TTK Healthcare
LIMITED

TTKH:SECL:GJ:154:16 **September 14, 2016**

National Stock Exchange of India Limited (NSE)
Exchange Plaza
Bandra Kurla Complex
Bandra East
Mumbai 400 051

Scrip Code : TTKHLTCARE

Dear Sirs,

Re : Corporate Presentation to be shared with the Investor(s)

We are forwarding herewith a copy of the Corporate Presentation to be shared with the Investor(s).

Kindly take the above information on record.

The said presentation would also be hosted in the Company's website.

Thanking you

Yours faithfully
For TTK Healthcare Limited

for **(S KALYANARAMAN)**
Director & Wholetime Secretary

Encl.: a/a

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Phone : 91-44-28116106 - 08, Fax : 91-44-28116387
Email : info@ttkhealthcare.com Website : www.ttkhealthcare.com
CIN : L24231TN1958PLC003647
(Factory : 5, Old Trunk Road, Pallavaram Chennai - 600 043, INDIA)

HEALTHCARE

Greetings from TTK Healthcare Ltd.

The TTK Group

HEALTHCARE

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	• **Health Insurance JV company**

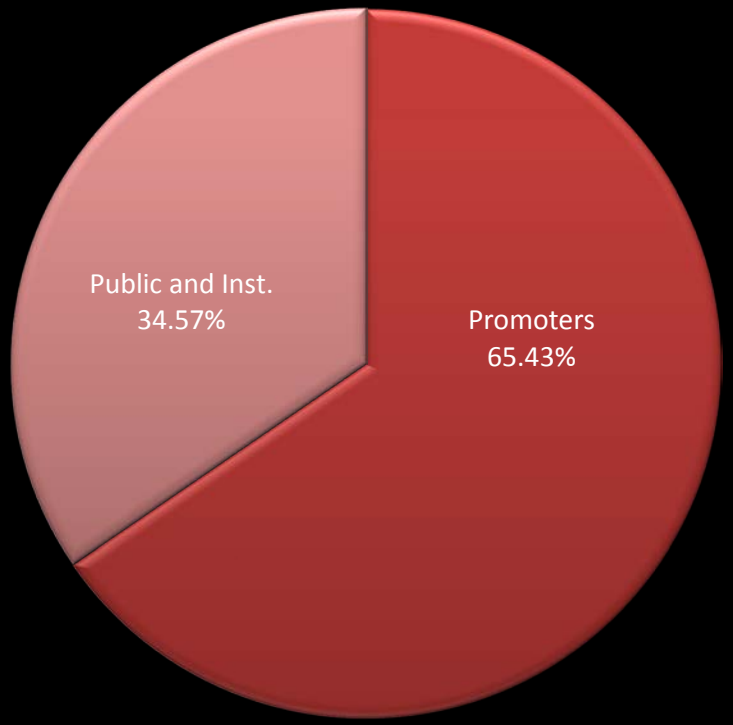
Corporate Philosophy of the TTK Group

- **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, Medica Devices & Foods Businesses.
- 1817 strong human capital
- 6 Manufacturing units
- Versatile distribution network

Shareholding



Paid up capital Rs. 77.7 million ,
12147 Shareholders

Board of Directors / Management

HEALTHCARE

Promoter Directors

- Mr T T Jagannathan – Non-Executive Chairman
- Mr T T Raghunathan – Executive Vice Chairman

Non-Independent Directors

- Mr R K Tulshan
- Mr K Shankaran
- Mr S Kalyanaraman – Wholetime Secretary

Independent Directors

- Mr B N Bhagwat
- Dr (Mrs) Vandana R Walvekar
- Mr Girish Rao
- Mr S Balasubramanian
- Mr N Ramesh Rajan

Well balanced Board

Sub Board level

- Mr G Sreenivaasan – President – Consumer Products Division
- Mr B V K Durga Prasad – Senior Vice President - Finance

TTK Healthcare Limited

- Turnover of Rs. 515 Cr. as of FY 15-16
- Presence across categories through 4 Divisions

Consumer Products	Pharma-ceuticals	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.237 Cr.	Rs. 194 Cr.	Rs. 23 Cr.	Rs. 60 Cr.	Rs. 1 Cr.

The Journey so far ……

TTK HEALTHCARE

1958 - Incorporation

1959 - Commencement of manufacturing of Woodwards 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, Brylcreem, Kohinoor, Durex, 3M etc

1992-93 - Joint Venture established with Sara Lee, USA

1997-98 - Commenced commercial production in Heart Valve Division

1999-2000 - Forayed into Medical Disposable Business in association with Group Companies / Joint Ventures.

The Journey so far….

HEALTHCARE

2001 - Conferred with the National Award for the Successful Commercialisation of Indigenous Technology (Heart Valve).

- 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.

2002 - Implemented Oracle E-Business Suites (ERP) with On-Line Connectivity

2003 - Reversal of negative trend in WGW through several initiatives.
The brand has grown from 128000 cases in 2001 to a level of 380000 cases today.
Successful launch of EVA range of cosmetics. EVA ranks today as a No.1 brand in Women's Deo category with a market share of 23% and a turnover of Rs.90 Crores.

2004 - 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) business now stands at Rs.194 Crores.

The Journey so far ….

HEALTHCARE

2007 - Successful launch of Good Home range of innovative home care products. The brand today has reached a turnover of Rs.28 Crores.
Exited distribution of Kiwi/ Brylcreem range of products.

2008 - Setting up of the State-of-the-art Manufacturing Facility for Heart Valves at Trivandrum.

2009 - Acquisition of the Orthopaedic Implants Business so as to enhance the Medical Devices basket (In Collaboration with BP Trust, New Jersey).

2010 - 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.

2012 - Exited distribution of Durex/ Kohinoor range of Condoms.
Launch of Skore Condoms manufactured by TTK Protective Devices Limited.
The brand today ranks at No.3 with a market share of 10%

The Journey so far ….

HEALTHCARE

2016 - **Setting up of the State-of-the-art Manufacturing Facility for Foods at Jaipur and commenced commercial production in January, 2016.**

Year	Sales (Rs.in Crores)	Profit (Rs.in Crores)	Net Free Cash (Rs.in Crores)
2015-16	515.03	35.53	60.00

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 – over 160 years.
- Only Pan India Brand of Gripe Water.
- Trusted Household name.
- Non-alcoholic formulation.
- Volume growth of almost 10% CAGR for past 6 years
- Est. 65% market share All India.
- Available over 160000 outlets Pan 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 - 23% market share* (Mar, 2016).

- 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 180000 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.

*** Source - AC Nielsen, Mar 2016**

Good Home

- Good Home Launched in 2007 Provides Innovative Home Care Solution to Daily consumer needs
- Present across Air Fresheners, Kitchen Cleaners, Scrubbers, Drain Cleaners, Odour Remover, etc.
- Available over 140000 outlets across India
- Innovative New products in the pipeline

Skore

- Skore – Launched in Nov 12.
- Coloured , flavoured range for the first time in India.
- Rapid distribution reaching over 150,000 and above.
- Clutter breaking advertising.
- Awarded ‘Silver’ in Appies 2016- Asia Pacific marketing effectiveness award
- Scaled to 10% market share within the first year of launch. Currently the third largest brand in the commercial condom category
- Disruptive innovation
- Disposal Pouch along with condoms for easy and convenient and hygienic disposal
- Cooling/ Warming condoms
- Variety of new products in the pipeline.

