

Investor Presentation

(8)

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Zenith Drugs: Key Highlights





Pharmaceutical Manufacturing and Trading Company

Zenith Drugs is a well established company specialized in manufacturing affordable medicines, offering ORS Powder, Liquid Orals, Ointments, Liquid Externals, and Capsules



Global Presence

Successfully expanded to international markets in Central America, Southeast Asia, the CIS region, and Africa, contributing to its global impact and market diversification



Stringent Quality Certification

WHO-GMP compliant and ISO 9001:2015 certified, ensuring global compliance and product safety



Experienced and Dynamic Leadership

Leveraging diverse expertise in technical, operational, and business development to capitalize on market opportunities.

20+
Years
History

FY2022-23

780+

Dosage forms manufactured

95%

INR

114.5 Cr.

Revenue in

in ointments

39%

Revenue from Liquid orals

35.13%

ROE

15 Mn+

Units of ORS produced per month

3000+

Stockists

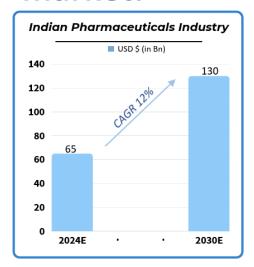






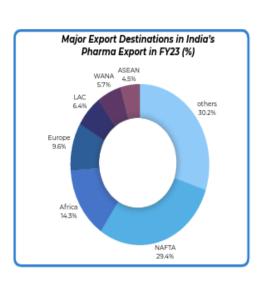
India's pharma sector enroute to 13% of global

market:



Indian pharmaceutical sector supplies over 50% of global demand for various vaccines, 40% of generic demand in the US and 25% of all medicine in the UK.

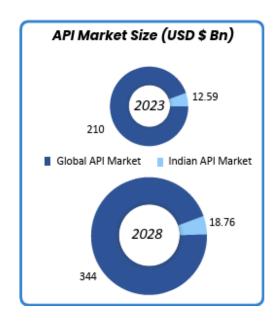
Exports:



Pharmaceutical exports reached US\$ 25.3 Bn in FY23, constituting 6.47% of total exports.

The pharmaceutical industry is among the top ten attractive sectors for foreign investment in India

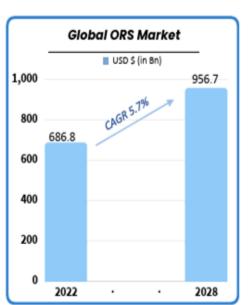
Active Pharmaceuticals Market:



The global API market is set to grow from US\$ 210Bn to US\$ 344Bn by 2028 (8.59% CAGR).

India ranks 3rd globally with an 8% industry share. API market to reach USD 18.76Bn by 2028 (8.31% CAGR), contributing 57% to the WHO prequalified list with 500+ APIs

Oral Rehydration Salts Market: (ORS)



Global ORS market is **USD 686.8Mn** in 2022, projected to reach USD 956.7Mn by 2028 (5.7% CAGR).

The growing demand for applications in Infants, Children, and Adults worldwide directly impacts ORS market growth.





Growing Healthcare Insurance:

Rising healthcare insurance demand in India, fueled by increasing medical costs and a growing elderly population, presents a favorable market outlook.

Government initiatives, including PM-JAY and Ayushman Bharat, aim to provide health coverage to the economically weaker sections

Growing Healthcare Insurance:

Rs. 15,000 Cr PLI Scheme launched, aiming to boost pharma component production with US\$ 932.66 Mn govt. support

The Ministry of Health and Family Welfare receives US\$ 10.76 bn, up 3.43% from previous year. Pradhan Mantri Swasthya Suraksha Yojana (PMSSY) allocation US\$ 0.41 bn.

Pradhan Mantri JAN Aushadhi Pariyojna: Approved Rs. 490 crore continuation, targets 10,500 Kendras by March 2025.

