



A TRIBUTE TO THE
RESILIENCE OF THE
HUMAN BODY



**ZENITH
DRUGS LTD.**

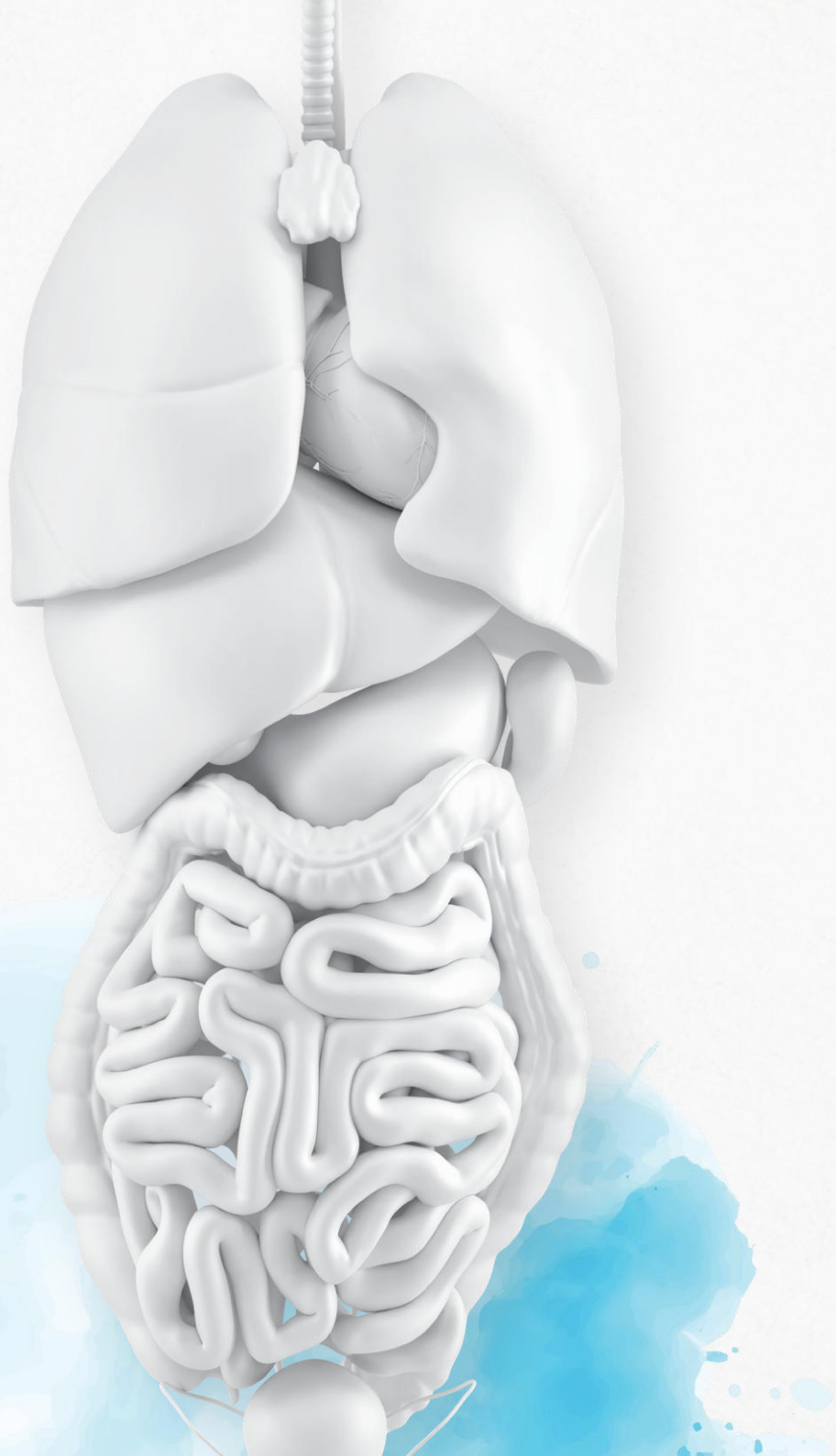
KEEPING HOPES ALIVE



UNDERSTANDING THE DNA OF MODERN MEDICINE

This presentation provides an overview of Zenith Drugs Limited. It is not investment advice, and independent professional guidance is recommended. Information may include data from public sources that haven't been independently verified, and no guarantees are made regarding accuracy or reliability.