Distribution

HEALTHCARE

National presence

29 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

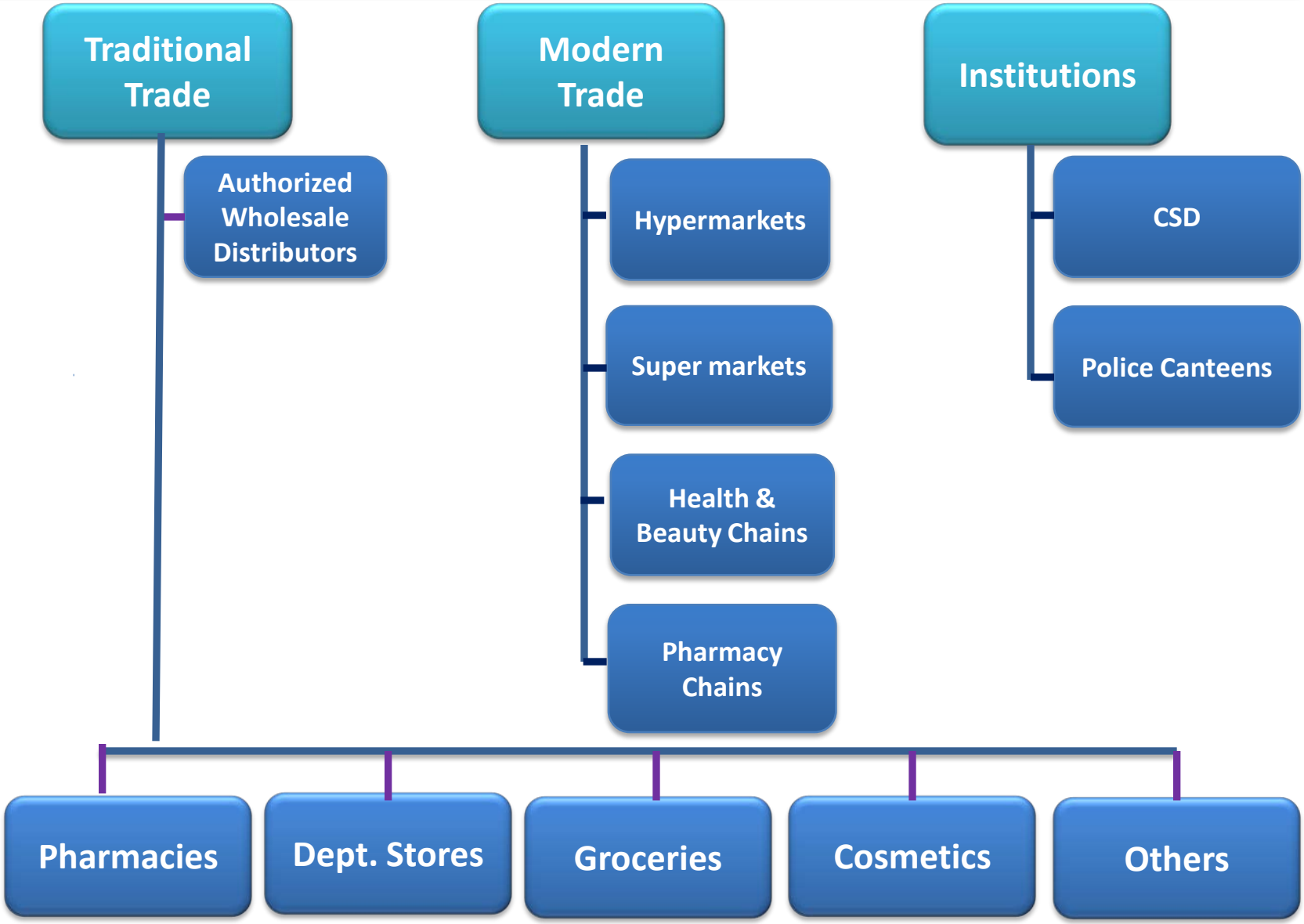
Traditional Retail

CSD

Pharmacies

Police Canteens

Distribution Structure



Distribution

- Listed across key modern trade chains
- Presence in 2200+ outlets across chains

	Modern Trade Chain outlets
Outlet universe	2312
Outlets covered	2227
% coverage	96%

Channel-wise distribution

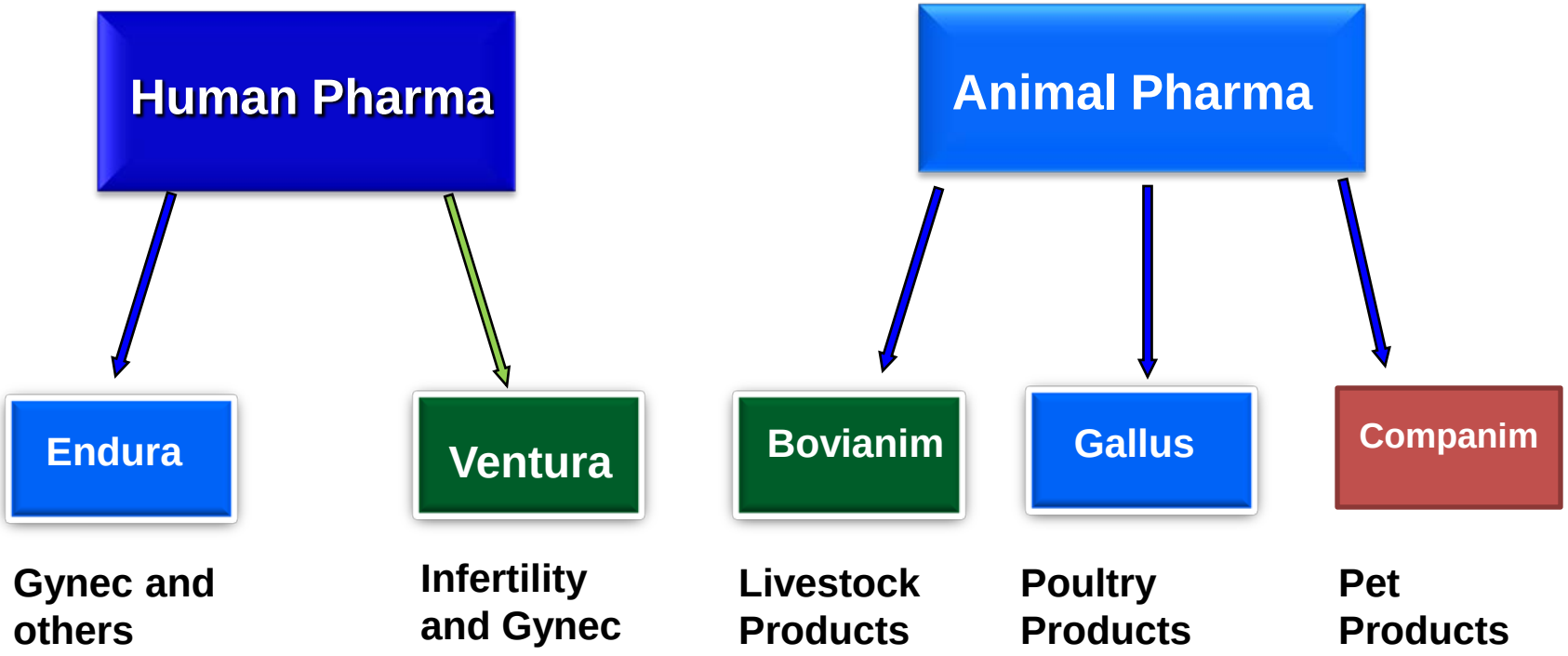
Channel	Chemists	Grocers	General Merchants	Cosmetic Stores	Self service super market	Others	Total
No. of outlets	1,35,000	73,000	67,000	68,000	9,000	18,000	3,70,000

