

Deccan Healthcare

Wealth
Of
Wellness



WORLD CLASS
SUPPLIMENTS



HEALTHY
LIFESTYLE FMCH
PRODUCTS



STAY YOUNG



OPTIMISE
HEALTHCARE
COST



COMMUNITY
HEALTH
MANAGEMENT

DECCAN HEALTHCARE creates innovative FMCH products using the latest technology landscape that help consumers move from their current state of health to better health.

We at Deccan Healthcare have multiple reasons for our dedication and success

- 73 Innovative Products
- 1,500+ Product Profile
- 5 Revenue Channels
- 80,000+ Direct Consumer Relationship
- 5,000+ Sales Influencers

With a Passion to bring **Happiness. Health. Wealth.** to each and everyone around: and **Eradicate Micronutrient Deficiency** across the world.

Innovation is about bridging unmet healthcare needs.

When innovation works a miracle in one's life.

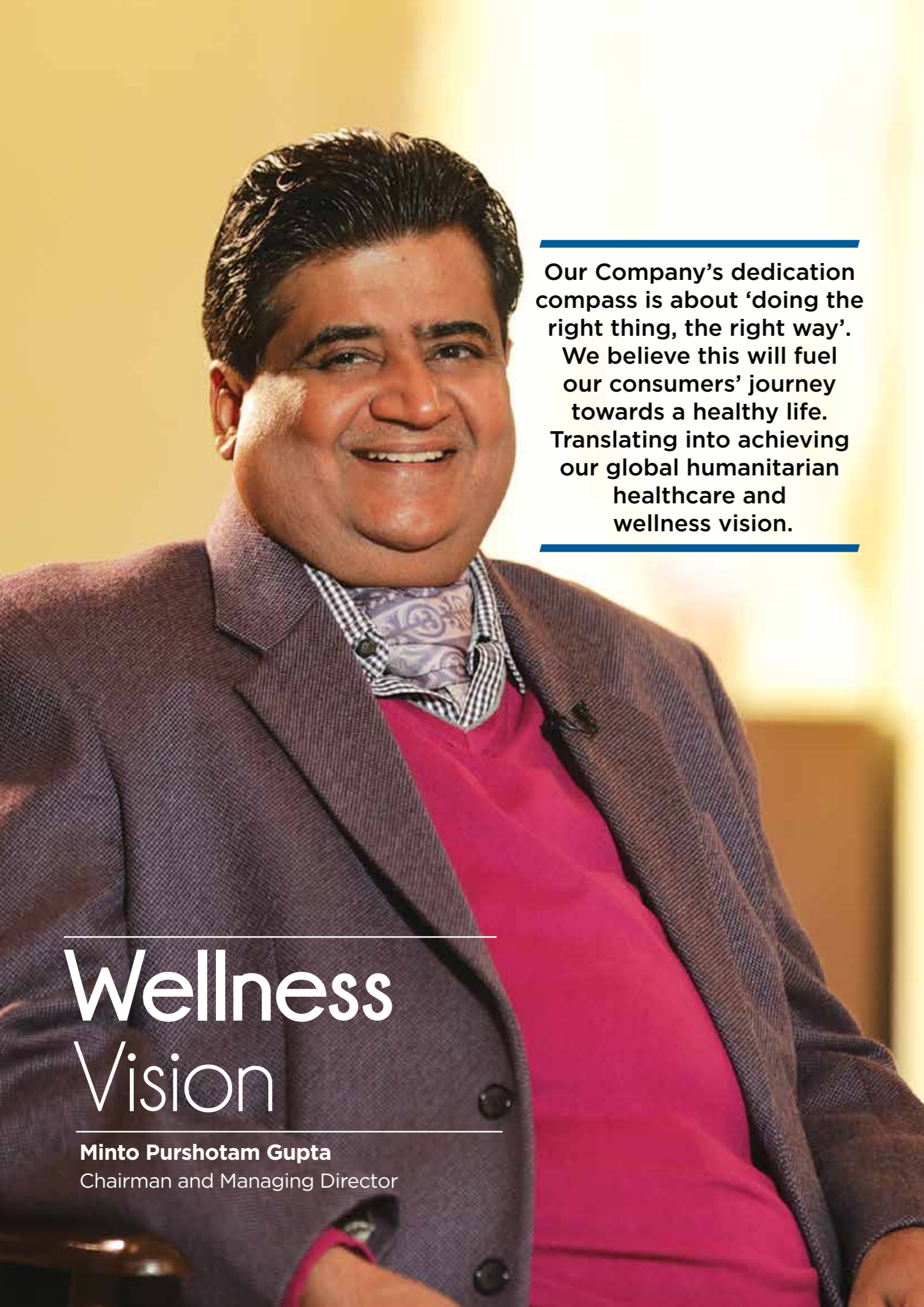
From being confined to a bed to running a marathon.

Our people have transformed the Company into a modern innovations driven institution.

At the heart of this distinctive difference is the unparalleled Deccan Healthcare culture.

Connecting Wealth to Wellness

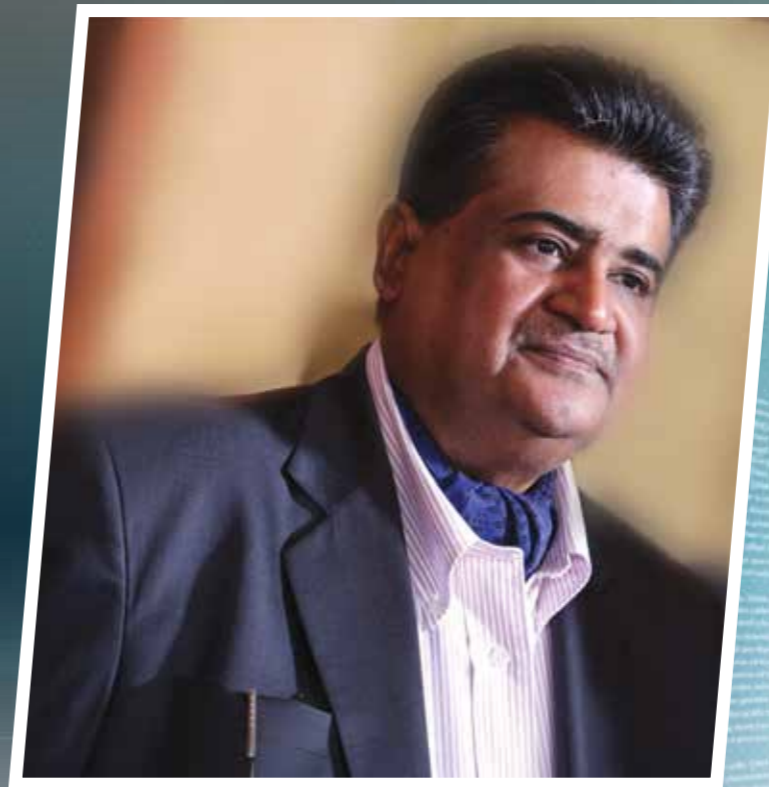




Our Company's dedication compass is about 'doing the right thing, the right way'. We believe this will fuel our consumers' journey towards a healthy life. Translating into achieving our global humanitarian healthcare and wellness vision.

Wellness Vision

Minto Purshotam Gupta
Chairman and Managing Director



Minto Purshotam Gupta has been a member of the Deccan Healthcare Board of Directors since 1998 and brings a relentless avidity for innovation and a passion for personalized healthcare to his role as Chairman & Managing Director since 2007.

A trained bio-scientist and industrial manager, Minto established his career in 1981 with the Tata group, Rallis, culminating to marketing controller- Vice President. As the President of SOL Pharmaceuticals Limited, a INR 300 crores company with over 2000 employees, he established the company's global presence under his leadership. He also introduced the concept of corporatization along with creating new brands and services for the company.

An unconventional thinker not afraid to ask questions and explore new avenues. He has always been driven to advance personalized healthcare, he pursued consultancy and worked on his passion in research & development of food supplements to eradicate micronutrient deficiency and reduce the risk of over 100 diseases afflicting mankind.

With the strive to take his professional ambition forward, he joined DHC in 2007 as the Chairman & Managing Director initiating the strategic decision to restructure the company from pharmaceutical industry to nutraceutical industry with the launch of Oxyflax™ brand, the vegetarian source of Omega-3. In 2010, DHC set up its innovation centre and manufacturing unit to ensure that everyone gets access to innovative healthcare solutions and healthy lifestyle foods – regardless of where they were born or live and their purchasing power.

Today, as he progresses towards his vision “M.N.D hatao – khushiyaao lao”, he feels that the foundation of our Company should be, innovation for human health and welfare. His passion for innovation continues to inspire us at DHC.



It is the collective passion and commitment of all DHC leaders working together bringing fruition to the 'purpose' that binds us all – to create healthier communities globally.

A strong believer of, “There is no success without failure! When you're pursuing ground-breaking innovations, setbacks go with the territory unless you have the courage to fail, you'll never be successful. Innovation is about taking risks and accepting failure.” While on this progressive track, DHC was challenged by a natural calamity in June 2013, the manufacturing unit in Uttarakhand was adversely impacted by floods and devastation. Overcoming adversity, DHC has been demonstrating strength under the leadership of Minto, building it to what it is today - the emerging leader. Under his able management, he consolidated the position of the company with the core essence of being focus driven and market-oriented. It is his strong belief that, we should celebrate our failures just as we celebrate our success.