Certain sections may contain forward-looking statements based on management's estimates, subject to risks and uncertainties. Actual outcomes may differ. While expectations are reasonable, we do not guarantee future results or performance.



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A WORD FROM THE STALWARTS

“ Technical Taskmaster with 2+ decades in pharmaceutical business management, guiding Zenith in qualitative, cost- efficient products. A visionary ensuring sustainable YoY growth, overseeing Zenith's complete functioning and manufacturing.

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.

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. Sandeep Bhardwaj
Managing Director

Mr. Ajay Singh Dassundi
C.E.O- Global Sales

Mr. Bhupesh Soni
Executive Director





THE BRAIN CHILD FORMED FROM PHILOSOPHY

Established in 2000 in Indore, Zenith Drugs is a premier pharmaceutical manufacturing and trading company specializing in branded, generic, and OTC products. As the first pharmaceutical company set to be listed on the NSE, Zenith Drugs offers world-class generics and formulations, including ORS Powder, Liquid Orals, Ointments, Liquid Externals, and Capsules, all developed with a focus on safety, efficacy, and affordability. The company operates a state-of-the-art, WHO-GMP certified manufacturing facility, utilizing advanced technologies. Zenith Drugs is one of the largest ORS sachet manufacturers in Central India, supplying trusted partners like Ajanta Pharma, Micro Labs, May & Baker, Kopran, and 18 Indian states.

POISED TO SERVE HUMANITY

MISSION

Enhance global well-being through affordable medicines and innovative drug delivery systems.

VISION

To be the world's preferred pharmaceutical company with high standards of regulatory compliance and cutting-edge technology.



Established
2000



Location
Indore, India



Experience
Over 25 years





OUR HEART, OUR FINANCIAL STRENGTH

Certifications: WHO-GMP compliant, ISO
Specialisation: Affordable medicines
including ORS Powder, Liquid Orals,
Ointments, Liquid Externals, Tablets &
Capsules.