Source: Internal Distribution Data

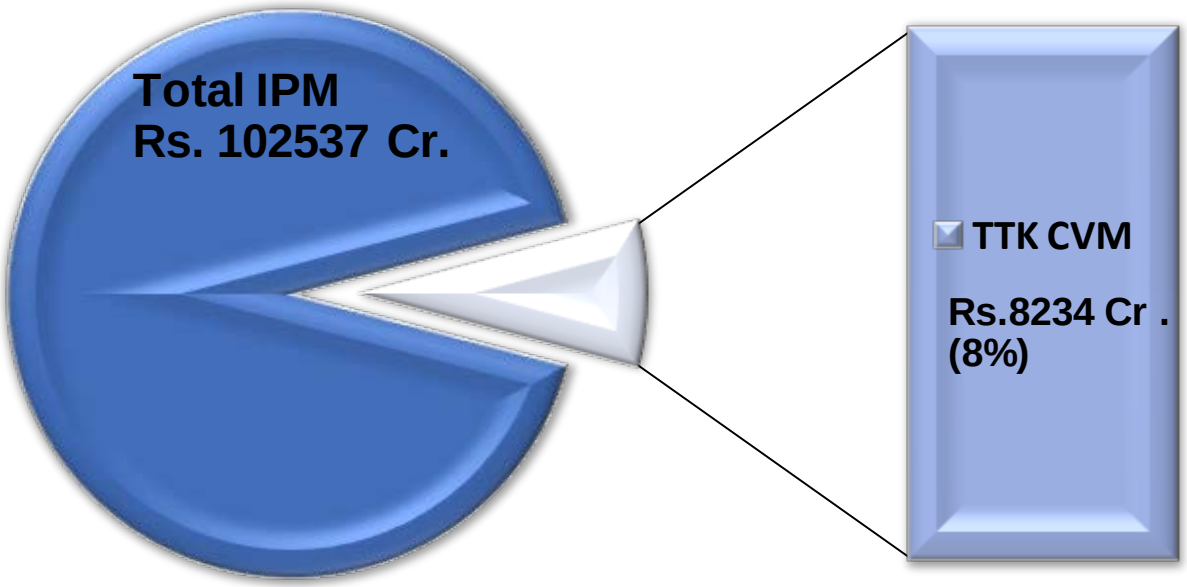
HEALTHCARE

Pharma Business

Pharma Business

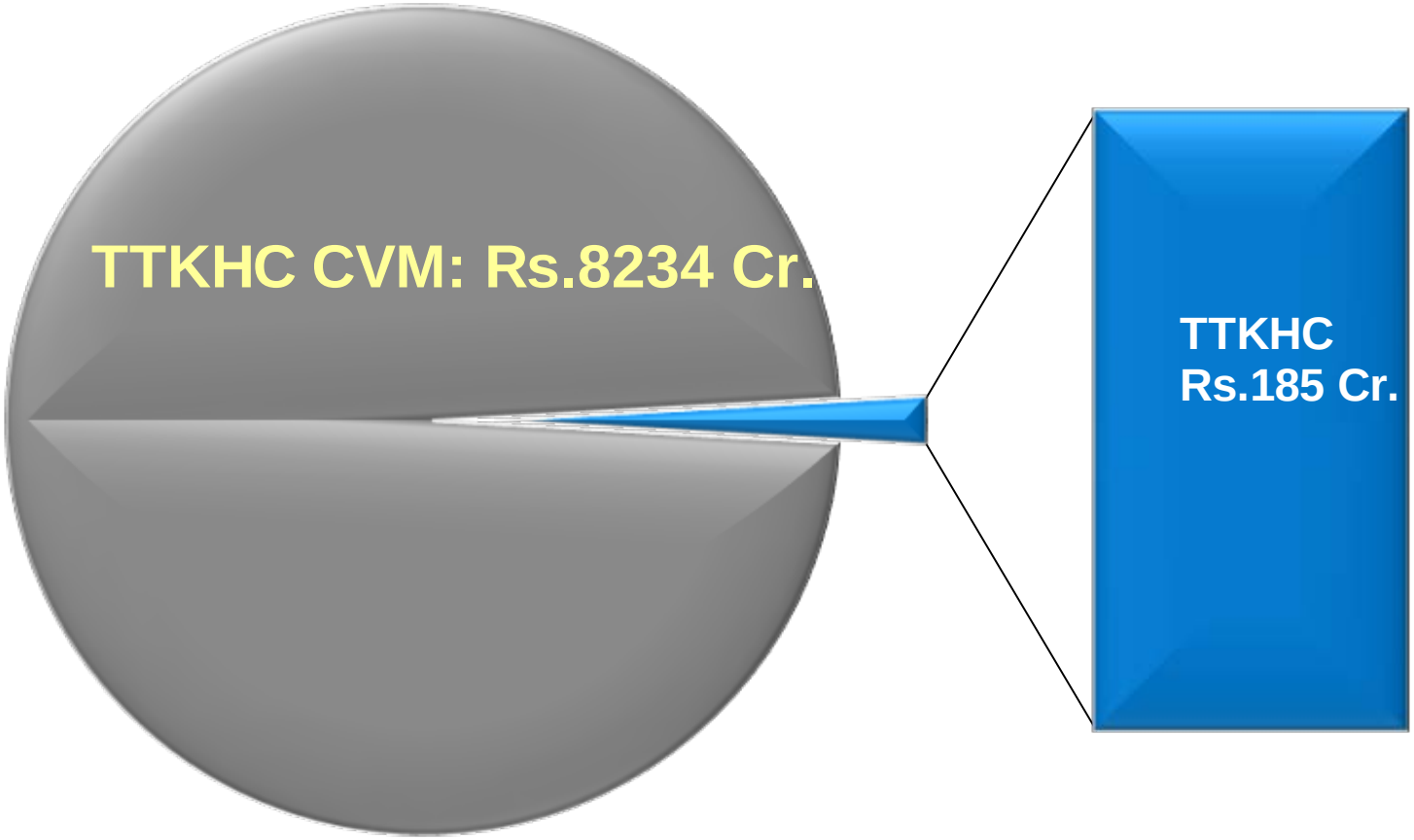


IPM v/s TTKHC



IPM – Indian Pharma Market
CVM – Covered Market
Pharmatrac Aug '16 MAT

TTKHC Share in CVM



CVM – Covered Market
Pharmatrac Aug '16 MAT

Customer Profile

HEALTHCARE

Specialties Covered

Endura

- Gynecologists
- GPs & Physicians
- General Surgeons & Orthopedic surgeons
- Pediatricians
- ENT, Urologists, Chest Physicians
- Orthopaedic Surgeons