India's Pharma Impact:

India, a global generics leader, with the second-highest FDA- approved plants, anticipates **120 drugs going off-patent**. Expected revenues from USD 80Bn to 250Bn

Surging demand for generic APIs and biological drugs, coupled with factors like aging populations, healthcare expenditures, R&D emphasis, and favorable regulations

Education boosts pharma acceptance: Self-medication, OTC market, biologics adoption, preventive medicines, and medical tourism drive growth

Innovative business models are set to reach tier-2 and 3 cities, adding over **160,000 hospital beds annually**. As the largest global provider of generic medicines (20% of global exports)





::: About Zenith Drugs Limited

Established in 2000, Zenith Drugs is a premier pharmaceutical manufacturing and trading company located in Indore. Specializing in a diverse range of products, including branded, generic, and over-the-counter (OTC) items.

Zenith Drugs Limited stands as the first pharmaceutical company set to be listed on NSE.

World-class generics, **branded generics**, **formulations**, including ORS Powder, Liquid Orals, Ointments, Liquid Externals, and Capsules, each meticulously developed for efficacy, safety, and affordability. Further expanded our product line by introducing liquid externals and capsules, further widening our portfolio.

As one of the largest manufacturers of ORS sachets in Central India, our expertise in manufacturing oral rehydration salt (ORS) has earned the trust of industry leaders such as Ajanta Pharma, Micro Labs, May & Bakers, Kopran, and recognition from over 18 Indian states as consistent suppliers

State-of-the-Art manufacturing facility certified by WHO GMP, equipped with advance technologies and processes.



Our mission is to be the world's most preferred pharmaceutical company by utilizing cutting-edge technology and innovation, delivering quality products with the highest regulatory standards to serve globally



Our Vision to enhance global well-being through affordable medicines, pioneering drug delivery innovations, driven by quality and highly skilled team

Impressive journey so far







Inspired by founders' extensive industry



Mr. Sandeep Bhardwaj, Promoter & Managing Director
Technical Taskmaster with 2+ decades in pharmaceutical
business management, guiding Zenith in qualitative, costefficient products. A visionary ensuring sustainable YoY growth,
overseeing Zenith's complete functioning and manufacturing



Mr. Bhupesh Soni, Promoter & Executive Director
Compliance Champion with 2+ decades in pharmaceutical
manufacturing and corporate compliance. Managing
government compliances and tender performance, he propels
Zenith's multifold growth in institutional business,
maintaining strong document obligations.



Mr. Ajay Singh Dassundi, Promoter & Executive Director
Marketing Maestro with 2+ decades of Indian market expertise,
the backbone of Zenith's marketing, promotion, and customer
relations. Steering corporate strategy and brand promotion, his
foresight drives new projects and optimizes supply chains

Mr. Anil Malik , (Non-Executive Director)
Bringing 43 years of rich experience in Employee
Relations & HR Management, contributing

Ms. Ranjana Sehgal, (Independent Director)
Bringing 42 years of academic and corporate experience, enriches the board with her expertise in social work and corporate training.