About his values, he says, “The values that my wife and I are passing on to our children can be summed up with the phrase 'do unto others as you would have them do unto you'. This includes respecting fellow humans, treating them with fairness and having a sense of shared responsibility for society.” At this point, he is very optimistic about the future, having an outstanding pipeline and – thanks to the interplay of nature and healthy lifestyle innovation – very good opportunities to advance personalized healthcare.

And that is how the visionary's vision is worked on.

**“STAY WOW”
WEALTH. OF. WELLNESS.**

Passion

for healthcare and wellness

Mohita Gupta

CFO, President Corporate Governance

Mohita Gupta, adds a persistent determination for doing business responsibly with respect to human rights. Mohita joined DHC at an early age as a trainee and has stayed with the company ever since concurrently accomplishing her educational goals.

As she says, "Financial decision-making interests me as it commands the skill to analyze problems from both theoretical and practical assessment together with challenging me to apply my aptitude in quantitative skills."

While pursuing her Bachelors degree in Corporate Accounting and Management Accounting from Osmania University, she joined a member chartered accountant of The Institute of Chartered Accountants of India (ICAI), as an articled assistant. While working there, she interacted with corporate clients who man the higher positions of the private sector and public sector companies in India, and was convinced that accounting aspects and regulatory compliances are closely linked and the knowledge of both law and accounting complement each other.

Over a three-year period, she put nearly 35 hours of work every week and gained practical knowledge in accounting data collection, conducting audits and manually scrutinizing financial statements while fulfilling all commitments to education. She was ranked among the top 3% of the graduating class in 2010.



Her aspiration to learn more about the interlinking of regulatory aspects governing the companies in conjunction with accounting regulations sparked interest in pursuing Masters Degree in Business Administration at National Academy of Legal Studies and Research (NALSAR) University, with a specialization in Business Regulations. A MBA from NALSAR gave her another standing of corporate governance, Indian company law, law of investments and financial markets, industrial and social security legislation, business ethics. From the graduating class she was the ranked at the top in Financial Accounting and Management Accounting module and was in the top 1% of the graduates in 2013.

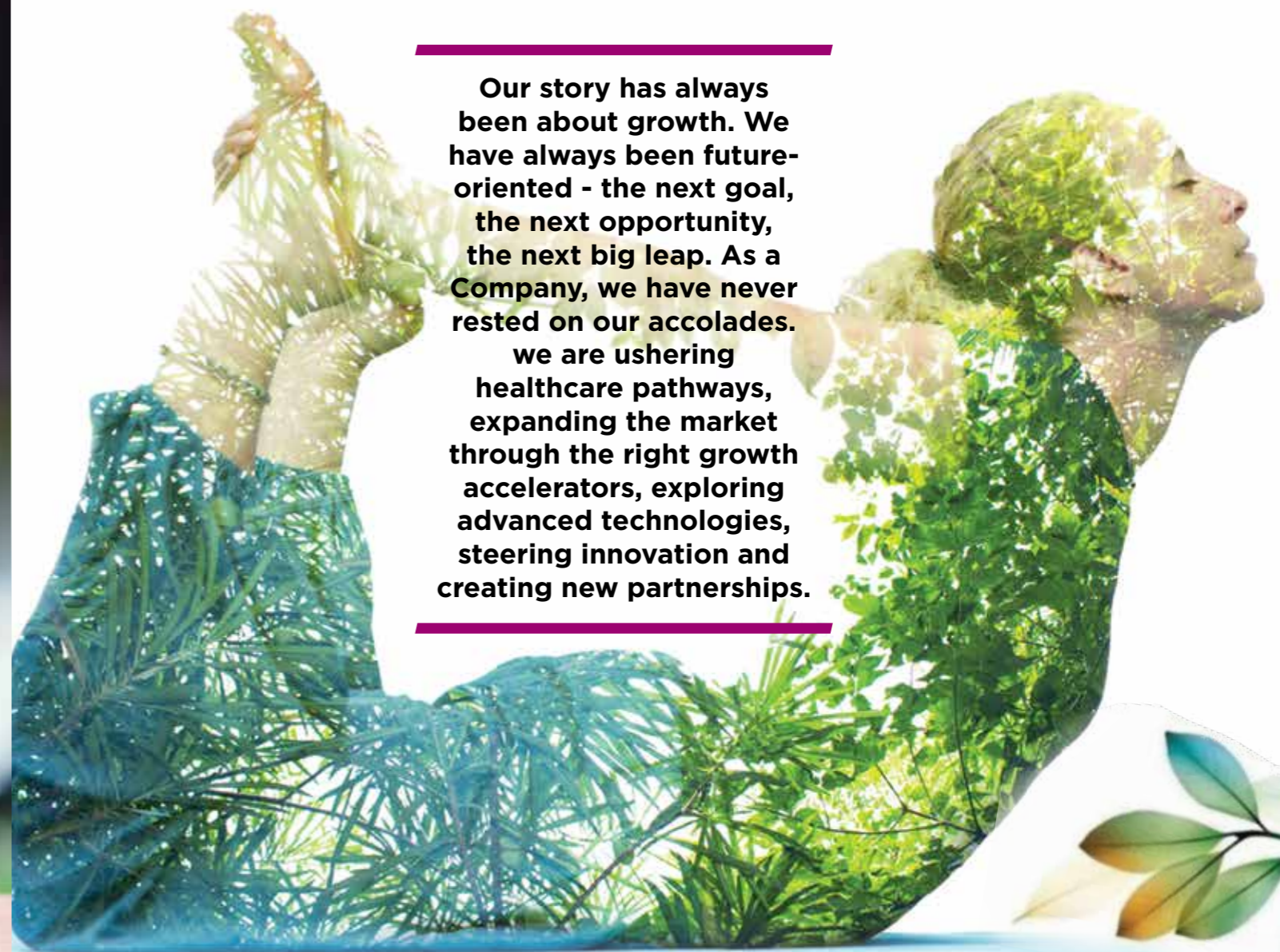
Thereafter, she joined Deccan Healthcare with Corporate Affairs and Compliances division, responsible for the company's financial accounting and statutory compliance. Henceforth, to address the understanding of multiple roles of accounting rather than it being limited to preparation of accounts or auditing, she successfully completed Masters of Science in Accounting, Organisations and Institutions from the London School of Economics and Political Science in 2015. Not only did this structured course enable her to augment her previous knowledge of the extent of accounting and accountants, it also provided an interface to comprehend the role of accounting in shaping the organisations and institutions. While

completing her second Masters degree at LSE, she focused on advanced accounting modules complemented by Corporate Social Responsibility and Leadership.

As an employee of DHC since 2015 she has been underpinning her personal vision for the company - to transform it into a world-class healthcare organization. She says, "My career progression in DHC has been extremely satisfying in terms of the challenge and diversity it has offered, and the opportunities it has presented me with to contribute to the society". Taking her parents' legacy of shared responsibility for society forward, with the blessings and support of The Art of Living Foundation, she is leading a CSR program to eradicate micronutrient health deficiency.

Positioning DHC as a socially responsible company, she is committed to upholding and supporting human rights at various levels. In 2016 she participated in a conference at the United Nations Office, Geneva with the vision to set forth DHC's human rights rooted in a binding company wide directive. Under her leadership we respect the United Nations' Declaration of human rights. Driving DHC's mission, life values and corporate compliance policy she engages commitment from all employees - our leaders around the world to fair and lawful conduct toward staff, colleagues, business partners and customers.