Ventura

- Gynecologists
- Infertility/ Urologists
- Physicians and GPs
- Pediatricians
- Dermatologists/ Sexologists

Total Doctors / Chemists Covered

	Doctors	Chemists
Endura	72000	50000
Ventura	68800	53750

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, Dolobest MR, Penetrat & Penetrat D
Anti allergic	Levocold Syp, Levokast Tabs, Levokast Kid Tabs, Levokast AX, Levokast Susp & Monokast FX Tabs
Anti asthmatic	Monokast AB & Monokast Tabs
Anti spasmodics	Epidosin Tabs and Urifree
Antibiotics	Oford LB Tabs
Antibacterial (Urinary)	Furent Tabs and Urifree O
Calcium Supplements	Ossopan 250 Tabs, Ossopan 500 Tabs, Ossopan D / Ossopan Suspension, Ossopan MCM Tabs, Ossopan Forte, Ossopan D 1000, Ossopan HD, Ossofez Caps and Ossofez Susp
Delivery Care	Epidosin Inj, Methocin Inj and Foetocin Inj
Foetal Care (Folic acid combinations)	Folibest –DHA and Vitafem 9
GI Care	Rabulcer-D Tabs, P-Biotics Kid Sachets, Serutan Tabs, Elcarim Elixir, Elcarim Drops, Tefroliv Forte Syrup and Tefroliv Forte Tabs, Rabulcer L, Coatz and Coatz AF Syp.

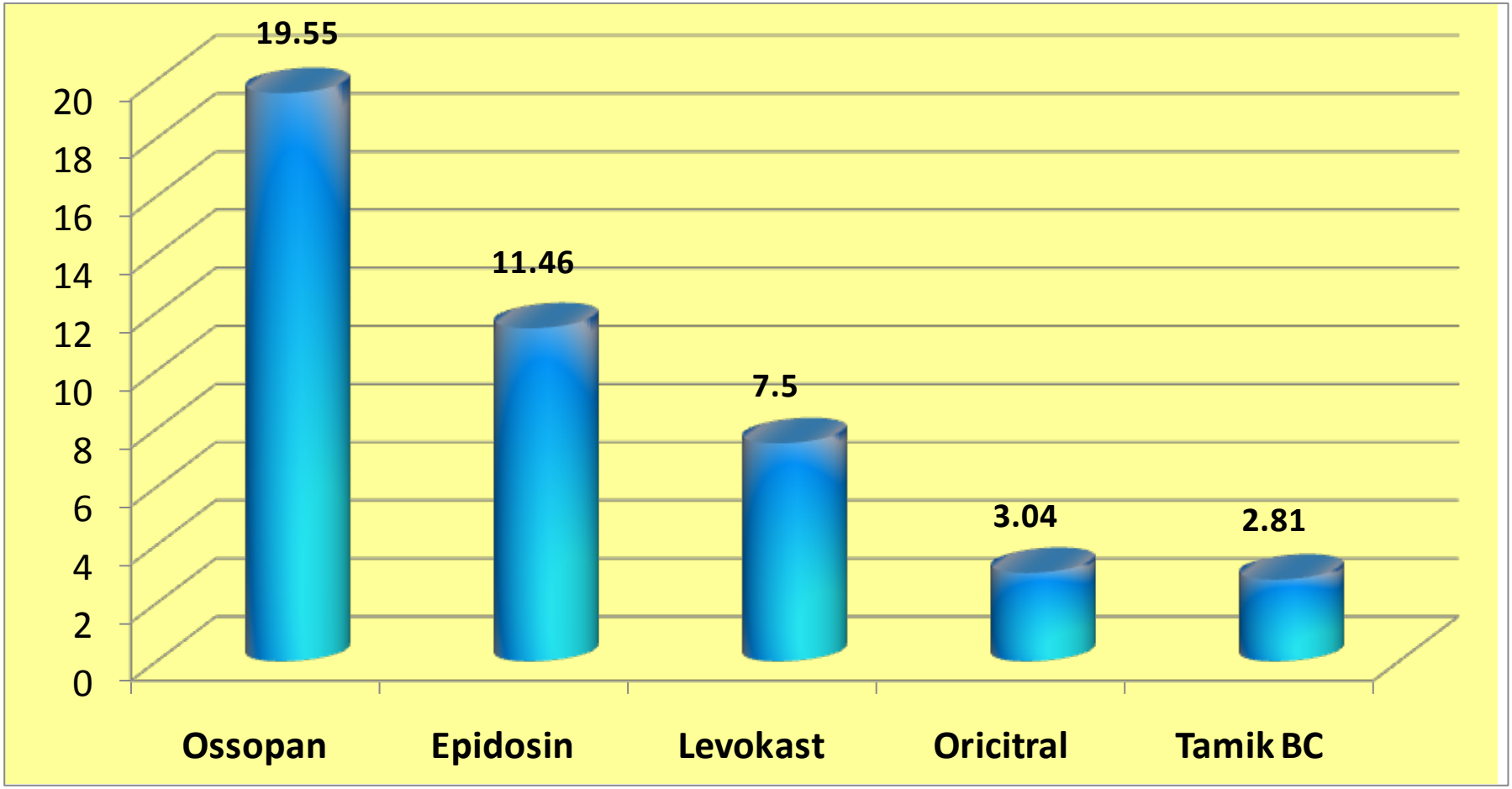
Product Range

SEGMENT	BRAND
Gynae Care	Lukure Tabs, Lactare Caps, Lactare Granules, LR Zin Granules, LR Zin Forte Granules, LR Zin beta, Climacter Caps, ChromiNAC-,A, Utronorm Forte Syrup, Utronorm Syrup, Normonal CR, KG Cut, Trus D, Tamik BC, Delivera P 200/300 and Protogen MOM.
Haematinics	Hemobest XT Tabs and Susp. and Truferin XT Tabs
ICU Care	Dopamine Inj.
Infertility	Lyco-Q 100 Caps, Lyco-Q Caps, Virilex Tabs, CCQ 25 Tabs, CCQ 50 Tabs, CCQ 100 Tabs, Myocyst Granules, Myocyst M, Carni Q Tabs, Carni Q XP, Evaserve Tabs, TT Cab, Nutricell, Chirocyst and Mustong
Methylcobalamine Range	Nurobest OD Caps
Moisturizer	Delivera cream
Renal Stones	Urofit Syrup 100 ml & 300 ml
Systemic Alkaliser	Oricitral Syrup
Aphrodisiac	Vtwo Granules, Upwardz 10/20 and Virilex

