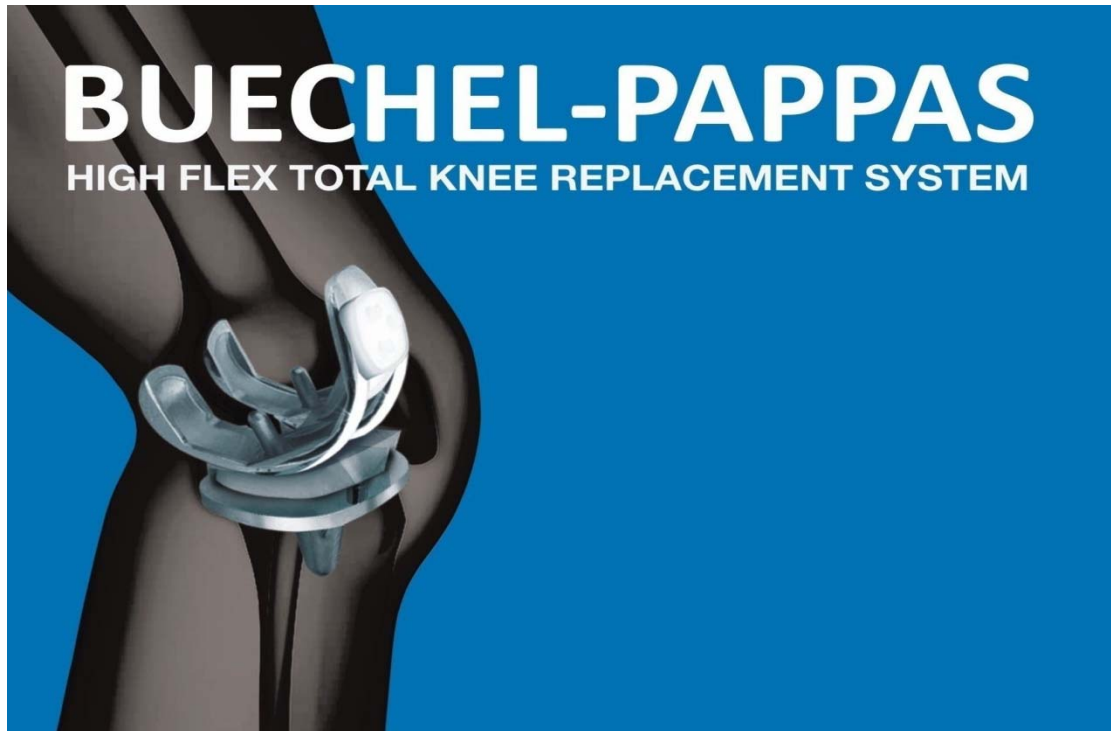
TTK Chitra Heart Valves

TTK Chitra Heart Valves is today a leading brand in India and has given a new lease of life to people suffering from cardiac problems, necessitating Heart Valve replacements.



Buechel-Pappas

Mobile Bearing Knee Replacement System



Buechel-Pappas Mobile Bearing Knee Replacement System



- Forayed into the Orthopaedic business in 2009.
- Technical collaboration with BP Trust, USA – promoted by the internationally renowned Dr Buechel and Dr Pappas.
- Advanced 3rd Generation New Jersey Knee - this is the Mobile Bearing version as compared to the conventional Fixed Bearing implants.

Buechel-Pappas Mobile Bearing Knee Replacement System



Collaboration With The World Renowned Inventors

The Ortho Division of TTK Healthcare Limited has a technical collaboration with M/s. B P Trust, USA for the manufacturing of Total Knee, Hip, Shoulder and Ankle Joints and these designs are US FDA approved. The trust is represented by its trustees Dr. Frederick F Buechel and Dr. Michael J Pappas.



Dr Frederick F Buechel,
M.D., F.A.A.O.S., F.A.C.S.

Dr. Buechel is a high-profile Orthopaedic Surgeon, Researcher and Developer in the field of total joint replacement since 1974. He has gained international recognition for his developments and has collaboratively presented and published numerous scientific articles in the field of total joint reconstructive surgery.