FY2024-25 Revenue:
₹ **134 Cr.**

FY2025-26 Revenue:
₹ **164 Cr.**

Expected Turnover: Over
₹ **190 Cr to 200 Cr.** by
2027



OUR BREATH, OUR PRODUCT CATEGORIES



ORS Powder:
18% revenue
contribution

Key Products:
Zenith ORS,
Koplyte ORS



Liquid Oral
Solutions:
33% revenue
contribution

Key Products:
Hungrykop Syrup
Biozen Multivitamin
Syrup



Lotions & Liquid
External Solutions:
3% revenue
contribution

Key Products:
Poviz® Solution,
Bioscaby Lotion



Ointments
& Creams:
21% revenue
contribution

Key Products:
POVIZ Ointment,
ClobetolGM Cream



Capsules:
8% revenue
contribution

Key Products:
BIO-Omi Capsule,
Cold-Time Capsule



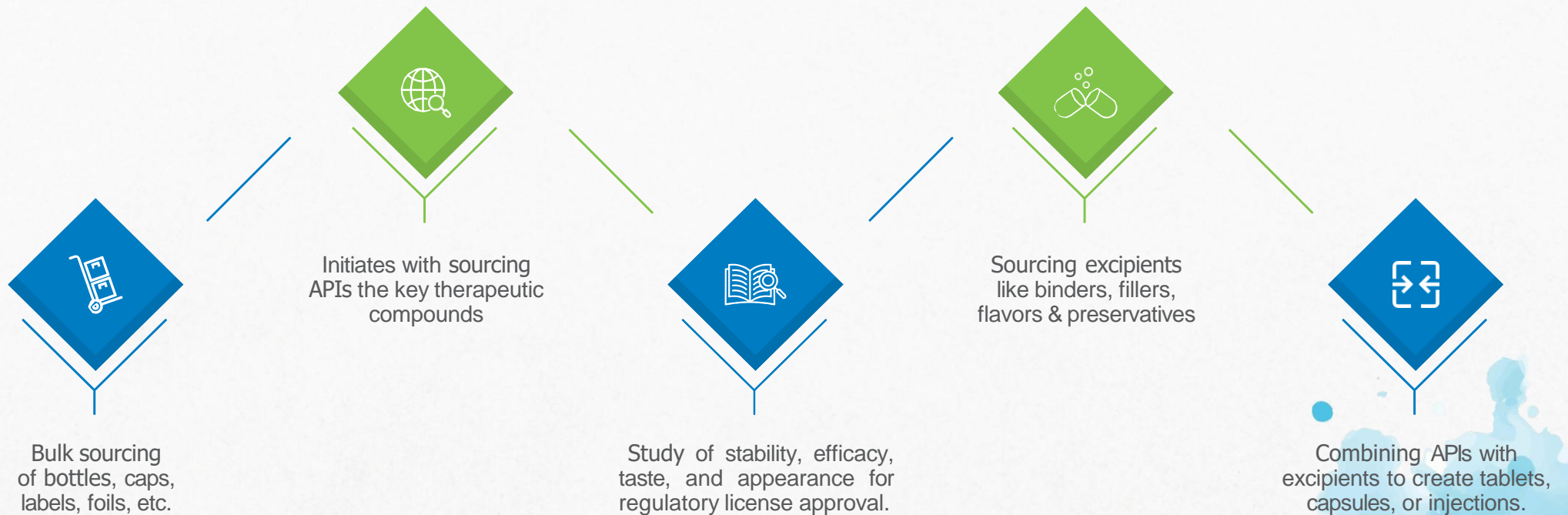
Tablets:
17% revenue
contribution

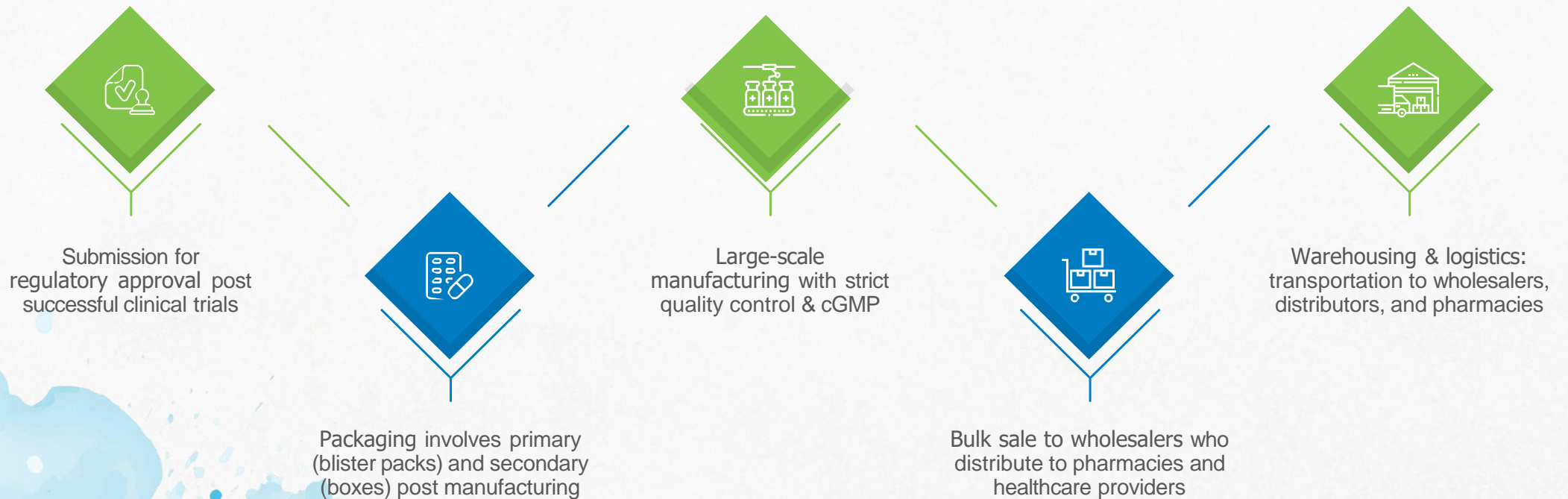
Key Products:
Biocin-500 Tablets,
Bionac Plus Tablets
Acecloran Plus Tablets.