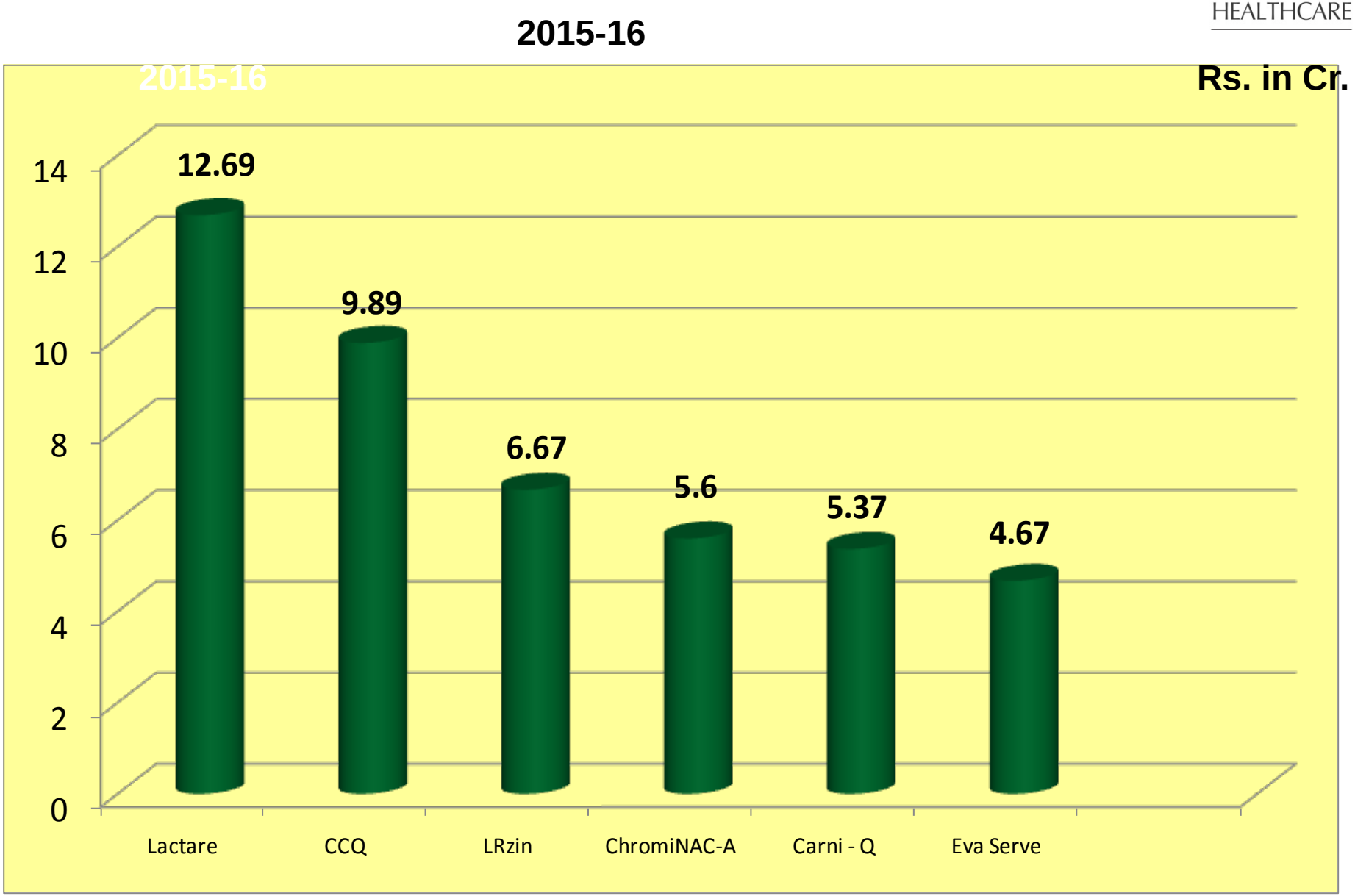
Major Brands - Endura

2015-16

Rs. in Cr.



Major Brands - Ventura



Distribution Network

Depots	25
Stockists	1500

HEALTHCARE

Animal Welfare Division

Market Size, Customer Profile & Coverage

- Presence in Rs.4,200 Crores market, growing at 11%. Our share is 1.1% at Rs.44 Crores.
- Operating through 3 distinct Divisions – Bovianim, Gallus & Companim.
- Pan India operation.
- Customer profile includes Veterinarians, Para-Vets, Cattle Farmers, Dairies, Poultry Farms, Feed Mills, Pet Practitioners etc.
- Covering approximately 23,000 prospects & 11,000 retail outlets.

Product Range

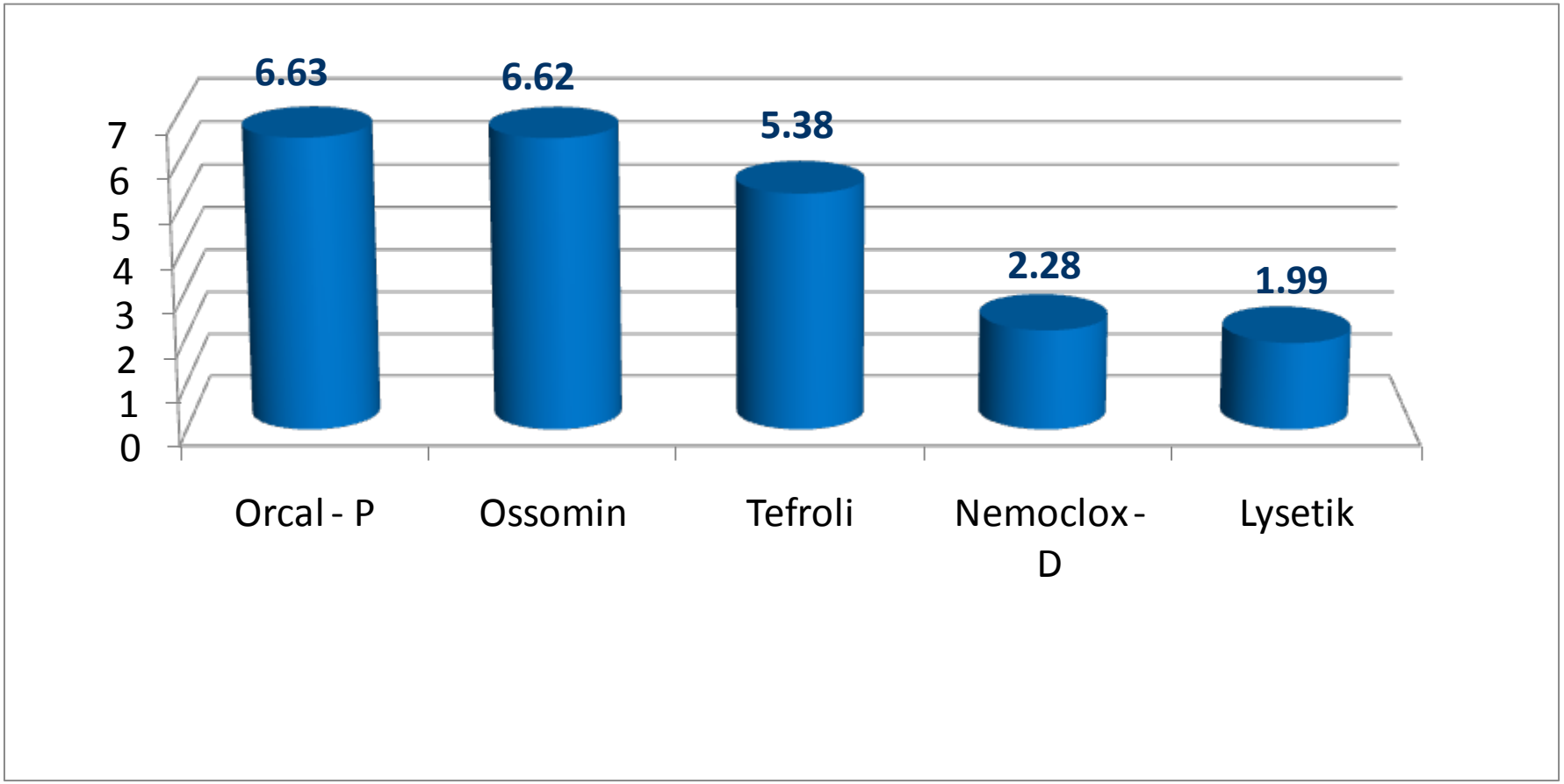
- Calcium Supplements
- Liver Tonic
- Fertility Promoter
- Anti-Parasitics
- Anti-Infectives
- Nutritional Supplements
- Galactagogue