Dr. Buechel is recognized for his pioneering work in the area of mobile-bearings, which includes the development of the world's leading mobile-bearing knee, the New Jersey LCSO Total Knee System.



Dr Michael J Pappas,
Ph.D., P.E.,

Dr. Pappas is an internationally recognized expert in advanced design. He received his Ph.D., in 1970 from Rutgers University in Mechanical Engineering specializing in Computer-Aided Structural Design. His research and publications in this field attracted international attention.

He has been a professor of Mechanical Engineering at New Jersey Institute of Technology for more than 25 years. Dr. Pappas was a Principal of an industrial design firm for more than 20 years during which time he helped design a number of industrial and consumer products.

Buechel-Pappas Mobile Bearing Knee Replacement System



- **Over 3000 implants.**
- **Visits by the renowned Dr Buechel and Dr Pappas for interactions with Indian Orthopaedic Surgeons and conducting live demonstrations.**
- **Exports to Turkey, Italy, Philippines, West Indies, Sri Lanka.**
- **Forging unexplored overseas potential markets.**
- **State-of-the-art facility at Ambattur, Chennai.**



HEALTHCARE

Foods Business

Ready To Fry Pellets (Pappad)



Ready To Fry Pellets (Pappads)

- TTK forayed into the foods business in early 1985 – The First in India.
- **Current Capacity – 8000 MTs Per Annum.**
- **Types of Pellets(Pappads) :** Cereal, Potato & Flavoured (Onion, Garlic, Mint, Tomato),100% Potato.
- **Shapes :** Wheels (mini & penta), Tubes (mini, short, long & square), Sticks, Star, Triangle, Heart etc.
- **Pani Puri(Pappad),** an indigenously developed pellet(Pappad) has been a runaway success in India and is today attracting overseas markets.

The New Project (Jaipur)

- A state-of-the-art manufacturing unit is being set up in Jaipur – two manufacturing lines being imported from FEN (Italy) with a production capacity of 700 MTs per month.
- The Unit would produce Value Added Products.