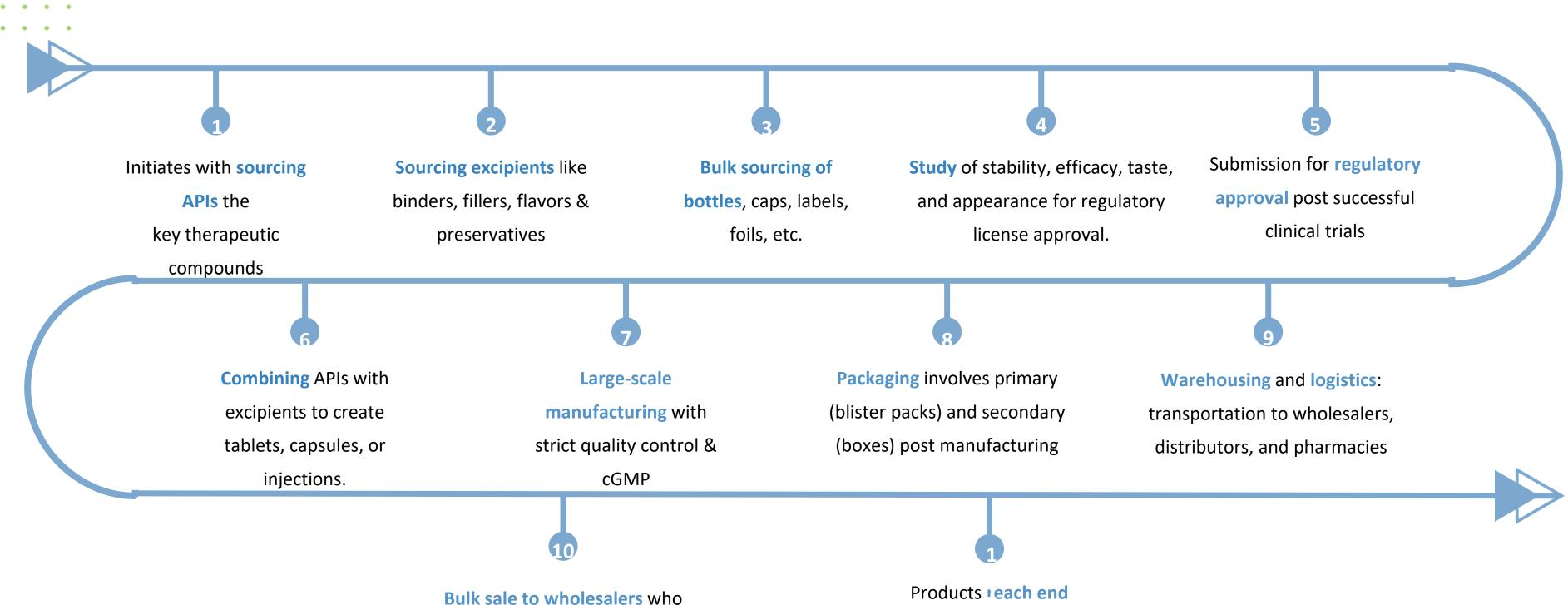
valuable insights to the board.

Mr. Deendayal Kumawat, (Independent Director)

A Chartered Accountant and ACS, contributes financial expertise, playing a pivotal role in the company's financial strategy.

End-to-end value chain:





distribute to pharmacies and

healthcare providers

Products reach end

consumers through retail

pharmacies; direct supply to

hospitals

Product Basket



Powder (22% Of Revenue)



ORS A vital electrolyte solution designed to restore and maintain hydration levels

Liquids (44% Of



Liquid Oral Liquid syrup providing a reliable source of essential iron for nutritional support.



External Liquid Innovative liquid formulas for targeted external relief

Solids (9 % Of Revenue)



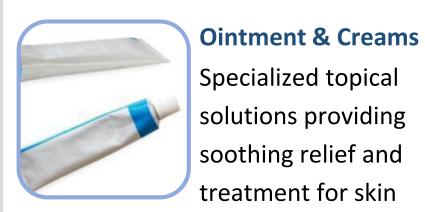
Capsules Convenient oral dosage forms for accurate & essential medications



Convenient, widely used for oral medication & range of therapeutic purposes.

Tablets

Semi-Solids (25 % Of Revenue)



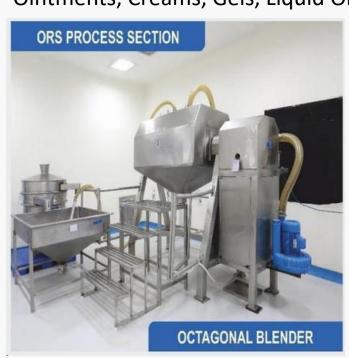
Specialized topical solutions providing soothing relief and treatment for skin issues

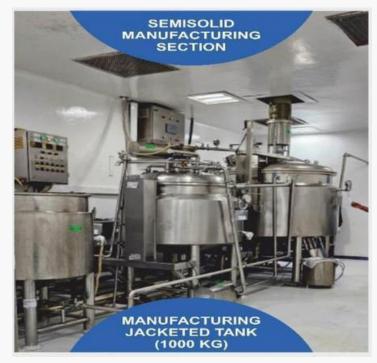
State-of-the-art manufacturing facility

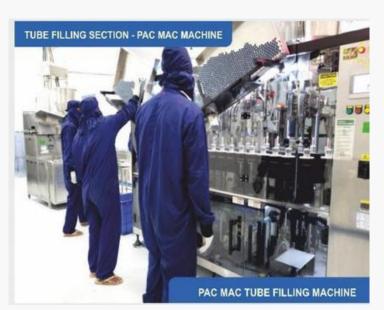


Zenith's cutting-edge facility in Indore produces over **250 molecules** & **780 dosage forms**.

