



PPL/CS/SE/959 /2010-11

Date : 22nd November, 2010

To

The Bombay Stock Exchange Limited

Floor 25, P.J. Towers

Dalal Street

Mumbai 400 001

Kind Attn.: Mr. Subramaniam

The National Stock Exchange of India Limited

Exchange Plaza, Plot No. C/1, G Block

Bandra-Kurla Complex, Bandra (E)

Mumbai 400 051

Kind Attn.: Mr. Hari K.

Dear Sir,

Sub: Submission of Press Release for the un-audited financial results for the quarter ended 30th September, 2010

Dear Sir,

Please find enclosed herewith the press release for the un-audited financial results of the Company for quarter ended on 30th September, 2010.

This is for the information of the Exchange and members thereof.

Kindly take the same on record and oblige.

Thanking You

Yours Sincerely

For **PLETHICO PHARMACEUTICALS LIMITED**



AMRISH CHOURASIA
COMPANY SECRETARY

Encl. : As above

PLETHICO PHARMACEUTICALS LIMITED

Regd. Office : A.B. Road, Manglia - 453 771, Dist. - Indore (M.P.), +91-731-2806275, +91-731-2806271

Admn. Office : 37, Industrial Estate, Pologround, Indore 452 015 (M.P.) Tel.: +91-731-2422881/84

Fax : +91-731-2420938, 2421309

Corporate Office : Sabnam House, Plot No. A-15/16, Central Cross Road-B, M.I.D.C., Andheri (East),

Mumbai 400 093, INDIA Tel. : +91-22-66688201/202, Fax : +91-22-66688201/22-66688202

Press Release

Indore, 22nd Nov, 2010

Plethico Pharmaceuticals Ltd - Summary of Financial Performance for 3rd Quarter Ended 30th September 2010.

NOTE on financial results:

Plethico provides for the benefit of investors the standalone and consolidated results. In order to address business needs which include proximity to customers, there has been a conscious move at Plethico to focus more and more on outsourcing over seas including Malaysia, China, UAE, Romania, Kenya, Colombia to name a few. In this regard we have built a facility in UAE which will eventually absorb a great part of the outsource going forward as this will help cater to customers in CIS/ Eastern Europe, Gulf countries, Africa, Europe. Also in UAE we have the marketing support staff which caters to Nutraceutical related products.

This focus of ours in UAE will eventually make India facility to cater to India, Asia Pacific for some specific products and some other proximity markets. This move is also the reason why our stand alone numbers are more or less stagnant over past few quarters, while the consolidated numbers continue to grow QoQ. We believe therefore that our financial performance should only be viewed/ analyzed on consolidated basis rather than on a standalone basis given the above reasoning. For a quick reference of investors we have included extract of Profit & Loss account results filed with BSE/NSE with due comparatives in consolidated statements for 3 months & 9 months ended September 2009 as an added comparative.

Performance Highlights:

- Consolidated results Quarter ended 30th September, 2010 (UNAUDITED)
 - Revenues FTQ at INR 416.21 Crores QoQ growth at 17.59% and YoY growth at 25.03%. The growth in revenues has largely come on account of increase in sale of herbal products like Travisil, nutraceuticals products like Natrol, MRI, Prolab, etc in markets outside the US and increased sales through our associate company Tricon retail pharmacy (in which we acquired 20% stake in year 2008 end).
 - Net Profit before extraordinary item at INR 73.20 Crores QoQ has remained almost flat whilst YoY growth was at 25.84%

Key: FTQ: for the quarter, H1: First half, YoY: Year on Year, QoQ: Quarter on quarter, COGS: Cost of goods sold, ROW: Rest of world, Nutra.: Nutraceuticals, GP: Gross Profit