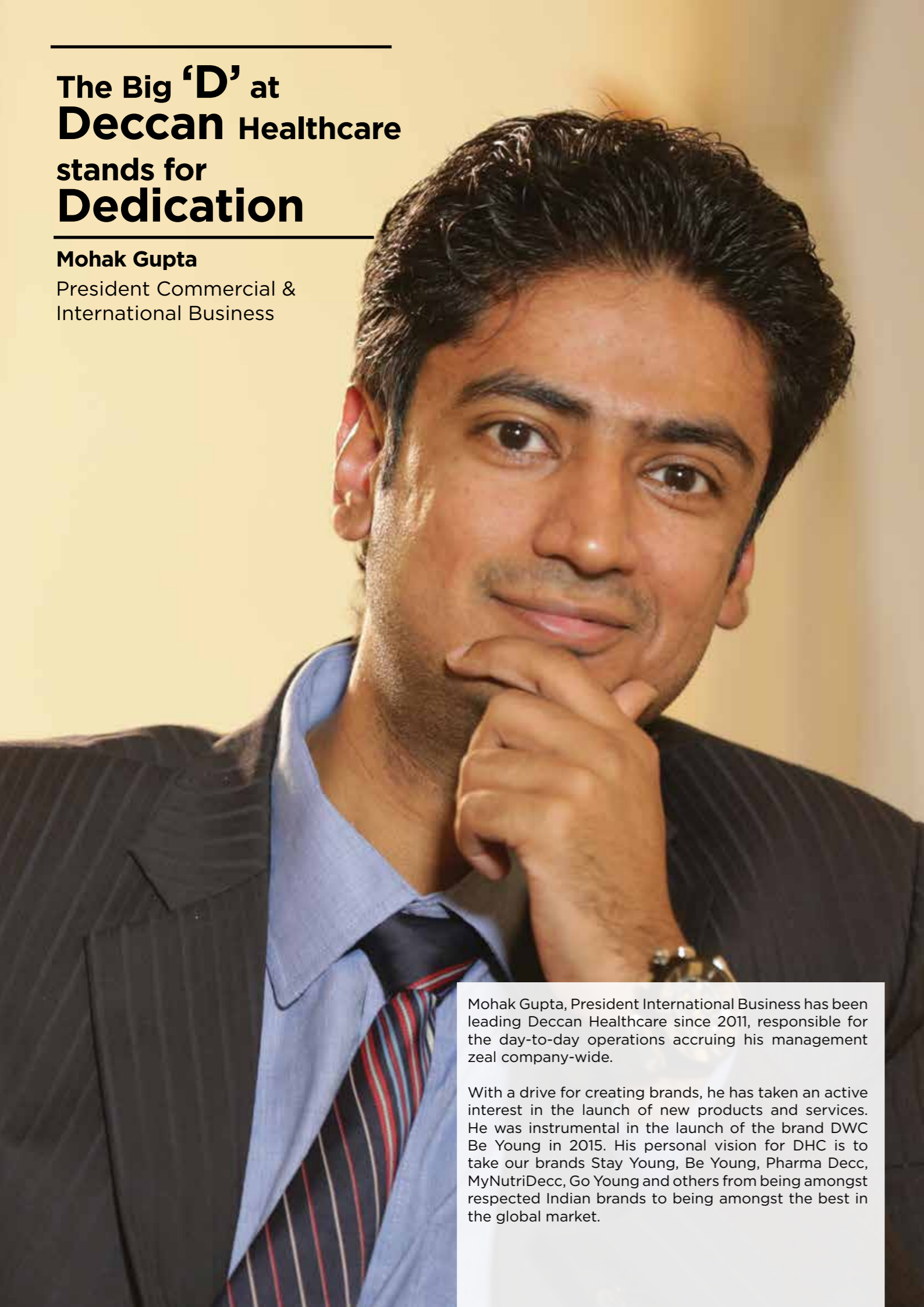
Our story has always been about growth. We have always been future-oriented - the next goal, the next opportunity, the next big leap. As a Company, we have never rested on our accolades. we are ushering healthcare pathways, expanding the market through the right growth accelerators, exploring advanced technologies, steering innovation and creating new partnerships.



The Big 'D' at Deccan Healthcare stands for Dedication

Mohak Gupta

President Commercial & International Business



Mohak Gupta, President International Business has been leading Deccan Healthcare since 2011, responsible for the day-to-day operations accruing his management zeal company-wide.

With a drive for creating brands, he has taken an active interest in the launch of new products and services. He was instrumental in the launch of the brand DWC Be Young in 2015. His personal vision for DHC is to take our brands Stay Young, Be Young, Pharma Decc, MyNutriDecc, Go Young and others from being amongst respected Indian brands to being amongst the best in the global market.

In May 2009, Mohak was awarded the Management in Business Administration degree by the then Chief Minister of Gujarat, Shri Narendra Modi. With a zeal to gain and update his knowledge, he has been a part of many business and management programs. He has successfully completed the Management Students Program at IIM Ahmedabad, Confluence 2008. In the summer of 2011, he was awarded by Judith Rees, the Director of the London School of Economics for attending the courses in "Macroeconomic Challenges of Global Imbalances" and "Business in the World Economy".

Starting his career in 2008 professionally for Idemistu Kosan Co, Mohak has also worked with ICICI bank in 2009 offering his financial services for PAN-India as the head of the risk division. Having built a rich and diverse portfolio over a span of 10 years and reinforcing his skills in corporate management, businesses internationally and domestic are a few worth mentioning in the list of achievements by Mohak Gupta.

Passionate about adventure sports, he is a keen singer, ballroom dancer, a skydiver and an avid snooker and table tennis player, having won recognition in most of them.

About his take on the future as he says, "We are a part of a revolutionary growth in health and life. By mobilizing the body's own immune system and strength, we may be able to lead to eudemonia more than ever before. I am proud that Deccan Healthcare is part of this revolution."

Under his leadership, DHC is steering towards becoming an internationally reputed company with immense strength in healthy lifestyle food products, high-value micronutrient supplements, physician recommended nutraceuticals, owning market leading brands with a deep distribution network across the country and a premium international client base.

It is amazing what you can achieve with the right science when combined with technology at an industrial scale we fuel innovative healthcare.



Leadership team



Suryakant B Mainak
(Director Deccan Healthcare Limited, Visionary, Financial Engineer, Speaker, Strategic Advisor)

"Establishing and expanding sustainable and inclusive business growth for a more efficient execution strategy and fine tuning these economic fundamentals that they may be applied similarly in an integrated manner is the fundamental of our company."

Yezdi Batliwala
(Director Deccan Healthcare Limited, Visionary, Philanthropist, Financial Engineer)

"To consistently apply business analysis and critical thinking for a better solution and enhance corporate social responsibilities to develop better products for a better and healthier lifestyle for all humans. By overcoming challenges in today's competitive environment, achieving sustainable growth is DHC's big factor of success."



Hitesh Patel
(Director Deccan Healthcare Limited, Strategic Advisor, Visionary, Investment Engineer)

"Governing qualities and emphasizing on financial performance for enhanced strategic positioning, strengthens and augments growth of the company. Assessing and acclimatizing to the socio-economic requirements leverages our company with proficient progression."

Anant K Ganediwal
(Director Deccan Healthcare Limited, Entrepreneur, Visionary, Technical Member for Wildlife Study and Research)

"Utilizing keen analysis for a team driven approach to improve and implement the best practices for organizational growth by upholding a successful track record of performance and achieving optimum growth results consistently at DHC."



Uma Maheshwar Rao
(Director Deccan Healthcare Limited, Human Resources, Corporate Management, Regulatory Developer)

"Education, Awareness and Training are the best ways to improve corporate culture and foster better quality, productivity and standards. To meet the demands of globalization and the pace of change, we at DHC are applying a fresh perspective that is leading us towards a continuous growth trajectory"

Meenakshi Gupta
(Director Deccan Healthcare Limited, Visionary, Humanitarian, Associated with World Healthcare Organization Research)

"To deliver and innovate products that revolutionize and change the course of healthcare and wellness. With a transparent and consist process that develops through constant feedback and development, we aspire to reinforce a culture of performance and healthcare innovation."



How far have we come...

Because each DHC leader has been a reason why we have succeeded. Their passion. Their Pride. Their remarkable Resilience. Their Capabilities have fused into the corporate performance. And that is how it becomes Our Culture.



Jitendra K Upadhyay
(President Technical, B2B Marketing & Sales)



Dr. Umesh Singh
(Head Innovation R&D)



Arun Srivastava
(President IT & SD)



L.V Srinivas
(Finance & Accounts)



Satvinder Kaur
(Quality Assurance)

The confidence to see a challenge right through and not blink.	The resilience to encounter a setback and ensure it never happens again.	The resolution to design solutions that generate more out of less.
The conviction to make continuous everyday improvements in whatever we do.	The leadership of employees to make decisions without fear.	The deep collective conviction that, nothing is impossible.



What inspires us?

WEALTH OF WELLNESS

Stay WoW

Our consumers live by our shared values and commitment; And we are driven by a passion to improve health, the company moves on to reaching the next level of excellence.

Wealth. Of. Wellness. We see and experience this each day at work, where our Deccan Healthcare team across geographies are innovating, engaging, creating and delivering nutritional solutions that consumers need around the world.

Deccan Healthcare (DHC) today is known as an FMCH category company with Healthy Lifestyle Products providing effective nutritional solutions for many preventable disorders and diseases. We prudently selected to be present in relatively under-crowded preventive healthcare and self-care spaces with moderate entry barriers, promising attractive long-term returns.

The DHC products are bridging the gap between the food we take and the food we must take, and the way we live and the way we should live. DHC products help consumers "Stay WOW" lifelong.

Our products offer the consumers a new revived option to protect themselves from over 200 diseases, disorders, disabilities and symptoms with simple FMCH - products. These products help consumers achieve their health goals that aim to be disease free, vital, energetic, and productive and enjoy good quality of life lifelong.

We intend to enhance sustainable long-term value through a robust innovation-driven and manufacturing-led strategy. We will continue to delve deeper and explore the entire spectrum of innovation from dietary and sports supplements and new nutraceutical technologies to bridge unmet healthcare needs.

Our engines are ready to catapult Deccan Healthcare into the round of growth. Our progressing business model is at the apex of a phase where whatever we have achieved in the last twenty one years will enhance value for all our stakeholders.



DHC is a fully integrated FMCH product company managing the entire supply chain from farm to consumer. By leveraging and optimizing all aspects of our extensive value chain, it has been possible for us to respond with speed and flexibility to emerging opportunities.

The company has demonstrated an ability to evolve, grow and shape its responses to change in its journey of growth, working towards its mission to eradicate Micronutrient Deficiency (MND) and bring Happiness*Health*Wealth.