Dedicated units for Capsules, Tablets and topical formulations, including Ointments, Creams, Gels, Liquid Oral, and Solutions









WHO GMP Certified Plant

Our manufacturing facility proudly holds WHO GMP certification, showcasing our commitment to producing high-quality pharmaceuticals.

In-House Quality Control

Equipped with advanced technology and staffed by qualified experts, our in-house lab ensures rigorous testing of raw materials and finished goods, maintaining the highest quality standards.

Comprehensive Testing Process

Our 24-hour quality testing process guarantees that all Zenith products meet the highest standards, with stringent quality control & zero defects

Located at

K. No. 72/5, Village Muradpura, Depalpur, Indore, Madhya Pradesh- 453001

FY 2022-23	Oral liquid	Ointments	External liquid	Capsules	ORS
Installed Capacity (Qty in Lakhs)	420	480	180	4800	1440
Production (Qty in Lakhs)	376	456	130	2006	1074
Capacity Utilization	89.52%	95.00%	72.22%	41.79%	74.58%

Expanding & unlocking opportunities



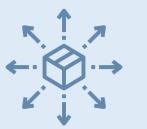


Tablets command 70-80% of pharma sales

Most consumed drug dosage form as it is convenient, easy to administrate with precise and accurate dosage









Started expansion of manufacturing facility for tablet (Oral solid dosage forms)

50% of civil work is completed. Expected to conclude the project by May 2024 Leveraging robust distribution network for the supply of inhouse manufactured tablets

Estimated 100% revenue increase from this expansion on full capacity utilization



Formidable entry barrier and supply chain: The Zenith advantage





High barrier to entry for other players

Stringent regulatory compliance & WHO-GMP certificate, intellectual property, extensive industry expertise, specialized knowledge and strong distribution network is required



Strategic alliances with supplier & robust supply chain network

Strategic partnerships with multiple suppliers secure a diverse and stable supply chain. Long-term contracts and bulk purchasing ensure favorable pricing and mitigate supplier power



Driving Innovation through R&D

Continuous emphasis on R&D fosters product innovation, strong brand recognition and a diversified product range reduce the likelihood of customers opting for alternatives



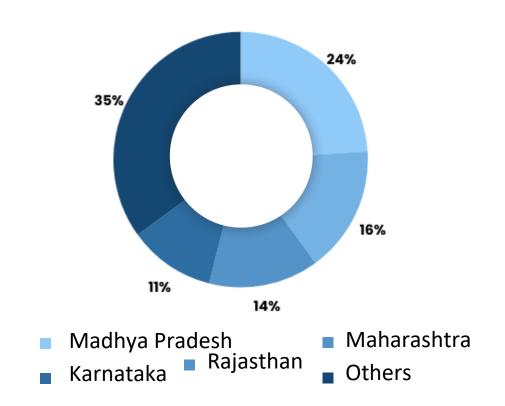
Distinctive Competitive Edge

Cost-efficient production, constant F&D (formulations and development), diverse product range, efficient supply chain, global reach, strong sales and marketing differentiates us from rivals