Financials

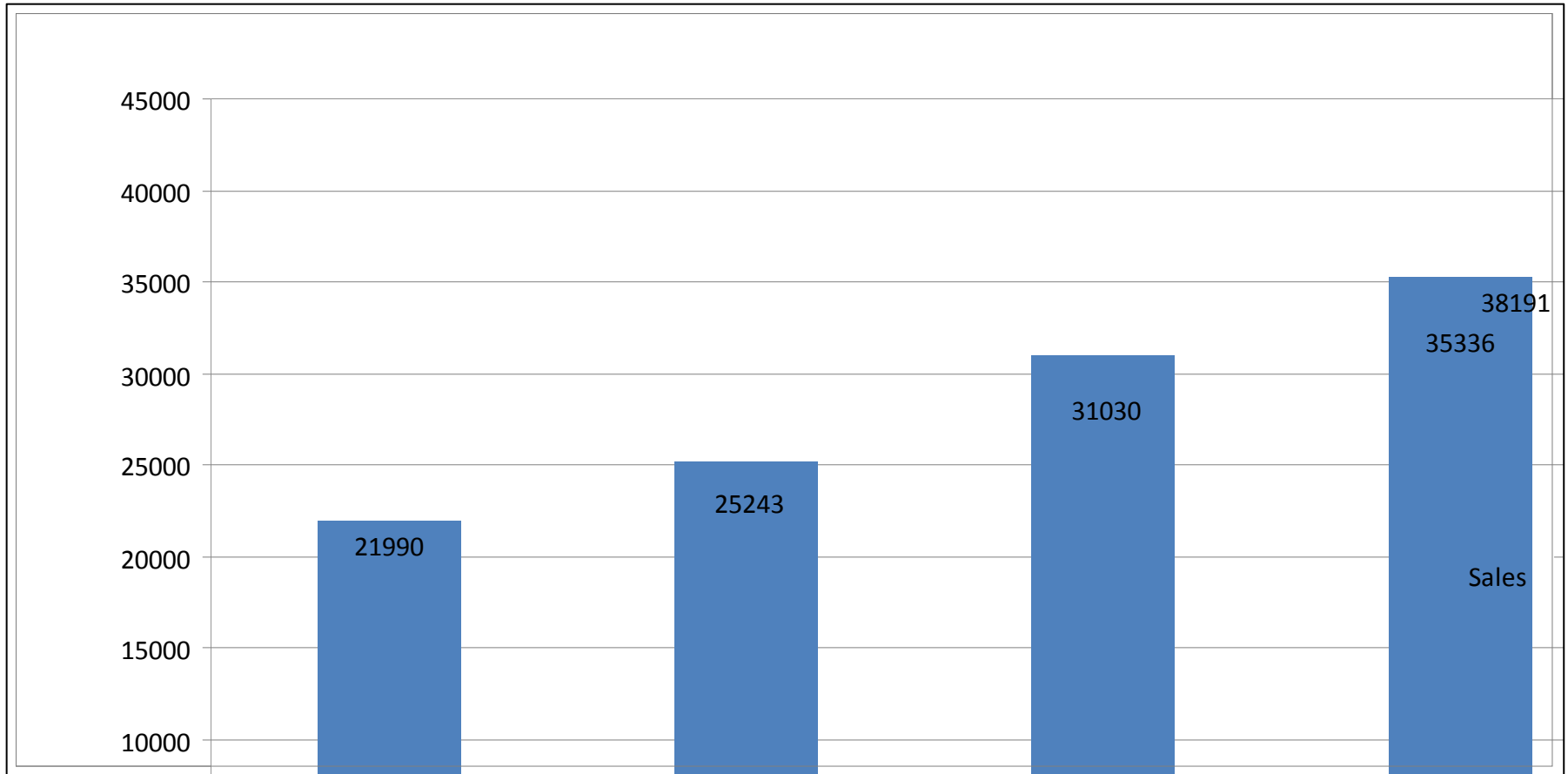
Sales Trend

Year	Rs. Lakhs
2008-09	21990
2009-10	25243
2010-11	31030
2011-12	35336
2012-13	38191

Sales Trend



Rs. in Lakhs



Division wise Revenue

						Rs. in Lakhs	
Year	Pharmaceuticals		Medical Devices	Consumer Products	Foods	Others	Total
	OTC	Non-OTC					
2008-09	3481	7916	1591	7976	870	156	21990
2009-10	3943	8722	1887	9570	899	222	25243
2010-11	4888	10377	1984	12495	991	295	31030
2011-12	5555	12231	1723	14105	1349	373	35336
2012-13	6828	12923	1741	13079	3401	219	38191