The breadth and depth of the company's powerful portfolio across innovations, brands, FMCHP categories, geographies, supported by strong manufacturing infrastructure and operational excellence is unmatched.

The company's innovation emphasis is spread across five focus channels that the company feels address unmet consumer needs and will drive sustainable growth. These five income /revenue channels of the company are working towards relentlessly increasing geographic footprint and deliver consumer relevant FMCH products to acquire and engage 20 lac consumers. We find that this happens in a seamless way when our consumers live by our shared values and commitment; are driven by a passion to improve health, the company moves on to reaching the next level of excellence of Rupees 1000 Crores annual income with an EBIDTA of 35% plus.



Deccan Healthcare The Inception

Founded as a pharmaceutical company in mid-year 1996 has been working towards value-accruing improvements and innovations in a differentiated way.

We continued to focus on the development of products, delivering therapies that serve patient needs around the world. Our aim harmonizes with global relevance, with the objective of affordability and accessibility, which we believe represents the foundation of our enterprise.

By creating necessary building blocks, extending from innovation at one end to patient-centricity at the other, we have been able to look at the pharma value chain and bring exciting possibilities.

In view of this, ethical commitment and compliance are intrinsic to business sustainability. Doing things, the right way has made it possible to achieve desired results, eliminated re-work, removed mismatches between expectations and reality and made our outcomes more predictable.

The life sciences sector's growth correlates highly with countries' general economic strength and health care spending levels, and both vary widely around the globe. In its inception years, we were producing and making quality medicines and offering these at a more affordable price to consumers as quality generics.

Demand for our generic drugs continued to rise as payers pursued avenues to reduce costs. Our strategic direct company to consumer supply chain cut down the cost of distribution and made DHC medicines more affordable for consumers. In the early years DHC was recognized for its "Quality medicines at low cost".

In a short span after its launch, the company had achieved an enviable status and constant growth. With the onset of new government regulations in the year 2005 for the Indian pharmaceutical industry, companies began to face challenges impacting growth.

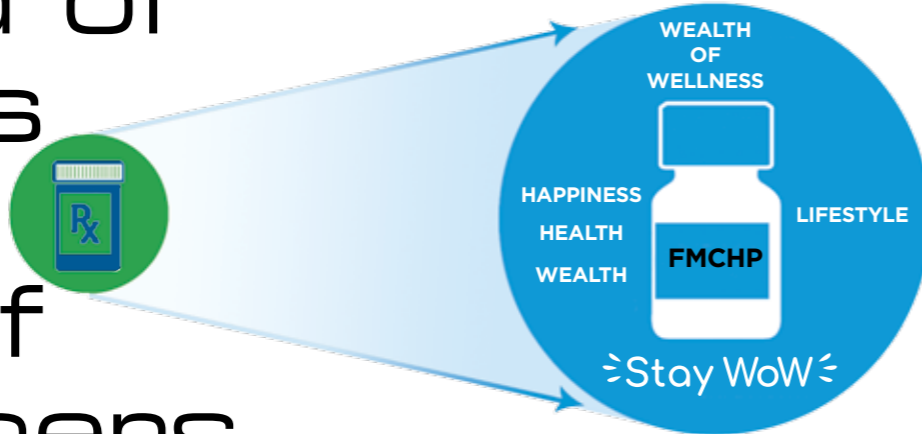
With excise being levied on the maximum retail price of medicines, the medicines gave more revenue to the

government and affected the pricing of such drugs adversely. As a result this made medicines expensive, the company's portfolio of products lost its low-cost advantage. Apart from this, with the announcement of special benefit states induced pharma units to move into these special states. We then relocated our manufacturing to Himachal Pradesh to maintain our competitive landscape. The company adapting to current market dynamics, post move, had an impact on manufacturing due to lack of the initial infrastructure and skilled manpower. After adjusting to the situation, profitability, growth and performance got impacted due to uncertainty based on multiple issues in regulatory, pricing and competitive dynamics.

Moving forward, the pressure to reduce costs, increase efficiency, and prove value remained intense. We adapted to the change, reset goals and rebuild on our values and commitment - "Quality medicines at low cost". In the first decade of the millennium, economic liberalization and high GDP growth in India revolutionized the healthcare sector. Growing population and income gave rise to more diseases and more so these diseases are termed as lifestyle diseases. Spending growth in the care and management of these diseases became the sectors focus, and resulted in new pharma products, more and better equipped hospitals, better disease management techniques and surgical procedures. The evolution changed the disease pattern. Diseases like Malaria, TB, seasonal diarrhea and water-borne diseases were getting eradicated and new diseases were becoming a cause of concern. It was evident that R&D pharmaceuticals is projected to follow an upward trend due to increasing demand to address these new emerging diseases.

With the boom of inventions in healthcare, pharmaceuticals, and procedures, the cost of healthcare amplified concerning patients and governments across the globe as budgetary allocations started moving upwards. It was progressively evident that cost control will be the government focus and be it with introduction of price control on medicines. Industry exclaimed aggressively yet the government could not be lobbied.

Deccan Healthcare moved from A world of patients to the world of consumers.

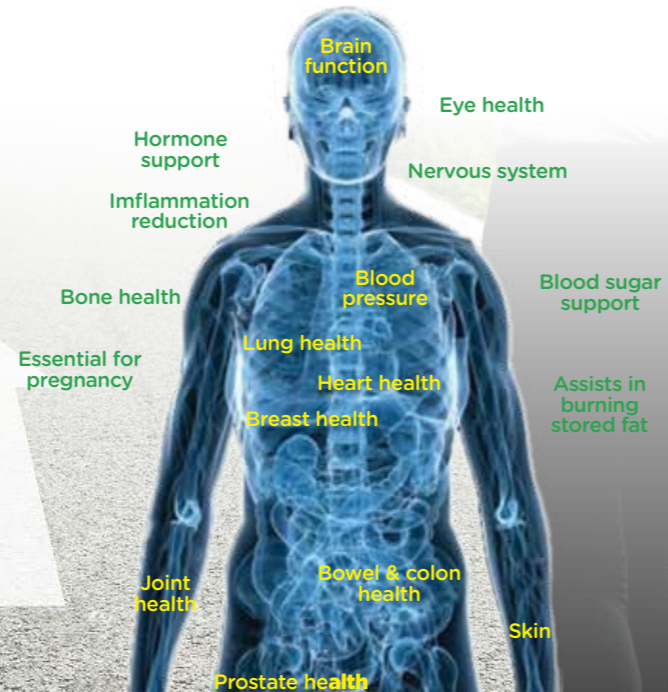


The consumer demand is moving towards embracing preventive healthcare and avoiding treatment costs in illness. This evolving healthcare market, burgeoned with cost of treatment was showing signs of more and more people choosing to prevent disease. The acceptance and shift to organic food, proliferation of exercise centres, gyms, spas, yoga centres and active participation of large population of all age groups at these centres indicated the changing ways healthcare would be addressed. There was a mind shift; being healthy is now embedded as a lifestyle, not just a trend.

conducted studies to identify missing food ingredients and lifestyle changes that were responsible for these emerging diseases. DHC's innovation team discovered a research work on a food ingredient - Omega 3.

This food ingredient, commonly found in fish and some seeds is helpful in preventing more than 50 disorders, working as a natural anti-inflammatory useful for thinning of the blood, lowering of bad cholesterol and many such heart healthy properties.

OMEGA-3 HEALTH BENEFITS



BEING HEALTHY AND FIT ISN'T A FAD OR A TREND. INSTEAD, IT'S A

Lifestyle.

Moving forward, from the year 2005 the company strategically diversified and invested in innovation and development of fast moving consumer health products. Inspiring our leaders, innovators, dreamers and doers; the company with an eye on the very attractive, high growth emerging healthcare market segment the "Preventive Healthcare".

The developed economies globally paved the way by adopting simple and popular home remedies popular of eastern countries like India, China, Indonesia to prevent and cure disease. The vitamins, minerals phytonutrients research gained ground. Universities in the west



The Company shift gears launching its first successful FMCH product innovation in the year 2005.

"Omega 3 Vegetarian, sourced from flax seed using the breakthrough technology of super critical extraction."

Omega 3 has since emerged as the most successful ingredient of FMCH products. National institute of nutrition (NIN) recommends that 2%-3% of the daily diet should constitute omega 3. Research showed that more than 83% population in India is deficient in omega 3. Omega 3 has become the most popular FMCH product in the west and Indians who have international exposure and spending power started importing products.

To address the growth ambition and mark mission-critical roles, the company shift gears launching its first successful FMCH product innovation - "Omega 3 Vegetarian, sourced from flax seed using breakthrough technology of super critical extraction". The leverage that FMCH product market equips DHC with is a very attractive market with high growth rate and higher gross margins.

Ensuingly, DHC formulated omega 3 into 27 specific roles, differentiated wellness products which prevailed at being the first of its kind in the world. The launch of these future ready spectrum of omega 3 based FMCH products augmented the position of the company. The company achieved acclamation, emerging and progressing towards its growth aspiration. The company's omega 3 products were adjudged better than the imported products and were more affordable and effective.



Our innovative science means, a strong track-record of formulations contributing to the foundation of scientific advancement. The Company formulated Omega 3 into 27 specific roles, differentiated wellness products which prevailed at being the first of its kind in the world. The launch of these future ready spectrum of Omega 3 based FMCH products augmented the position of the Company.