- Calcium Supplements
- Liver Tonic
- Vitamins
- Anti-Infectives
- Enzymes
- Acidifiers

- Calcium Supplements
- Skincare
- Liver Tonic
- NSAID
- Dog Treats
- Anti-Infectives

Key Brands

2015-16 **Rs. in Cr.**



HEALTHCARE

Medical Devices Business

TTK Chitra Heart Valves

MONOLEAFLET

TILTING DISC

MECHANICAL VALVE

TTK Chitra Heart Valves

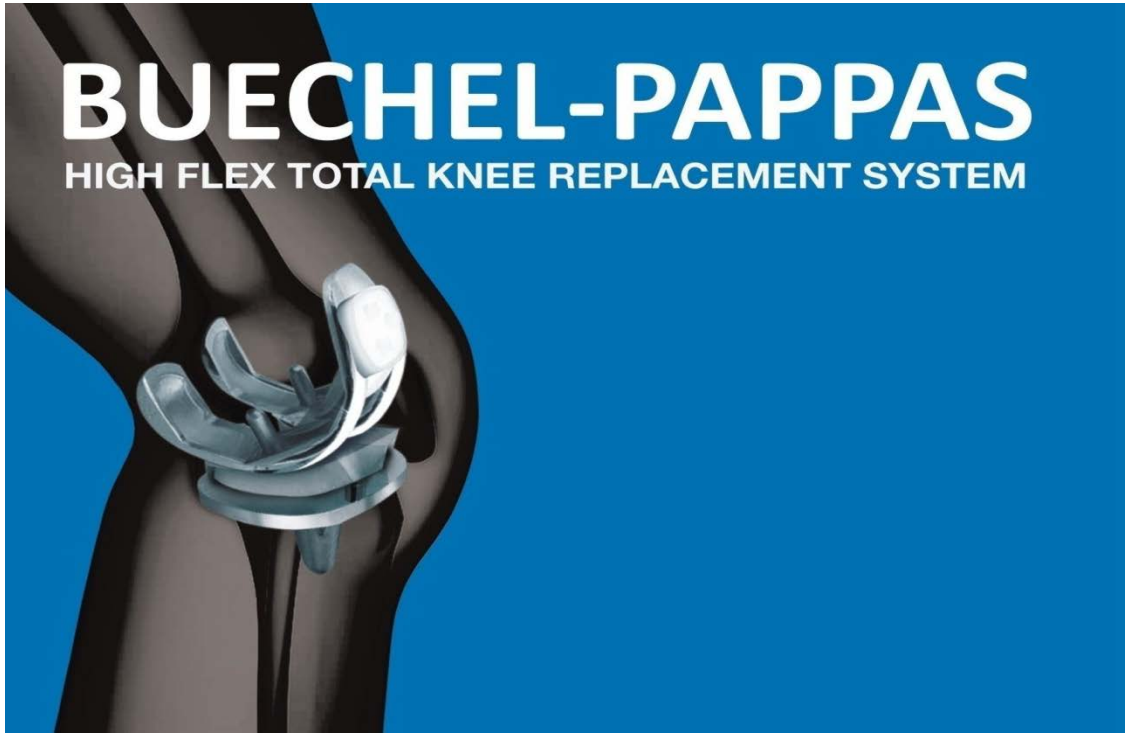
- India's first and only indigenous Heart Valve prosthesis.
- State- of- art facility at Trivandrum.
- First implant in India – 1990.
- More than 100,000 implants as on date.
- No structural dysfunction reported.
- More than 280 leading cardiac centres in India using the Valve.
- National Award for successful 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

HEALTHCARE



Buechel-Pappas
Mobile Bearing Knee Replacement System

HEALTHCARE

- **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.**
- **Usage in more than 100 centers**
- **Over 6500 Implants as on date.**
- **Exports to Italy. Other European countries being tapped.**

Buechel-Pappas
Mobile Bearing Knee Replacement System
Product Range

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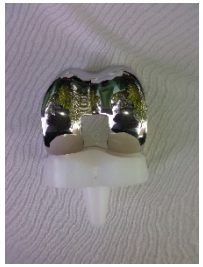
CoCr Cemented Knee Implants

All Poly Tibial Platform



Cemented Titanium Knee Implants

Cemented Hip Implants

Hinge Knee Implants

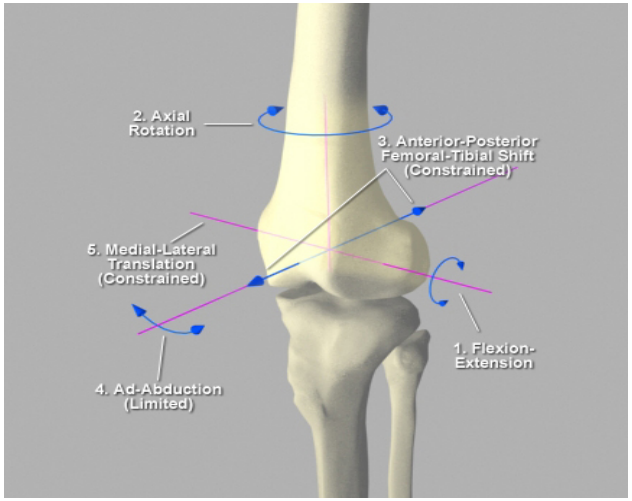
Revision Knee Implants

Cementless Titanium Knee Implants

Buechel-Pappas
Mobile Bearing Knee Replacement System

HEALTHCARE

- Range of motion up to 162 degree angle.
- No Dislocation - Stop pin engages with the slot in the bearing to limit bearing rotation-and prevents spin out.
- Lowest Contact Stress - Femoral component's congruent contact and area contact with the mobile bearing, reduces contact stresses and poly wear tremendously.
- Axial rotation of +/- 45 deg is sufficient to take care of the needs of normal activity
- Maximum Product Life
- High Patient Satisfaction
- Easy to Implant
- Better Congruence
- Optimum Flexion and Extension
- Easy to use instrumentation
- Extensive clinical trials to support the design rationale



Buechel-Pappas
Mobile Bearing Knee Replacement System
Certifications

HEALTHCARE

- **ISO 9001:2008 by DNV**
- **ISO 13485:2003 by DNV**
- **CE Marking by DNV**
- **Drug License by Central and State Drug Authorities, India**

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.
- TTK has two manufacturing facilities – one at Hosakote and the other at Jaipur.
- **Current Capacity - 16,400 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.
- Major focus on distribution expansion

The New Project (Jaipur)

- A state-of-the-art manufacturing unit has been set up in Jaipur and the commercial production commenced during January, 2016.
- The Unit would produce Value Added Products.