Note :- OTC Pharmaceutical Products Distributed by Consumer Product Division

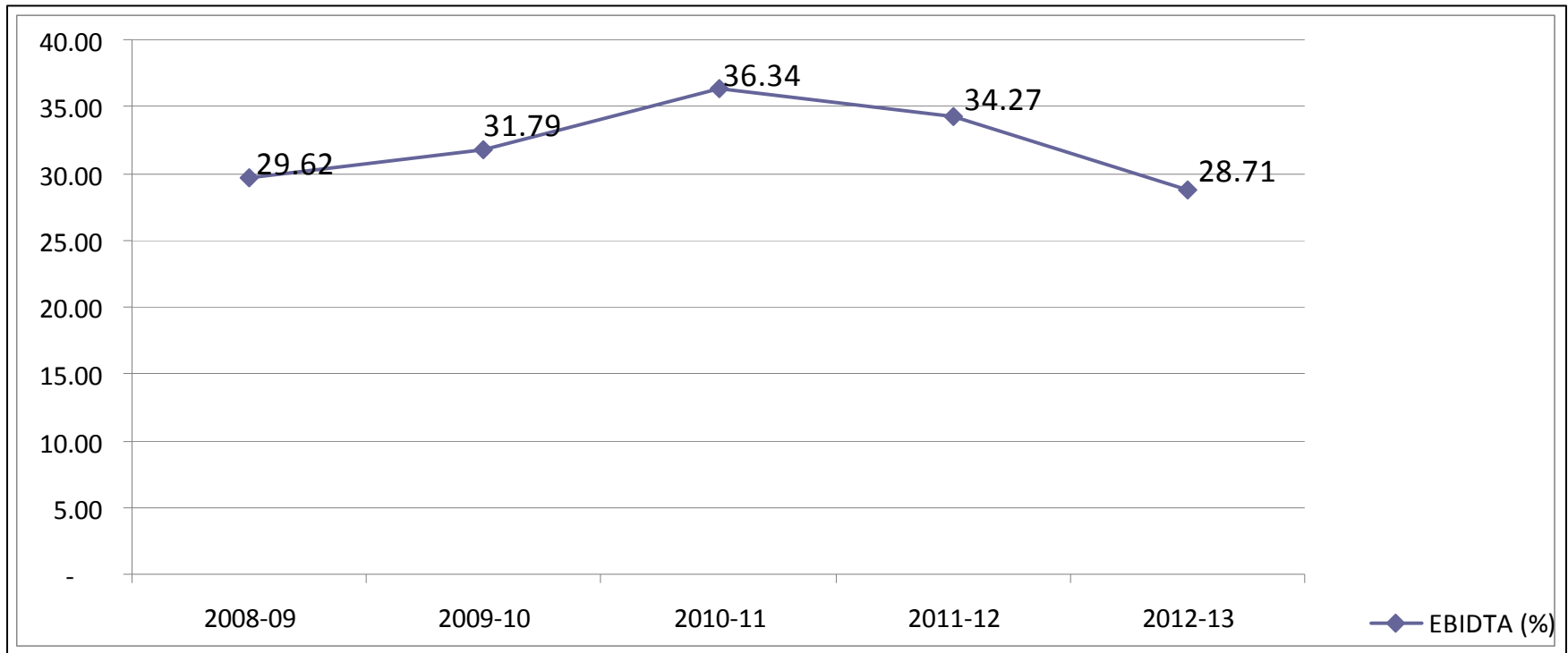
EBIDTA/Capital Employed Ratio



Year	EBIDTA (Rs. Lakhs)	Capital Employed * (Rs. Lakhs)	EBIDTA (%)
2008-09	1698	5733	29.62
2009-10	1906	5996	31.79
2010-11	2583	7107	36.34
2011-12	2847	8308	34.27
2012-13	2689	9366	28.71

Note :- * Share Capital + Reserves (Excl. Revaluation Reserve)