Revenue Segments

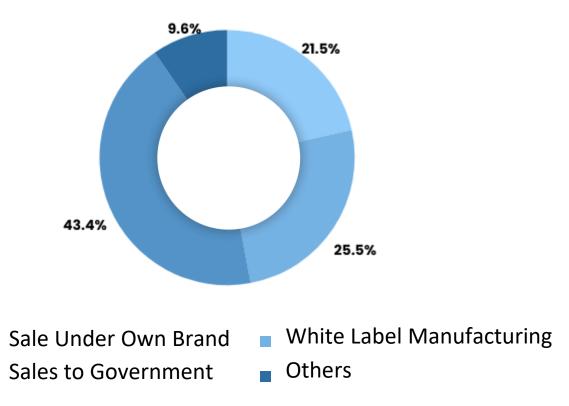


State Wise Sales



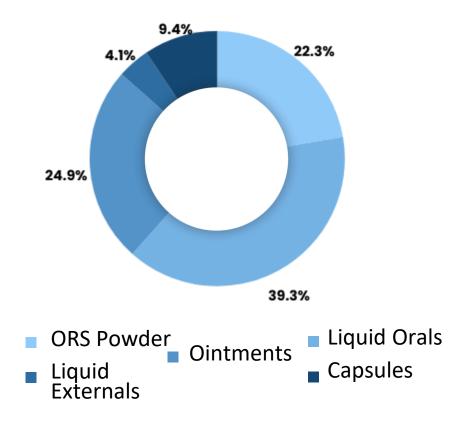
- Madhya Pradesh leads with 24%, reflecting strong position in its home state.
- Rajasthan secures 16%, indicating successful market penetration and regional growth
- Maharashtra contributes 14%, highlighting a significant presence in key western markets

Segment Wise Sales



- Sales to Government at 43.36%, highlighting a substantial contribution to overall revenue
- White Label Manufacturing sales at 25.50% signify strategic collaborations
- Sales under Own Brand stands at 21.54%

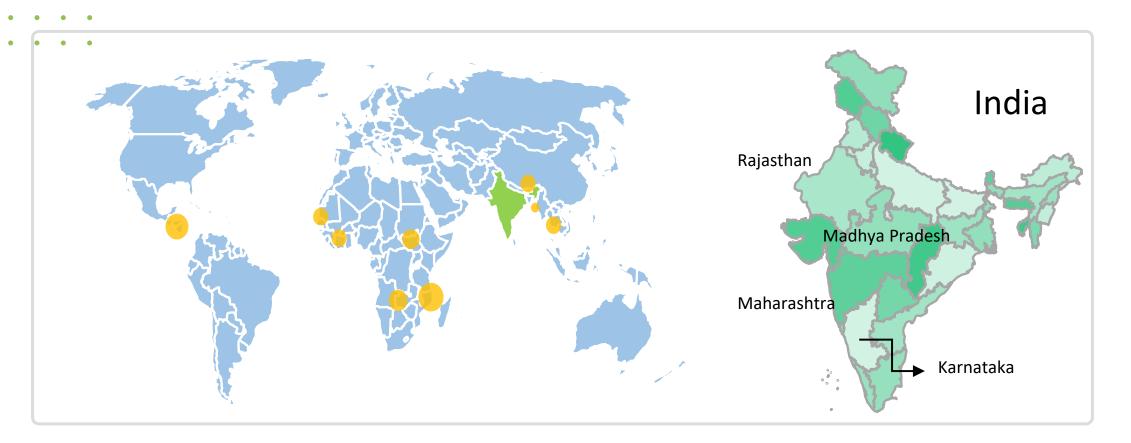
Product Wise Sales



- Liquid Orals lead with 39.31%, showcasing strong market demand
- Ointments maintain a steady market presence at 24.92%
- ORS remain robust at 22.28%

Commanding a domestic and global presence





- Strong Presence in 18+ States
- Madhya Pradesh contributes up to 24% in revenue
- Strategically located at the center of India making supply chain faster and efficient
- Strengthening our position in India through market diversification, product expansion, etc.
- Collaborating with local players, institutions, and pharmaceutical companies to leverage distribution networks

- Costa Rica
- Mauritius
- Cambodia
- Myanmar
- Bhutan
- Yemen
- Sierra Leone
- P Liberia

Target export markets

- West Africa
- East Africa
- South East Asia
- Latin American Market

Determining factors for selecting these markets:

- -Easy market entry with minimal qualifications
- -Product range aligns with the market
- -Regulatory compliance in place
- -Semi-regulated market providing easy entry



- Finalize product and registration of our company
- Initially selected 4 key regions with 25 to 30 products to be registered in each of them
- Support agency with product info & training, and furnish promotional material as needed





Creating excellence through holistic innovation



Technology Driven Approach

Focused on upgrading process technology, pilot plant research, and new product development with physical and metallurgical testing, microbiological testing, and comprehensive quality controls.