WELLNESS

Deccan Healthcare - to gain value shaped company's culture.

The omega 3 market was at inflection point by 2013. At this mark, our Company was the major producer of omega 3 formulations and prospered having the first mover advantage. There was an increasing awareness of preventive healthcare. As a result, importance and awareness of omega 3 benefits in preventing more than 50 diseases was recognised widely.. However, the company had a setback to capitalize on the strengths it built due to its pharma centric approach which was not apt for FMCH product distribution and sales.

While on this progressive track, DHC was challenged by a natural calamity in June 2013, the manufacturing unit adversely impacted by devastation, pushing the company's growth back by a few years. Overcoming adversity, DHC has been demonstrating strength under the leadership of Minto P Gupta - visionary, promoter, director, scientist, innovator of FMCH products. He is backed by a highly-educated family collaborating day and night with him, along with a group of dedicated employees, a revival plan was put in place resulting in a rebounding success.

In one of our most pressing challenges and the greatest need, the years gone by, though challenging on the business front, turned out to be quite encouraging on the defining the way we adapt to change. Of course, this also requires a tolerance for failure. That's why we support a culture that encourages collaboration and the sharing of lessons learned.

Every stakeholder of the company is encouraged to express their diverse opinions, and candidly share their experiences and ideas. It's their passion that helps us deliver value to people across the

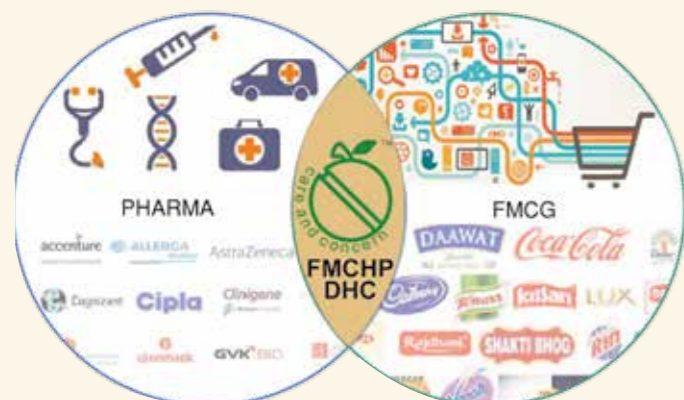
world. The Deccan Healthcare task force salvaged, rebuild and positioned the company's unit on the success trajectory. DHC progressed upward driven by continuous zeal for innovation and product development of FMCH products. Building for itself a huge pipeline of FMCH products- Healthy Lifestyle Food Products, probably the best in the small and mid-size industry. The emergence of nutraceutical market added to the Company's business opportunities from FMCG players because the company possesses an innovative FMCH product pipeline.

As a responsive organization, our team's internal learning agility gave an understanding that FMCH products require high pharma skills for manufacturing; regulatory compliance; product development along with FMCG capabilities to understand and tap into emotional consumer insights, and ability to tap into functional health benefits.

In line with this, the company acted on by converting its weak skill into strength and mounted on an aggressive path to strengthen its FMCH capabilities. We seeded a culture that continues to build and optimise efficiencies with the objective to enhance our competitiveness.

In any organization, founder's vision and employees shared mission is the key to driving results. We're extremely fortunate, that through our journey our leaders have demonstrated a strength of character to raise the bar with every new goal set. Their knowledge and expertise, passion for developing new solutions and a commitment to excellence in all they do, have been the game-changers for us. We operate in a knowledge industry where the ability to think differently, bring new ideas to fruition and diversity of culture, experience and thought can drive innovation.

We have entered this space not only to provide quality products that work, but also to continually innovate new profiles through bridging technologically advanced pharmaceutical applications. which are strongly needed for industry growth.



Creating sustainable long-term value through Innovation and R&D.



Bringing India's millennium old & natural holistic healing heritage in the form of supplements.

After omega 3, DHC successfully produced formulations based out of omega 7 - having a complex extraction process and product formulation. Omega 7 (CVA) rejuvenates skin appearance to that of a new born baby having soft and supple texture. With aging and hormonal changes, existing omega 7 in the body is oxidized making the skin rough and look old. Non-supplementation of omega 7 makes the skin age early. DHC's miracle product "O7 Nutriessential" the best formulation for anti-ageing and maintaining a baby like skin.

Many well-known grandmother's household remedies were forgotten in the modern world but are still useful for our genetic makeup. Now, these remedies have been modernized with science, made more effective, safe and convenient. These are easily comprehended by the mature consumers.



INNOVATIONS

GOVERNANCE

Focus on creation of Innovations



Focus on real and sunrise opportunities

Create Centre of Excellence



Work in complex nutritional forms

Complete compliance culture



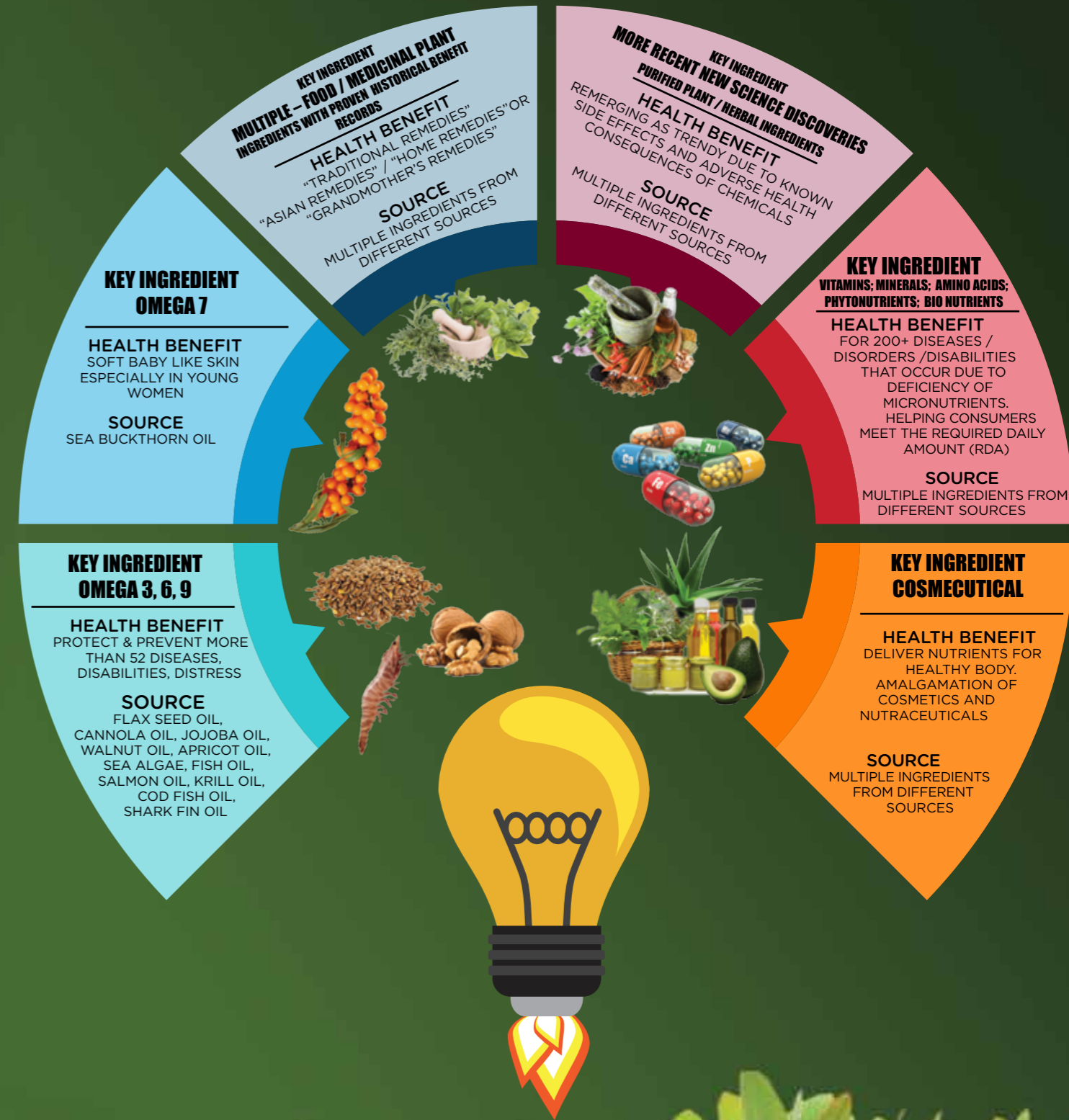
Continuous portfolio churn

Scratch to Launch



Multi competence Innovation Forums

CREATING INNOVATION, VALUE AND GROWTH.



Nutrition rooted in tradition & Science



Go Nourish™ Kin-wa™ Plus
We innovate healthcare. Our Go Nourish Kin-wa Plus is the “Ready to Cook” farm fresh processed Superfood high in protein, gluten-free quality product. Excellent for body builders, sports persons, armed force personnels, and ideal for all attaining a healthier lifestyle



Reduce Hairfall™ Hair loss is a great concern of this millennium essential nutrients to strengthen hair roots is the essence of the reduce hair loss product.