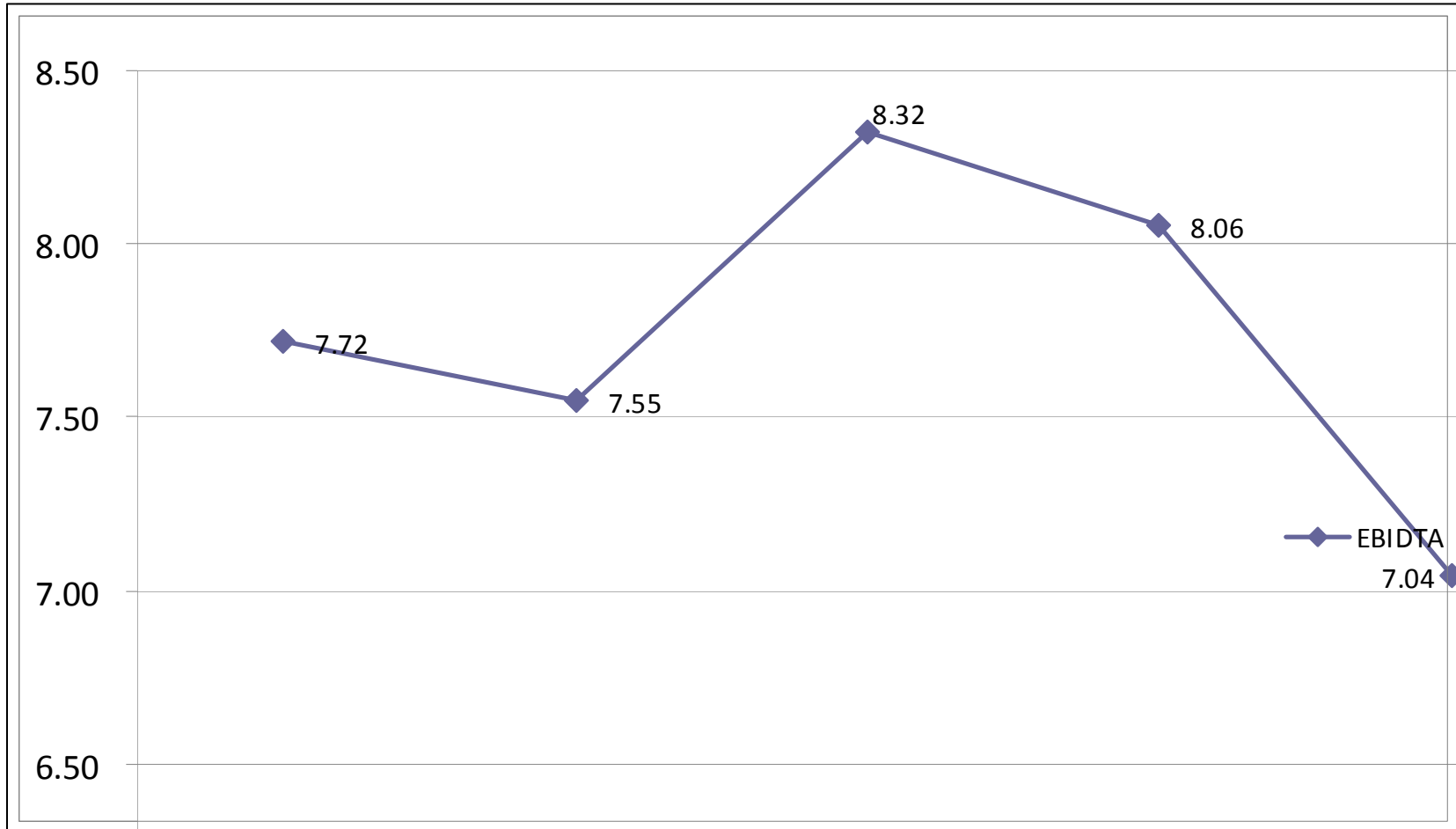
EBIDTA/Capital Employed Ratio



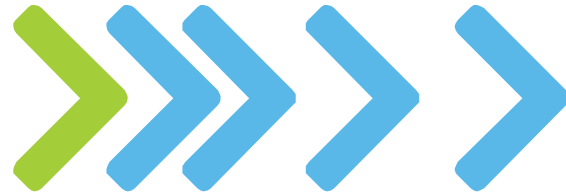
EBIDTA/Turnover Ratio

Year	EBIDTA	Turnover	EBIDTA
	(Rs. Lakhs)	(Rs. Lakhs)	%
2008-09	1698	21990	7.72
2009-10	1906	25243	7.55
2010-11	2583	31030	8.32
2011-12	2847	35336	8.06
2012-13	2689	38191	7.04

EBIDTA/Turnover Ratio



GOING FORWARD



Way Forward

Taken inputs from one of the world's leading Business Consultants M/s Bain & Co.

CONSUMER PRODUCTS DIVISION

- Aggressive investments proposed for Consumer Brands viz. Woodward's, EVA, Good Home and Skore.
- Increasing Distribution reach for all Consumer Brands.
- Build Brands in the near term and improve profitability in the medium term.

PHARMA DIVISION

- Focus on the Mother and Child Care.
- Rationalise / modernise Portfolio and increase Productivity.
- Build Business around core formulations and improve profitability

MEDICAL DEVICES DIVISION

- Aggressive focus on Orthopaedic Implants .
- Consolidate gains in Heart Valves.

Way Forward

FOODS DIVISION

- Special Thrust on Foods Division by introducing value added innovative products and eventually foray into Retail.
- Maximise Distribution reach of Foods Business
- Build Exports

FINANCIAL GOAL

- A Financial goal of tripling the Turnover and quadruplicating the EBIDTA in four years.

TO SUM UP:

- To take the Company into new levels of Brand strength, Market Reach and Profitability.
- All the above to be achieved by judiciously utilising the Company's free cash and asset base.

CONDOMS:

- Subject to regulatory approvals and validation, consolidate the Condoms manufacturing and white label business of TTK Protective Devices Limited into the Company.

THANK YOU