

Zydus Wellness' Consolidated Net profit up by 13% in Q2

Ahmedabad, November 13, 2017

Zydus Wellness Ltd., announced results for the second quarter ended September 30, 2017. Due to change in accounting treatment post the implementation of GST, sales / income from operation are now required to be disclosed net of GST. Due to this, the reported consolidated total income from operations for Q2, FY 2017-18 increased by 9.9%. However, on GST adjusted basis, consolidated total income from operations increased by 11.2% y-o-y to Rs. 1200.4 million and consolidated net profit was up by 13% to Rs. 362.2 million.

During the quarter, the company's pillar brands – Sugar Free, EverYuth and Nutralite continued to grow at a consistent pace, building on its marketing initiatives and digital campaigns.

Sugar Free, India's largest selling sugar substitute, maintained its number one position with a market share of 94.4%, (MAT September '17 report of Nielsen), up by 10 basis points over the same period last year. Continuing its focus on strengthening consumer connect and building awareness, the company launched a first-of-its-kind digital series called the "The Sweet Breakup" in which renowned TV personalities like Chef Kunal Kapoor and Food enthusiasts, Rocky and Mayur used Sugar Free to prepare famous local sweet dishes.

The EverYuth Face Wash, Scrub and Peel-Off Mask range of niche skin-care products continued to do well during the quarter. EverYuth Scrub maintained its number one position with a market share of 32.4%, an increase of 110 basis points over the same period last year. EverYuth Peel Off Mask also maintained its number one position with a market share of 87.7% (MAT September '17 report of Nielsen). During the quarter, the company launched a new TVC on the newly launched Neem Papaya Scrub and rolled out various marketing campaigns on the broadcast and digital media for the Everyuth Face Wash range of products.

Nutralite, the premium table spread, continued its strong volume growth during the quarter. Reaching out to consumers with Nutralite's premium range and new flavours, the company launched a creative campaign on the social media called, #KhaaneMeiTwist with Celebrity Chef Sanjeev Kapoor giving a healthy twist to the recipes requested by consumers. Nutralite has also partnered with Bollywood celebrity, Ms. Shilpa Shetty to share healthy recipes with Nutralite on her social media channel.