LIGNOFLAX™ FMCH product LIGNOFLAX provides micronutrient lignans that have the highest ORAC value and are potent gut cleansers and hormone activity balancers especially balancing the negative role of estrogens. It is an old saying that a clean stomach and gut is a way to a healthy life as most diseases start from the stomach. This product stands to this as a testimony and is a strong stomach and gut cleanser.



Lotorin™ helps in lowering Homocystine levels and augments the role of Omega 3 in protecting the heart and reducing risk of heart disease.



O3D3™ Deficiency of Vitamin D is rampant and the best way to deliver Vitamin D is with Omega 3. FMCH product O3D3 helps prevent deficiency of Vitamin D and with omega 3 this fat-soluble vitamin is best absorbed and becomes useful to the body.

“Keeping the body healthy is our duty, otherwise we cannot keep our mind strong and clear.” - Buddha

DWC Be Young

Innovation has always been the essence of DHC. with over 73 innovative FMCH products already in the bag and with more than 1500 FMCH products contributing to the growth of the pipeline yoy, it is evident that DHC has established itself. Leveraging these innovations to the greater cause is the big picture.



DWC Be Young My Daily Protein Shake
Innovative protein shake with 75 micro nutrients is a complete protein shake as compared to others, formulated with 7gm of 80% concentration protein per 15gm of powder containing 75 vital micro nutrients serving the market for a meal that provides all essential nutrients in 1000 Kcal and meets RDA of all essential nutrients.



DWC Be Young Go Slim Fast Meal
Our nutrient rich low calorie Slim Meal with goodness of super food Quinoa is fortified with Moong dal and 75 other essential micronutrients. Consuming 4 meals a day, each meal of 60 gm, ready to eat, gives just 250 Kcal keeping you feel full.



DWC Be Young My 75 Micronutrients
For the first time innovated in a single, simple to take food pill with breakfast is My 75-micronutrient food pill with all known vitamins, minerals, bio nutrients and amino acid to help meet Required Daily Amount of these biologically essential micronutrient that run body's chemistry.

Scaling up R&D to commercial manufacturing

We are embracing the best technology and partnerships that leverage the power of our exemplary structure to advance science and develop new FMCH nutritional solutions. This means DHC is always striving to improve productivity, while maintaining flexibility in production volumes to keep costs down. So far, we have touched millions of people across various walks of life with our 73 World Firsts and 1500 plus FMCH products.

Manufacturing capabilities enable the company to provide high quality FMCH products at the most competitive prices and in a timely manner to its customers across the globe, thus ensuring continuous growth and success of the company.

To overcome challenges of innovation, R&D; to further fortify its growth and innovation capabilities, producing effective quality compliant, consumer friendly FMCH product the company invested in its own FMCH product innovation & manufacturing facility. The company's quality FMCH product demand is supported by modern and cost-efficient manufacturing facility.

In 2012, DHC's FMCH product manufacturing facility commenced commercial production. This manufacturing facility located in special economic area of Uttarakhand avails special tax rebates, tax advantages and subsidies valid unto FY 2020. DHC's manufacturing facility successfully complies to WHO-GMP audit. The company's GMP manufacturing is qualified to export FMCH products to USA, UL and almost every part of the globe and certified with ISO 9001:2008, FSSAI, USP certification, SGI certification, AYUSH, German cert., among other successful compliances.

**MANUFACTURING UNIT
COMPLIES WITH WHO-GMP,
ISO 9001:2008,
USP CERTIFICATION,
GERMAN CERTIFICATION,
SGI CERTIFICATION,
AYUSH, FSSAI.**

The company imported high technology equipment and employed highly skilled manpower to produce the best omega 3 soft gels. This plan of action for FMCH products of omega 3 and its differentiated formulations resulted because they are best delivered as soft gels. The company is exalted for its superior quality omega 3 soft gels.



The company's manufacture portfolio includes multiple types of dosage forms for FMCH products that include soft gel capsules, hardgel capsules, tablets, liquids, topical, powers and special delivery forms.

Quality is the watchword; process integrity is strengthened; productivity improvement was a bonus.



Manufacturing food as pills is a real challenge and the company has demonstrated its production ability successfully. Our manufacturing technology supports the innovation and makes deliverables consumer friendly.

The FMCH product manufacturing process starts with right quality ingredients. At the unit 4264 materials are procured, stored and used for production. These ingredients are classified as herbal, natural ingredients, processed ingredients, synthetic ingredients, organic ingredients, inorganic ingredients extracts, raw crush, oils, flavours, taste makers, natural colours, fragrance and packing materials. The quality parameters of ingredients used for a product are set by R&D during the process of development of the product are the procurement standards.



The natural organic herbal extracts ingredients procurement process starts from the fields. Medicinal plants are cultivated selectively to our requirements. We harvest and process the medicinal plants herbs to the required level of potency and purity through a technology share with selected channel of vendors. These processed ingredients are procured by the unit. The other ingredients required are mostly available in abundance off-the shelf from vendors catering to food industry and manufacturers of food ingredients. The ingredients are stored in required prescribed storage conditions at the factory.

Based on the market requirement and orders of the finished FMCH products, the production order is released by the unit head. The production process from here is SOP (Standard Operating Procedures) driven. These SOPs are designed by R&D during development and batch scale up of the FMCH products for commercial production. The SOP is a classified and confidential document of the company. As per the SOP of the product to be manufactured, the ingredients are dispensed, under strict vigil of quality assurance, production manager and quality control personnel. These dispensed ingredients then move to the specific sections where the next steps of manufacturing take place as per SOP of that product.

Section - Soft gel: We invested in precision, state of the art blending and encapsulation equipment which enables us to overcome softgel manufacturing challenges and consistently produce the finest softgels. This dosage form is a solid dosage form containing liquids, paste, oils and viscous ingredients mostly with essential oils. High technology equipment and very highly skilled workforce is essential to operate this section. The first part of the process involves preparation and cooking of gel mass for the shell of the soft gel. The shell ingredients are loaded into the two 650 kg vessels which are high tech specially fabricated cooking vessel with thermostatic control and mixing facility of very high viscosity ingredients. The batch



cooking process lasts for 3-4 hours. While the shell cooking is going on some of the food ingredients are processed through triple roller grinder; homogeniser; planetary mixer and other processing and filtration equipment and kept ready for filling. The processed food ingredients and the cooked shell mass are loaded on the imported fully automatic, sophisticated computer driven encapsulation machines where the shell formation and food ingredient are converted into a consumable soft gel capsule. Customisation of and colour options make the process complicated.

The semi dry soft gel passes through rigorous quality control parameters confirming efficacy and safety. The drying process is under rigid conditions of temperature and humidity, a process that can take upto 72 hours and considered as approved once the moisture content reaches the specified limit as prescribed by the R&D SOP for the product. Heavy duty drying equipment is installed to service the drying rooms and maintaining the rigid required conditions 24x7 for drying soft gels. Each soft gel is inspected for conformity of shape; size leakage if any. The soft gels are processed for hygiene and the final approved capsules are quarantined for a specific period, then passed through stringent quality checks as prescribed and then packed as per SOP. The finished product is quarantined and tested before release to the commercial sales store.

Section - Liquid orals: The quality of water used is critical for maintaining the quality of the finished product. Our high-tech water treatment plant of 10,000 litres with ultra-purified USP grade water running 24x7 through special grade steel pipes feed the liquid section with the water required. The food ingredients are pre-prepared in special steel vessels and diluted with water, mixed, stirred, homogenised as a continuous process as per R&D provided SOP are filtered using the filtration unit and filled into pre-cleaned sterilized, microbe and contamination free bottles as per the specified volumes and instantly capped. This is simultaneously delivered utilising efficient equipment and manufacturing technology on an automated line. The process quality checks are performed as per R&D SOP. The finished product is quarantined and tested before release to the commercial sales store.



Section - Hard shell capsules: We deliver quality hard shell capsules utilising technology of capsule filling machine which is suitable for filling powders and pellets. This machine has functional use as it has capabilities output and handy operations. It conforms to the WHO-GMP guidelines with various safety features for maximum protection. Capsule fillers are used to fill the preformed capsules with pre-determined quantity of ingredients. Capsules are fed into the machine, the filler then align, open and accurately fills each capsule and recloses.

Fillers generate minimum dust with lowest level of product loss. Non-separated, double loaded capsules are automatically rejected by the machines to maintain the consistency in the quality of product. Most capsule fillers are characterized with fast changeover time to accommodate a variety of capsules in terms of shapes and size. These machines require minimal maintenance and are easy to clean. The speed adjusting equipment and automatic counters ensure the right quantity of capsules being filled and packed. The SOP provided by the R&D is strictly adhered to maintain product quality. The final product is quarantined and quality checked before release to commercial sales store.

Section - Tablets: The manufacturing of tablets is a complex multi-stage process under which the materials change their physical characteristics a number of times before the final dosage form is produced. The tablets are made by wet granulation and dry granulation. Regardless of whether tablets are made by direct compression or granulation, the steps of milling and mixing is the same. Numerous unit processes are involved in making tablets, including particle size reduction and sizing, blending, granulation, drying, compaction, and (frequently) coating. Various factors associated with these processes can seriously affect content uniformity, bio availability and stability. As making tablets is a complex process adherence to R&D provided SOP is very important to maintain quality of food pills. The final product is quarantined and quality checked packed and released to commercial sales store.