Diverse enhancements

Impactful improvements to groundbreaking innovations, covering aspects like patient compliance, bioavailability, & novel packing ideas



Total Quality Management (TQM)

We follow **TQM** principles to **create and retain customers** by meeting their needs, expectations, and satisfaction through continuous improvement, leadership vision, and shared values



Bio-Equivalence Studies & Clinical Trials

Our regulatory department conducts **Bio-Equivalence studies** and **Clinical Trials**, meeting the regulatory requirements of DCGI and various health ministries globally for product registrations



Innovation Culture

Zenith fosters a culture of innovation, driven by continuous customer interactions, market surveys, and observations to enhance existing products, processes & packaging



Strategic Partnerships

Zenith solidifies its market dominance in India through whollyowned subsidiaries **Biozen Healthcare** and **Biogenesis Corporation**



DCGI Regulations

We have DCGI permissions and approvals, with a dedicated regulatory department working in coordination with the new product development team



Process and System Approach

Decisions and actions are based on **data analysis and information**, resulting in organizational efficiency through continuous improvements and upgrade

Driving market presence with dynamic distribution and sales network



50+

Distributors

Stockists

3000+



Network Structure:

- State-wise C&F/Super Distributors
- District-wise Stockists
- Retailers Across Pharma Industry

Sales Team Impact:

- National Head-led Sales Team
- Supported by Zonal, Regional, and Territory Managers
- Dynamic and Talented Individuals



Pan-India Presence:

- Strong presence across all states of India
- Achieved through a comprehensive distribution strategy

Core Focus: Zenith excels in marketing branded generic drugs, a significant business driver.

- Nationwide presence ensures products are easily accessible to consumers
- Facilitates a seamless flow from manufacturing to retail outlets

Business Stability:

- Robust distribution network enhances business stability.
- Mitigates the risk of dependence on specific regions

Market Share Expansion:

- Wide distribution network contributes to expanding market share
- Competitive edge over companies with limited geographic coverage

^{*}C&F (Clearing and Forwarding): Manages customs clearance, documentation, warehousing, and forwarding to ensure smooth logistics in pharmaceutical distribution.

Strategic government engagements for healthcare advancements



Current Govt Tenders: Actively engaged in government tenders, collaborating with major state and central institutions for crucial healthcare initiatives



- Madhya Pradesh Public Health Services Corporation Limited
- Rajasthan Medical Services Corporation Limited
- Telangana State Medical Services and Infrastructure Development Corporation
- Odisha State Medical Corporation Limited
- Employees' State Insurance Corporation

A substantial 43.36% of revenue is derived from government contracts

Government business provides bulk quantity, committed volume, and purchase price advantages due to high volume

Leveraging government partnerships to expand reach, addressing healthcare needs across diverse segments and geographies.

Zenith is also a Vendor for Jan Aushadhi Pariyojna medicine producer.

01

Proposal Submission Initiate the process by submitting a proposal to the government

03

They provide an audit report, specifying Corrective and Preventive Actions (CAPA)

05

Successful CAPA implementation leads to government contract award

02

Their QC team audits manufacturing facilities, systems, process & accreditations

04

We promptly implement CAPA to ensure compliance



Strategic alliances and collaborations

50+ Contract Manufacturing Partners



Manufacture Products bearing
Trademark of Ajanta Limited



Technical & Marketing Agreement for Contract Manufacturing

















Other strategic partnership



Medizone Healthcare Limited

Distribution Agreement



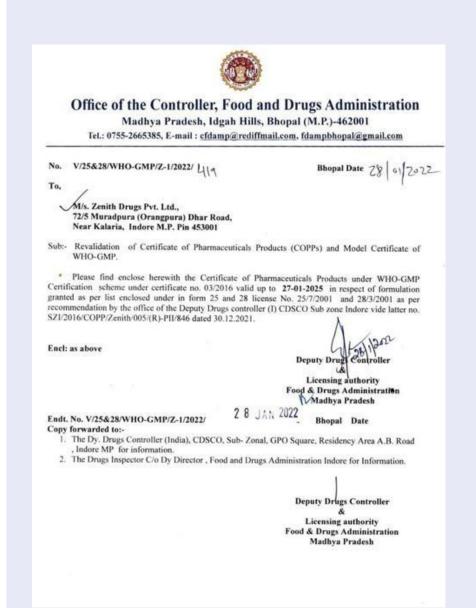
Ramky Enviro Engineers Limited

Collection, Transportation, treatment, storage and disposal of waste generated by the company