THE ZENITH JOURNEY



END-TO-END VALUE CHAIN CRAFTING EXCELLENCE FROM SOURCING TO DELIVERY





PRODUCT BASKET



POWDER

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



LIQUIDS

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

External Liquid: Innovative liquid formulas for targeted external relief



SOLIDS

Capsules: Convenient oral dosage forms for accurate & essential medications.

Tablets: Compact and easy-to-swallow oral dosage forms, ensuring precise and consistent medication delivery.



SEMI-SOLIDS

Ointment & Creams: Specialized topical solutions providing soothing relief and treatment for skin issues.





**ZENITH
DRUGS LTD.**

KEEPING HOPES ALIVE



A worker in a white cleanroom suit and blue mask is working in a pharmaceutical manufacturing facility. The worker is positioned in the center-right of the frame, looking towards the left. The background shows industrial machinery, including large stainless steel funnels and pipes, under bright, clean lighting. The overall color palette is dominated by white and light blue, with a stylized blue splash effect on the right side of the image.

STATE-OF-THE-ART MANUFACTURING FACILITY WITH HIGHLY ADVANCED PROCESSING CAPABILITIES

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

Dedicated units for Capsules, Tablets, Dry Powder and topical formulation including Ointments, Creams, Gels, Liquid Oral, and Solutions.

CREATORS
OF PRODUCTS
THAT PORTRAY
UNPRALLELED
QUALITY



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.





KEY USP - INTEGRATED APPROACH TO MANUFACTURING & MARKETING

Streamlined Operations

In-house manufacturing and marketing ensure seamless control over the product lifecycle, minimizing complexities for efficient operations & enhanced productivity



Quality Control

Direct influence on manufacturing processes ensures. Zenith's products meet the highest quality standards pre-market. This commitment fosters customer trust and sets Zenith apart from competitors.



Speed to Market

Integrating manufacturing and marketing allows Zenith to swiftly bring products to market. Once ready for production, marketing team promptly launches promotional activities.



Key Strength

Zenith's key strength lies in its integrated manufacturing and marketing approach, establishing a formidable position in the pharmaceutical industry.



DRIVING MARKET PRESENCE WITH DYNAMIC DISTRIBUTION AND **SALES NETWORK**

50+ DISTRIBUTORS & **6000+** STOCKISTS



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



ECONOMIES OF SCALE AS A MARKETING STRATEGY FOR ZENITH



Cost-efficient Marketing

Operating at a larger scale spreads fixed marketing costs over large volume of products, reducing avg marketing cost per unit & allowing competitive pricing while maintaining profitability

Enhanced Distribution Network

Economies of scale drive Zenith's distribution network expansion, reaching new markets and customers for improved accessibility, convenience, and sales growth

Negotiating Power

Economies of scale enhances negotiation power with supplier, securing favorable terms like discounts and better distribution arrangements and preferential treatment