Section - Topical: Highly sensitive cosmeceutical preparations, allergy free, without preservatives, in various forms are manufactured in this section. Gels, lotion, creams, paste, ointment and oral paint is manufactured using high tech equipment. The process constitutes of homogenous mixing of ingredients with continuous stirring. As the product reaches the required consistency the deliration process is applied, brought to room temperature filtered and packed. The final product is quarantined and quality checked before releasing to commercial sales store.

Section - Powder: All ingredients are sifted then dry mixed in cone blender, homogenised, and sterilised. The powder products are stored and packed in oxygenless and moisture-free inert conditions to prevent oxidation of ingredients and maintain the shelf life of the product then product passes through stringent quality checks as prescribed and then packed as per SOP. The finished product is quarantined and tested before releasing to the commercial sales store.



Revenue Channels

Today in 2017, the company is on its growth curve multiplying revenue by 100% yoy with an EBIDTA of 35% plus in the emerging nutraceutical.



Techno - Marketing Revenue Sharing association

Working on its bounce back strategy, the company concentrated on its core innovation and manufacturing capabilities producing effective & quality FMCH products. The company served the emerging FMCG capable companies with its products and services. Technology, know-how transfer and manufacturing supply of products brought the company into revenue growth and profit earning.

An unique techno-marketing partnership model proved to be a win-win for our partners. Stating the numbers of this model, the highly interdependent techno-marketing strategic partnership model contributed 100% growth yoy in revenue.



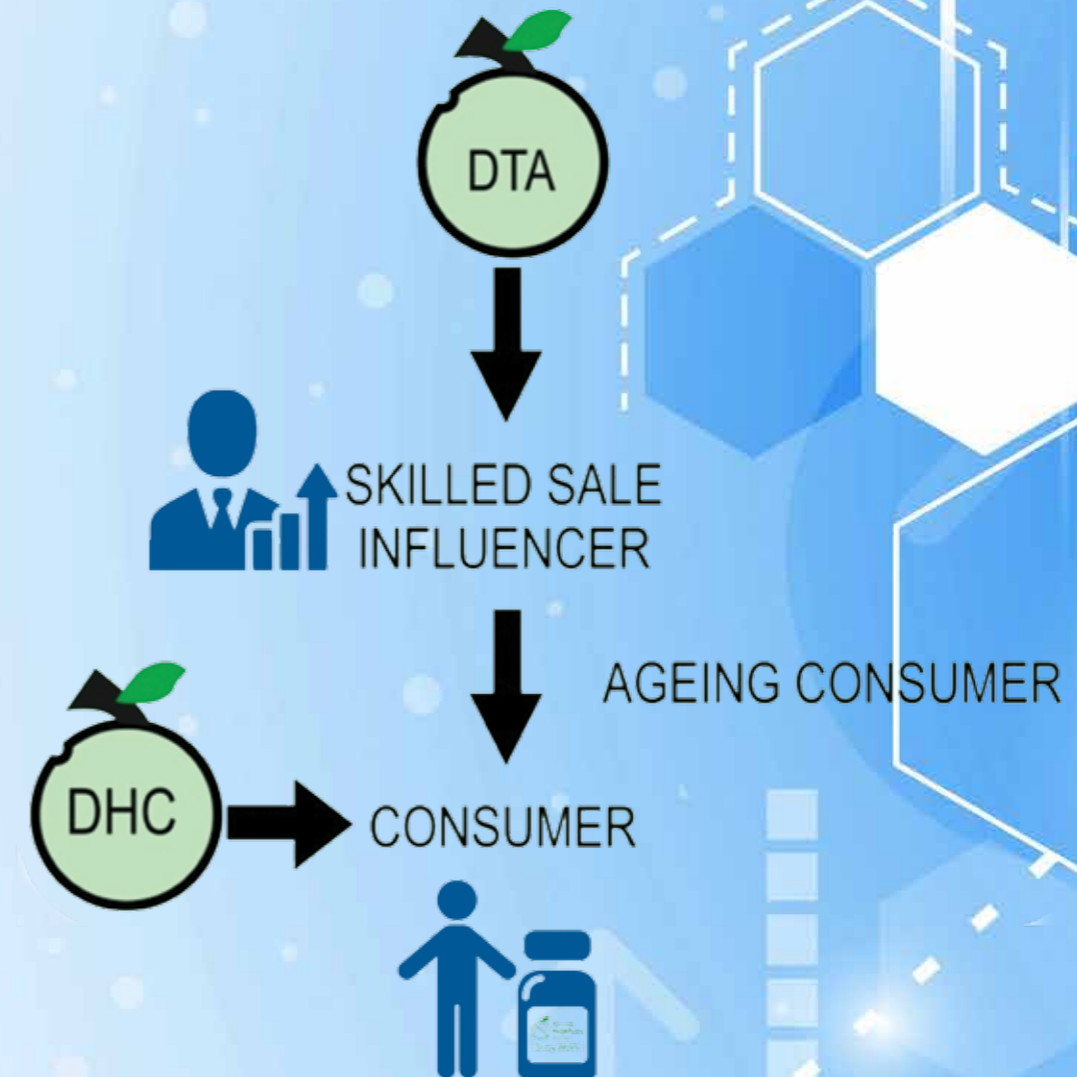
DHC manufactures and supplies over 1300 plus FMCH products to 144 plus marquee FMCG customers who engage patients to shift from accepting poor restricted quality of life to a life with absence of disease and celebrating lifelong health. Our work in m-health is empowering providers and patients to focus on prevention and manage diseases in real time.

We offer the customer the full-spectrum package of manufacturing- from formulation to packaging. We take a customer's concept and deliver a product ready for sale.

Deccan Wellness Crusade - DWC Channel

To take advantage of the rising demand and growing market for FMCH products, the Company in 2016 ventured into direct selling of its innovative FMCH products. This channel sells directly to consumers under its existing DHC brands and newly launched brands Be Young and Nutridecc. Powered with zeal to grow, expand and distinguish itself in the Indian as well as international direct selling industry, this B2C direct sales channel (Deccan Wellness Crusade - DWC channel) is a contemporary mix of modern e-commerce and traditional personal influencer sales force. DWC channel works towards the mission to eradicate micronutrient deficiency from across the globe for happiness*health*wealth.

We are uniquely positioned to assist in transforming global healthcare; to shine a light on the most important lifestyle issues we are facing; to collaborate across boundaries and borders; to uncover scientific insights and ideas; and to dedicate resources towards creating tomorrow's breakthroughs. The treasured asset of DWC Global is the mission "M. N. D. Hatao, khushi yaa lao" along with valued members willing to partner with us in eradicating Micro Nutrient Deficiency across the world.



Skilling India Deccan Training Academy

Backbone of Deccan Wellness Crusade

Industriously working towards creating strong bonds and relationships. The Company empowers others to achieve success by selecting individuals who are trained as wellness promoters by the Deccan Training Academy (DTA). DTA is an in-house skill development and training centre and the qualified personnel are designated as wellness partners. DHC wellness partners move in the community to promote wellness; promote eradication of micronutrient deficiency and influence sales and direct the consumers to buy FMCH products on the company's www.dwcglobal.co.in website. These skilled sales influencers are compensated by lucrative cash back reward programs.

Today, we have over 5000 wellness partners and over 80000 registered consumers this number is exponentially increasing month on month. Stating numbers, this sales channel contributed INR 4.5 crore sales in FY 16-17 and is estimated to contribute over INR 12 crores in FY 17-18. In next 5 years, this channel will contribute over 10 lac consumers.

With every consumer conservatively buying INR 5000 Deccan Healthcare FMCH products a year, the company is estimated to earn revenue of INR 500 Crores.

To achieve this number, the business tactic is to increase geographic foot print; increasing wellness partners; expanding the portfolio of market relevant FMCH products. This revenue channel with 80 products - launched in 2016 - direct company to consumer - influencer based - sales multiplier structure - growing at rapid speed - engaging consumers to embrace lifelong wellness - prevention and early access to care has a promising future.



Launched a first-of-its-kind initiative introduced in the FMCHP industry called the Deccan Training Academy. An initiative under the Pradhanmantri Kaushal Vikas Yojna, flagship scheme of Ministry of Skill Development and Entrepreneurship



Building company's leadership

across geographies through greater convergence.

DHC's successful collaboration with business partners is resulting in the company's FMCH products being accepted across the globe including USA and Europe. Establishing on this we carved to expand our own geographic foot print into Kenya; Tanzania; Mozambique, USA and UK.

To address the growth ambition and mark, we plan to serve global geographic areas by launching country specific DHC-Kenya; DHC- Tanzania; DHC-USA DHC-UK. Collaboration with strong local distributors in Kenya - Tropikal brands and in Tanzania - Zenufa pharmaceuticals will speed up the market entry, save time and cost. The registration of 50 products under brand Stay Young is in pipeline and export is expected by January 2018.

This revenue vertical is expected to contribute INR 25 crores in turnover in first year of sales.