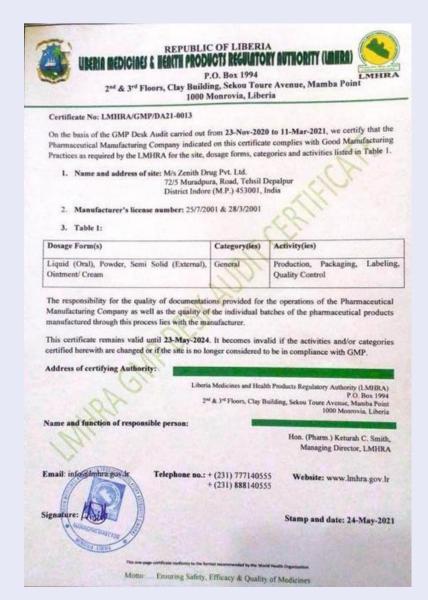
Certifications to our



WHO GMP complaint



LMHRA certification



GLP Certificate



ISO 9001:2015 certified





Profit and Loss (in INR Lakhs)



Particulars	FY2020-21	FY2021-22	FY2022-23	SEP 2023
	Standalone	Consolidated	Consolidated	Consolidated
Revenue From Operations	7340	9166	11452	6941
Cost of Materials and Change in Inventories	5201	7260	8518	4570
Gross Profit	2140	1906	2934	2371
Employee Benefit Expenses	345	371	473	343
Other Operating Expenses	1092	851	1494	1066
EBITDA	703	683	967	962
EBITDA Margin	10%	7 %	8%	14%
Depreciation & Amortization	122	133	130	62
Finance Costs	132	211	234	146
Other Income	11	101	118	8
Exceptional Items	-	-	-	(2)
Profit Before Tax	460	441	721	759
Current Tax	137	132	190	185
Deferred Tax	20	(4)	16	34
Total Tax Expense	157	128	206	219
Effective Tax Rate	34%	29%	29%	29%
Profit After Tax	303	313	515	540
Profit After Tax Margin	4%	3%	4%	8%

Balance Sheet- (in INR Lakhs)



Particulars	FY2020-21	FY2021-22	FY2022-23	As on-SEP 2023
EQUITY AND LIABILITIES	Standalone	Consolidated	Consolidated	Consolidated
Share Capital	40	40	40	1200
Reserves and Surplus	855	1169	1684	1065
Total Shareholders Funds	895	1209	1724	2265
Minority Interest	1	1	1	-
Long Term Borrowings	728	957	836	886
Deferred Tax Liabilities(DTL)	31	26	42	76
Long Term Provisions	4	7	9	12
Total Non Current Liabilities	762	990	886	974
Short Term Borrowings	821	924	1769	2017
Trade Payables	2026	3468	5161	5531
Other Current Liabilities	115	132	60	92
Short Term Provisions	36	133	192	370
Total Current Liabilities	2997	4658	7182	8010
Total Liabilities	4655	6858	9794	11249