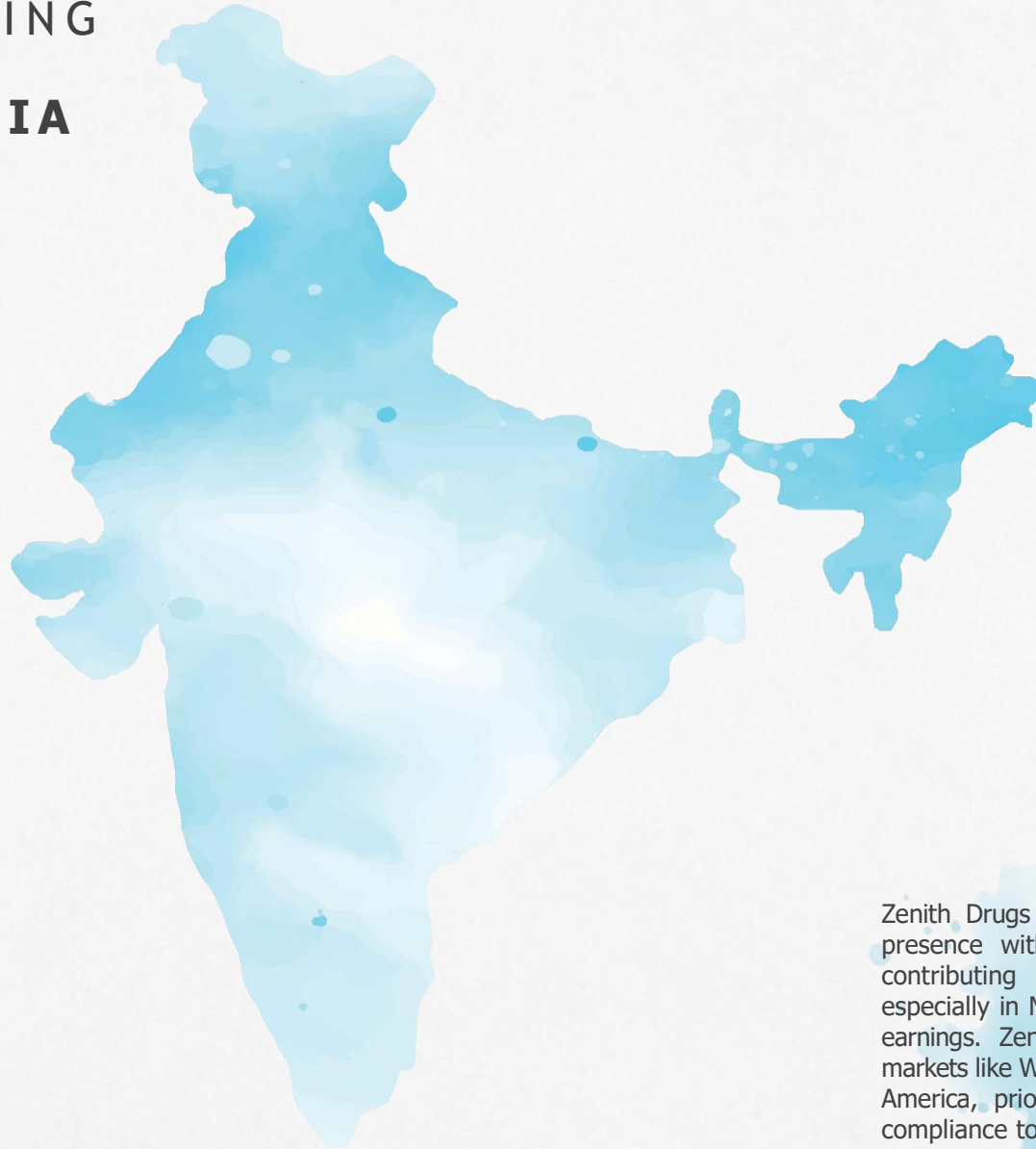
Research & Development Investments

Able to allocate significant portion of its resources to R&D due to economies of scale, thus fostering innovation and meeting evolving customer needs.

COMMANDING A DOMESTIC AND GLOBAL PRESENCE



STRENGTHENING PRESENCE ACROSS INDIA



Zenith Drugs commands a strong domestic and global presence with operations in over 20 states in India, contributing significantly to the company's revenue, especially in Madhya Pradesh, which accounts for 24% of earnings. Zenith is focused on expanding into target markets like West and East Africa, Southeast Asia, and Latin America, prioritizing easy market entry and regulatory compliance to streamline its operations abroad.