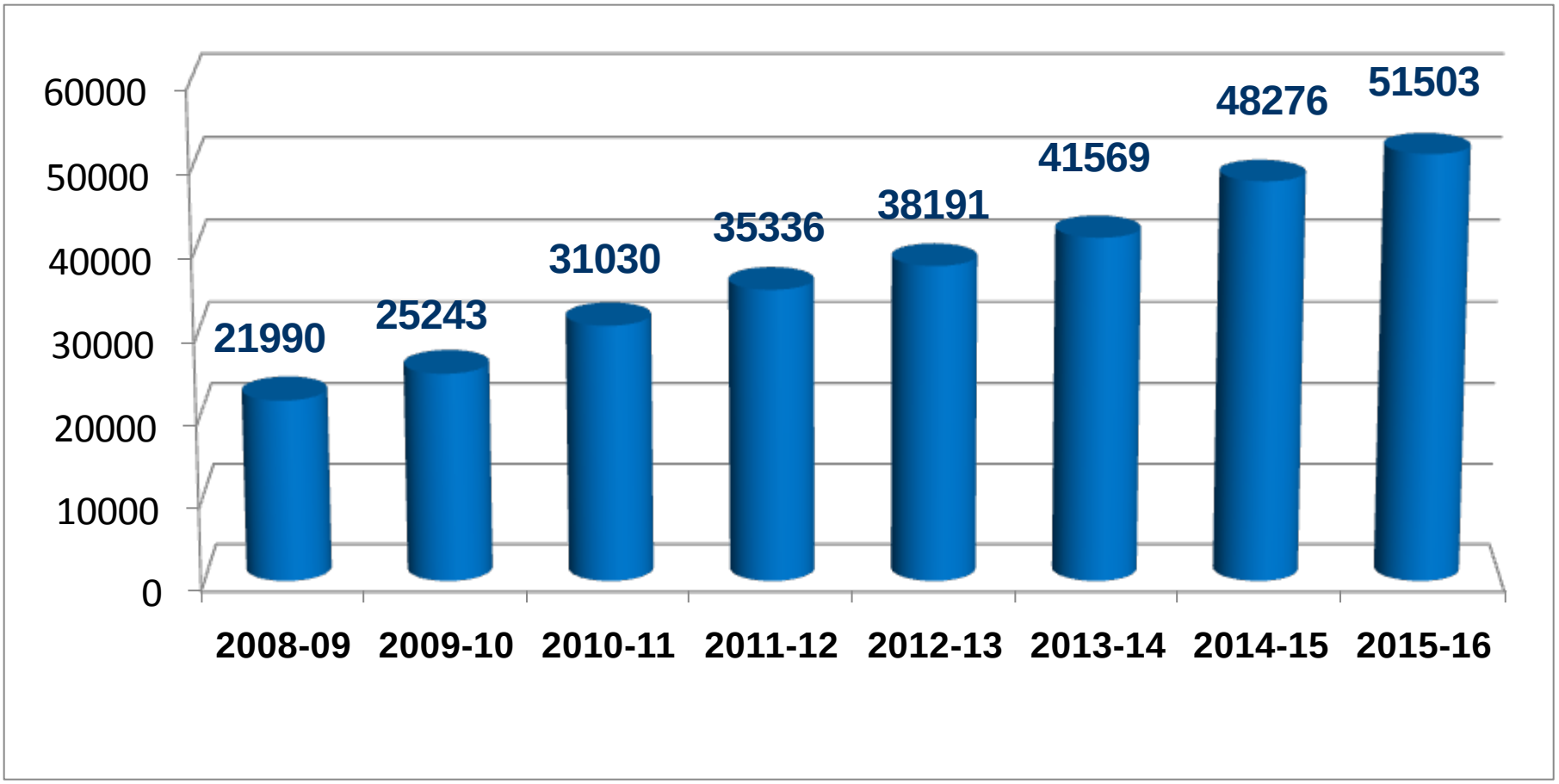
Financials

Sales Trend

Year	Rs. Lakhs
2008-09	21990
2009-10	25243
2010-11	31030
2011-12	35336
2012-13	38191
2013-14	41569
2014-15	48276
2015-16	51503

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
2013-14	7930	14527	1807	12499	4726	80	41569
2014-15	8205	18092	1980	14215	5712	72	48276
2015-16	8312	19377	2251	15406	6069	88	51503