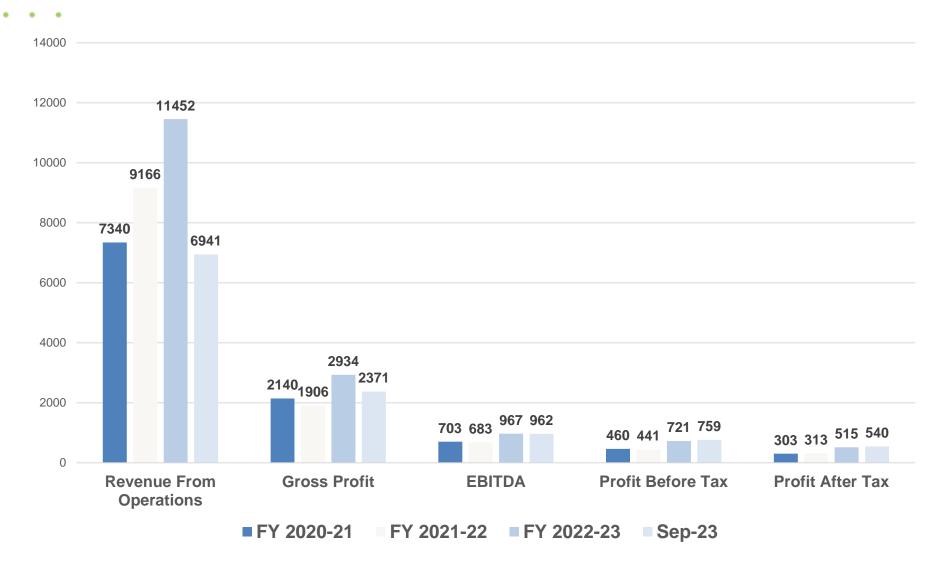
Balance Sheet- (in INR Lakhs)

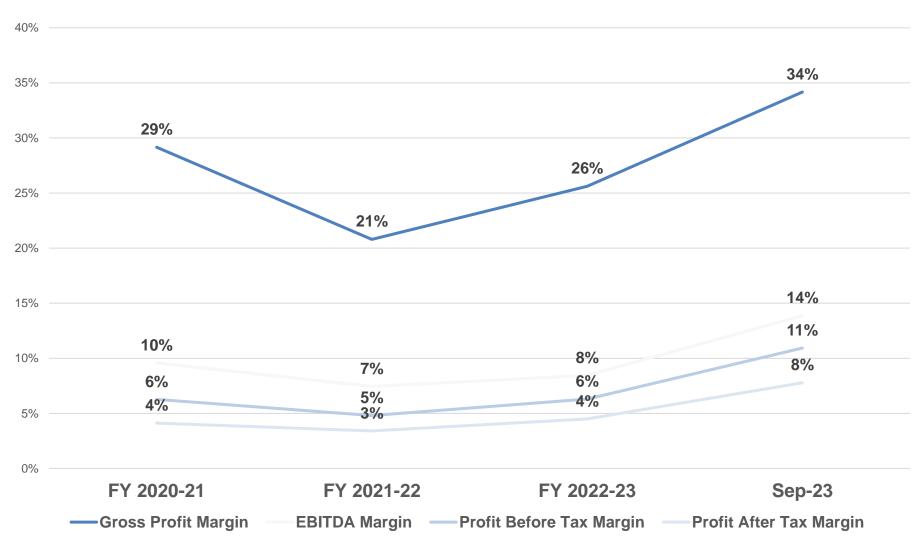


Particulars	FY2020-21	FY2021-22	FY2022-23	As on-SEP 2023
	Standalone	Consolidated	Consolidated	Consolidated
Property, Plant & Equipment & Intangible Assets				
i) Property, Plant & Equipment	922	1047	1173	1094
ii) Capital Work-in-progress	-	266	-	89
iii) Tangible Assets	-	-	-	-
Other Non- Current Assets	148	192	229	246
Total Non-Current Assets	1070	1505	1402	1429
Inventories	683	1213	2367	2868
Trade Receivables	2338	3207	4931	5914
Cash and Cash Equivalents	185	300	361	338
Short Term Loans & Advances	379	633	733	700
Other Current Assets	-	-	-	-
Total Current Assets	3585	5353	8392	9821
Total Assets	4655	6858	9794	11249

(9)

Financial Metrics:





^{*}Rev. Op.= Revenue from Operations

^{*}GP= Gross Profit

^{*}PAT and PAT% = Profit After Tax and Profit After Tax Margin

^{*}PBT and PBT% = Profit Before Tax and Profit Before Tax Margin

^{*}EBITDA and EBITDA% = Earnings Before Interest, Tax, Depreciation and Amortization & Earnings Before Interest, Tax, Depreciation and Amortization Margin



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