**ZENITH
DRUGS LTD.**
KEEPING HOPES ALIVE

15 x 1

**ZENITH
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Metformin Tablet IP 500 mg
+ Glimipramid IP 1 mg

METGEN 01
मेटजेन 01

Indications:

- Hypertriglyceridemia
- Type III Hyperlipoproteinemia
- Homozygous Familial Hypercholesterolemia

METGEN 01
मेटजेन 01

Warning:

Each Film Coated Tablet Contains Rosuvastatin Calcium USP
equivalent to 10 mg of Rosuvastatin



CREATORS
OF PRODUCTS
**THAT ADD VALUE
AND WELLNESS
TO LIFE**

STRATEGIC ALLIANCES AND COLLABORATIONS

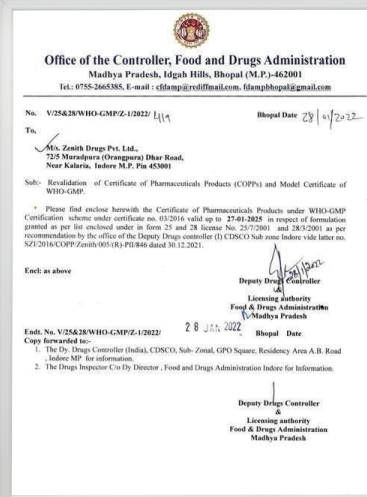
50+ Contract Manufacturing Partners



Government Supplies



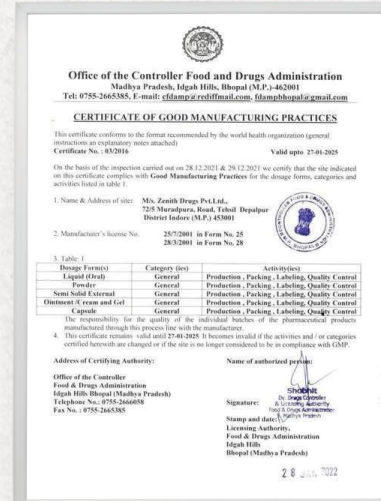
CERTIFICATIONS TO OUR CREDIBILITY



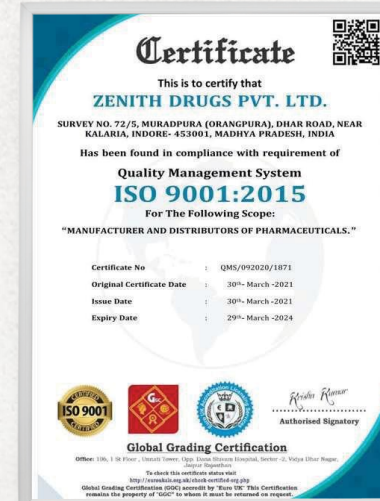
WHO GMP
Complaint



LMHRA
Certification



GLP
Certificate



ISO 9001:2015
Certified

Committed to regulatory compliance ensuring high standards and credibility in every product.



**CREATORS OF PRODUCTS THAT RADIATE THE ESSENCE
OF CONSTANT RESEARCH & DEVELOPMENT**



**ZENITH
DRUGS LTD.**

KEEPING HOPES ALIVE

Zenith Group Of Companies





**ZENITH
DRUGS LTD.**

KEEPING HOPES ALIVE

**THANK YOU FOR
BEING PART
OF OUR LEGACY**

ZENITH DRUGS LIMITED

(A WHO-GMP Certified Company)

Manufacturing, Plant & Export: 72/5, Muradpura (Orangpura) Dhar Road, Near Kalaria, Indore - 453001 (MP) INDIA

Sales Office: Zenith Drugs Ltd. 3rd Floor, 210 B, Scheme No. 134, Star Square, Nipania, Indore 452010 (M.P.) India

Email: marketing@zenithdrugs.com, info@zenithdrugs.com | Website: www.zenithdrugs.com

Marketing & Distribution: +91 9630005301 | Manufacturing: +91 9827140806 | Institutional or Govt. Supply: +91 9619191770