• **Change In data presentation for better management analysis:**

- || Plethico has been giving sales break up in therapy (Allopathic/ herbal & nutraceutical) segment & region (CIS/Third front/ Africa) wise every quarter. Product wise data used to be provided only at Annual report stage.
- || In 2008, Plethico acquired Natrol which strengthened its Nutraceutical product portfolio. Prior to our acquisition, Natrol largely sold its products in the US and therefore we also provided separate breakup of Natrol for its US sales. However, since our acquisition, there has been a significant increase in the cross selling efforts of Plethico products in the US and Natrol's products in the regions where Plethico had its distribution platform primarily being CIS, Africa, etc. In order to help us provide a clear picture to our investors regarding the growth areas of our company, we believe that we need to present data in a manner that provides maximum information to our shareholders to analyze and understand our company.
- || It is therefore decided that the following pattern would be maintained henceforth:
 - i. Sales (YTM) break up shall be for merged entity, i.e., Plethico and Natrol combined.
 - ii. The therapy break up shall be broadly Herbal, Nutra. and Allopathic
 - iii. The region break up shall be broadly US, India and ROW.
 - iv. In addition, we would also annually provide breakup of sales for majority of our products in the Nutraceutical, Herbal, and Allopathic segments.

The current YTM sales management data are (INR Crores)

Sales	Q1-2010	Q2-2010	Q3-2010	2010 YTM
Nutra	174	182	192	548
Herbal	128	136	142	406
Allopathic (Finished Formulations)	22	28	36	86
Total core business	324	346	370	1040
CM/TM (Allopathic)	2	2	3	7
API Trading (Allopathic)	9	6	43	58
Grand Total	335	354	416	1105

Above table displays that Nutraceuticals represents 50%, Herbal represents 37% together contributing 87% of the business and Allopathics (finished formulations, API trading & Cont. Mfg. /Toll Mfg.) constituted 13%.

Sales	Q1-2010	Q2-2010	Q3-2010	2010 YTM
US	107	101	97	305
ROW	177	212	231	620
India	40	33	42	115
Total core business	324	346	370	1040
India - CM/TM	2	2	3	7
ROW- API Trading	9	6	43	58
Grand Total	335	354	416	1105

Above table displays that US represents 28%, India represents 11% and ROW constituted 61%.

Historical data in new format:

Sales	2008	2009
Nutra	484	598
Herbal	332	465
Allopathic	106	90
Total core Business	922	1153
CM/TM (Allopathic)	42	6
API Trading (Allopathic)	0	84
Grand Total	964	1243

Sales	2008	2009
US	416	375
ROW	411	667
India	95	111
Total Core business	922	1153
India	42	6
ROW	0	84
Grand Total	964	1243

About Plethico Pharmaceuticals Ltd. - Pledged to Ethics

Plethico Pharmaceuticals Limited ({ HYPERLINK " <http://www.plethico.com> " }) (BSE: 532739: PLETHICO) is a leading global healthcare / pharmaceutical company with a strong emphasis on the herbal and nutraceutical segments. The company which was established in 1991 and then focused on manufacturing and marketing a range of branded generic pharmaceutical formulations, has rapidly evolved and now engages in the manufacture, marketing and distribution of pharmaceutical and allied healthcare products in the nutraceutical and herbal segments in India and internationally. Domestically, Plethico operates in the segments of Sports Nutrition, Confectionary and OTC, in India.

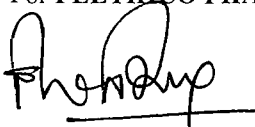
The company's robust global product portfolio includes renowned, international brands under various segments: herbal health care products such as Travisil®, Natrol®, Shen Min®, Nu Hair®, Laci le Beau®, Mountain Herbz®, food supplements, consumer healthcare products and nutraceuticals, which include sports nutrition (Coach's Formula®, Prolab(D, MRI®), confectionary (Byte®, Actifresh®), pharma -OTC (Effertabs®, Therasil®) and pharmaceutical formulations.

The Company is promoted by Mr. S.A.Patel and family and Mr. S.A.Patel is the Chairman and MD of the company.

Plethico acquired Natrol ({ HYPERLINK " [http:// www.natrol.com](http://www.natrol.com) " }) for USD 80.8 Million in Jan. 2008. Natrol was a listed entity on the NASDAQ with ticker NTOL. This transaction was announced by way of joint press release on 18th November, 2007.

Natrol (Chatsworth, Cal.) is again synergistically operating in the Herbal Nutra sphere, but is predominantly present in the USA. It also acquired a Sports nutrition Company called MRI (Medical Research Institute) (San Francisco) in June 07.

For PLETHICO PHARMACEUTICALS LTD.



HEMANT MODI

CHIEF OPERATING OFFICER