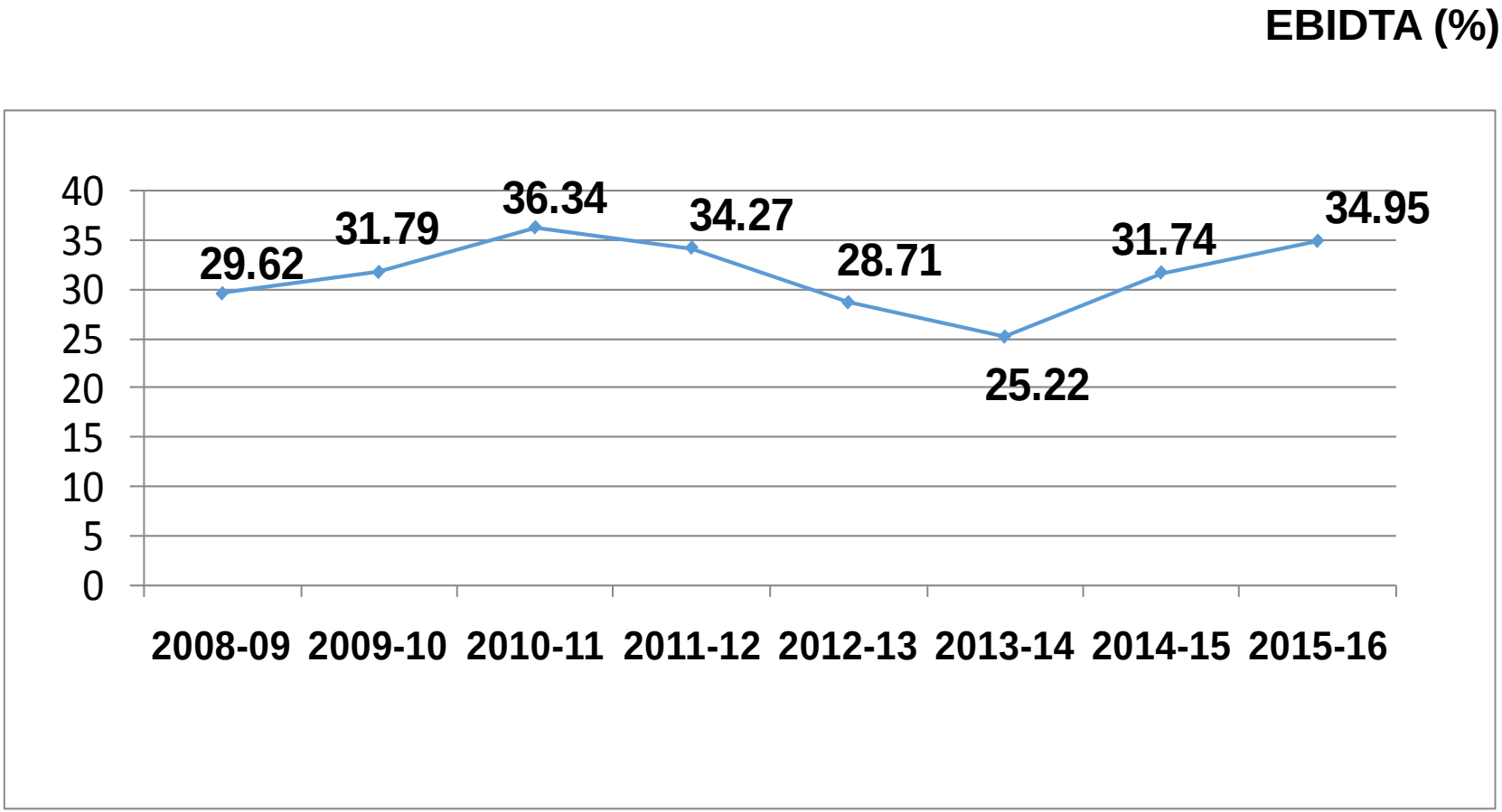
Note: OTC : OTC Pharmaceutical Products Distributed by Consumer Product Division

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
2013-14	2583	10241	25.22
204-15	3612	11381	31.74
2015-16	4606	13180	34.95

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

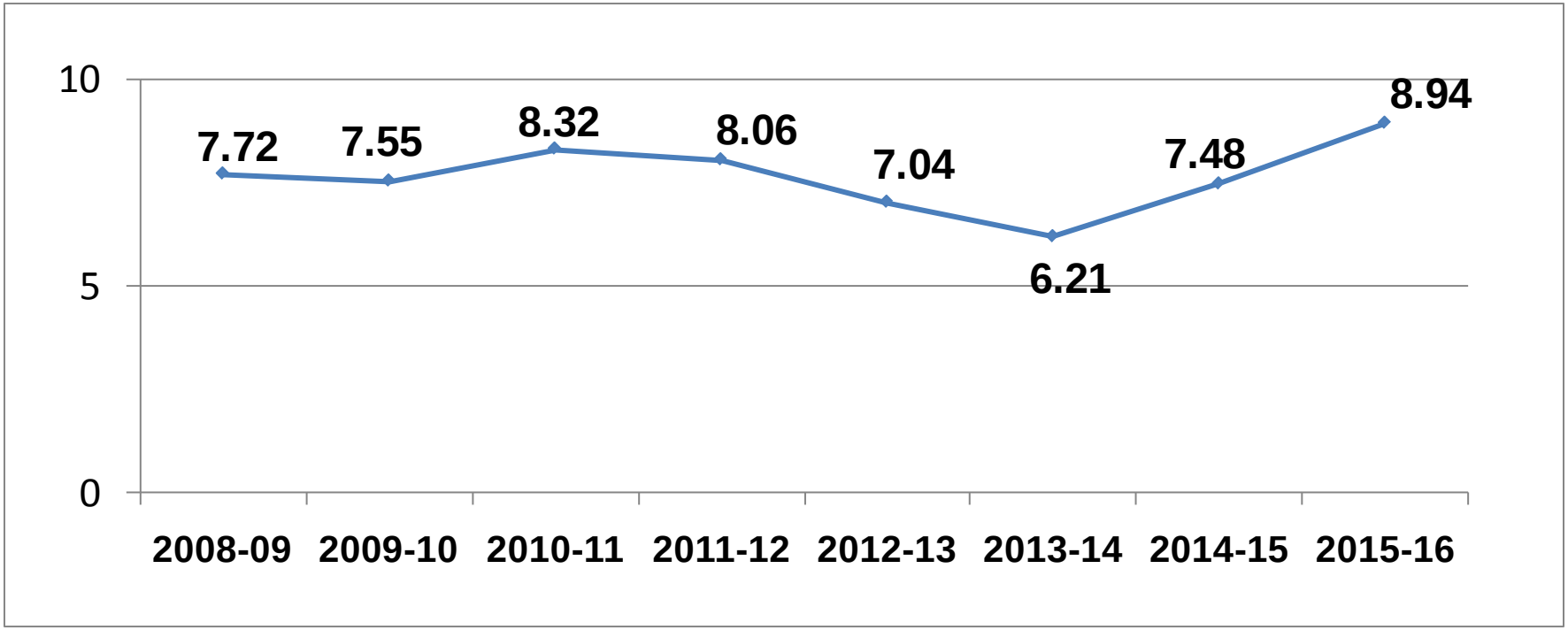
EBIDTA/Capital Employed Ratio



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
2013-14	2583	41569	6.21
2014-15	3612	48276	7.48
2015-16	4606	51503	8.94

EBIDTA/Turnover Ratio



GOING FORWARD

Way Forward

HEALTHCARE

CONSUMER PRODUCTS DIVISION

- To exploit the full potential of the existing consumer brands viz. Woodwards, EVA and Good Home through appropriate promotional investments.
- Increasing Distribution reach for all Brands.
- To Launch carefully chosen new products that are complementary to the existing categories dealt with by the Company; including brand extensions.
- Build Brands in the near term and improve profitability in the medium term.

PHARMA DIVISION

- Enhanced focus on the Gynaecology and Infertility Segments and to grow the existing core brands and also the recently launched products
- Expansion of product portfolio through robust new launches, particularly in Ortho and Respiratory Segments; and
- Improving the retention/ effectiveness of the field force through appropriate measures including training and developmental initiatives.

Way Forward

HEALTHCARE

MEDICAL DEVICES DIVISION

- To grow the volumes of existing Heart Valve and to gain further volumes through launch of Bi-Leaflet / Tissue Valves (Distribution Lines); and
- To grow the Ortho business through geographical expansion, launch of new products and accelerating doctor conversion/ usage, both in the domestic and permitted export markets

FOODS DIVISION

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

Way Forward

HEALTHCARE

FINANCIAL GOAL

- Depending upon favourable Macro economic conditions, achieving a financial goal of CAGR of 15% in turnover over the next four years, with EBIDTA of 9-11% .

TO SUM UP:

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

HEALTHCARE

THANK YOU