We are health insurers of the future

India is a country of baby boomers and the millennial generation consumers are the emerging consumers today, who have a great need for FMCH products. Now, DHC's target consumer is this 24x7 stressed generation. We have identified wellness needs through an extensive 100000 plus consumer research and mapped them into 52 wellness goals. Innovative FMCH products to serve these wellness goals under the brand Stay Young have been introduced/launched. DHC's website www.stayyoungstore.com is specially designed for these trendy consumers.

There are 3 leading-edge products specially designed for our target consumers, the "Jeevan 75 Food Pill" is the unique product that helps these calories conscious and nutrient starved youth meet required daily amount (RDA) of 75 known micronutrients that include bio nutrients; vitamins; minerals; amino acids. These 75 micronutrients protect them from 211

Stay Young – Jeevan 75 Food Pill
"Bus itna sa khaana – 211 bemaario ko dur rakhna, budhape mein bhi jawani ka josh banaye rakhna. Marzi aapki – kyunki waqt rukta nahi, umar ghatti nahi, amar aaj tak koi hua nahi."

diseases, disorders, disabilities and symptoms, helping them live a full quality life lifelong. Jeevan 75 offers convenience of one food pill with breakfast. There is no other product that helps provide 75 essential micronutrients in a single food pill, yet another innovative first from Deccan Healthcare.



Protein malnutrition or protein deficiency is another serious issue, if there is less awareness of its medical consequences and no corrective steps are taken towards this issue, it is expected that 90% of the millennial new-age population will suffer from this deficiency at some point. There is plethora of protein products in the market. The protein market is estimated to be close to INR 4 billion growing at 10%.

Most of the protein products are targeting children where the influencer is the mother or father. Today, every child is forced, convinced, cajoled to consume protein. But the moment these children get independent and start taking their own decision on the food to consume, protein intake takes a back seat. Stay Young My Daily Protein Shake is the product for this youth.

This special formulation provides RDA of protein plus 75 essential, vital nutrients which no other protein product provides. It is a wholesome food for the youth. Two spoons with tea, coffee, water, milk, juice is enough to help meet RDA of protein and 75 essential nutrients. DHC's leading-edge formula that again is a first of its kind in the world.



My Daily Protein Shake
"Bus itna sa khaana – 227 bemaario ko dur rakhna, budhape mein bhi jawani ka josh banaye rakhna, muscle ka zor dikhate rehna. Marzi aapki – kyunki waqt rukta nahi, umar ghatti nahi, amar aaj tak koi hua nahi."

Aging youth is the victim of obesity. Desire to look good is on its peak at this point of time. Obesity can be a cause of disease that is not the only concern, but it effects on looks and acceptance in the society are cause of greater concern. The noise on weight management is at its peak so are the recommended solutions. In this clutter, DHC's scientifically proven low calorie meal is "Stay Young Slim Meal". We all know that for normal active youth 2000 kcal is required a day, excess calories cause obesity. If one is over-weight without any medical reason then probably the consumption of calories is more than the burning of calories. Here, solution is obvious, reduce calorie intake or burn more or do both. This is easily said than done.

We discovered quinoa a high protein, slow carb containing super food. We fortified this quinoa with moong dal; and other 75 vital essential micronutrients with special garcinia to make a complete low-calorie approx. 240 kcal meal now available in market as "Stay Young Slim Meal". 4 meals a day fill up your stomach / calm down your hunger pangs and give just 1000 kcal, 50% than what you need. So, regular intake of Stay Young Slim Meal with same or little more calorie burning efforts is the safest way to eat healthy and bring your weight to your desired level. The benefits of stay young slim meal are galore; the risks nil if you have the goal to reduce weight.

A gradual start is expected with Stay Young FMCH products as they revolutionize the mind-set and disrupt the norms. But we expect that once consumed the results will stand testimony to further demand. Highest level of consumer engagement on social and digital media has started to boom demand for this brand.

We help consumers – "Stay Wow Lifelong"

We engage patients with chronic indications such as diabetes, hypertension and heart disease to promote that these diseases are strongly affected by behaviours such as stress, diet and exercise. Managing these diseases in cost-effective ways require increased focus on long-term behavioural change on what to eat to prevent diseases or reduce their potential ill effects that reduce quality of life.



What We're doing?

Marketing Solution-Access to healthcare.

We engage existing consumers to change from a mind-set and behaviour of disease management or cure, to disease prevention. Eradication of micronutrient deficiency can eradicate more than 200 plus diseases across the globe.

We focus on the FMCH product market differently and approach it distinctly.

We engage emerging consumers, youth - to invest in disease free longevity and reap healthy dividends

We innovate product solutions for a disease-free longevity - helping consumers enjoy full quality life, lifelong - in our own way disrupting the way healthcare is managed.

Providing access to healthcare for all those who need it is a significant and complex global challenge.

We divide this market into four consumer categories based on age or life of 32000 days with each life stage of 8000 days and innovate FMCH products for each life stage.

Life stage: retirement to end - last 8000+/- days of life - vanprast ashram - by the time people reach this stage they are suffering from 1 to multiple disease and are adding to burden of the society - simple nutraceutical intervention - 1200 plus Deccan Healthcare FMCH products eases the disease burden and improves quality of life - we are reaching these patients through customers who are engaging these patients. The customers include hospitals; institutions; doctors; wellness clinics; and more. We offer products under private label. The consumers stock and sell. We have over 144 marquee customers and this list is growing exponentially.

Life stage: midlife to retirement - third 8000 days - end phase of grihast ashram - this is the most difficult phase of life in most cases. Stress tension is at peak. This is the time body is ignored and disease set in. We address this stage by 80 products. We reach these consumers directly through an innovative commission based talented wellness promoters. DTA (Deccan Training Academy) is focused on skill development of para medics empowering them with knowledge of "wellness". These wellness promoters move house to house to help consumers understand the benefit of investing in longevity - this team of wellness promoters works under the banner of DWC -Deccan Wellness Crusade. The Company's dedicated web store serves the customer orders. We have over 5000 wellness promoters and more than 80,000 engaged customers adding over 5000 customers every month continually - multiplier effect is working profitably.

Life stage: graduation to midlife - second 8000 days - start of griasth ashram - in modern society -gen y is technologically, educationally advanced and a logical knowledge based decision maker. This population realises the importance of health and practices preventive healthcare. We address these consumers by 50 FMCH products. We reach these consumers through social media and serve orders through m-commerce.

Life stage: birth to graduation - first 8000 days - bramcharya ashram - to be addressed by DHC in future business plan.

This in-depth consumer understanding and tailored Deccan Healthcare's differentiated FMCH product portfolio is leveraging the Company's differentiated leadership position in the FMCH category.

There are 7.5 billion people on this earth, each being in one of these life stages. Just a miniscule percentage who regularly use the Company's FMCH Products will take Deccan Healthcare to a new phase of growth. We believe in our mission, we are working towards it and we will do it.

Deccan Healthcare Key Income Growth & Profit Drivers

Deccan Healthcare Today

Is fully geared to meet consumer expectations

To win in FMCHP in the current market scenario, pharma capabilities (regulatory; medical; access to healthcare professionals;) and world class FMCG capabilities are needed collaboratively. That is, the company should have the ability to tap into emotional consumer insights as well as access functional benefits. This combination is "FMCHP" and our company Deccan Healthcare, today has a proved its ability in its journey

Is successful and right with a proven business concept

Addressing a large and growing opportunity

Has differentiated basket of products

Has a marketing model tailored to accelerate product adoption by target consumers

Has proven revenue and customer acquisition model

Has products enjoyed by consumers - repetitive purchase

Has high & very positive customer endorsement

Has strong innovation, R&D, manufacturing infrastructure

Is increasing shareholders value

Has capable team to support exponential expansion & growth

Has outstanding innovation and R&D capabilities

Has modern technology to best use

Has strong dedicated leadership

Has future looking management

Has FMCH product portfolio of loved and trusted brands that are underpinned by serious science

Big innovation pipeline

Deccan Healthcare Priorities

- Continue to invest in strengthening innovative, leading-edge FMCH product pipeline
- Continue to nurture the existing 5 customer acquisition and income channels
- Increase geographic foot print
- Balance equipment and upgrade automate to remain cost competitive
- Increase transparency at all levels
- Strengthen corporate governance
- Imbibe new technology
- Continuously skill and upgrade manpower
- Introduce “self-care” range of FMCH products in segment of pain relief; burns; constipation; gas; acidity; cough; cold; dandruff; genital hygiene; fungal skin care
- Strengthen our digital presence. In this digital age, the consumers have been more interested or more informed with information on healthcare 10% of google searches are healthcare related
- Create health for customers and wealth for stakeholders

Greater Aggression on the existing 3 Sales channels with greater focus on 4X sales growth - Deccan Wellness Crusade - DTC channel - increasing geographic footprint increasing customer acquisition.

Currently we run 3 channels

- Traditional B2B - Reaching Patients and in-house consumers
- Deccan Wellness Crusade (B2C)
- Technology - Know-how and Manufacturing Sale

We plan to continue these channels aggressively, and focus on DWC channel which is our highest growing channel. It is highly profitable for our brand to progress, helping us grow and . It gives us a strategy to learn the market better, helping us sell innovative products which in turn helps us broaden our horizon and our geography to make better lifestyle products.

Consolidating Digital consumer sales channel launched in 2017

Having launched Stay Young, our key focus is digital marketing and social media marketing. This opens a whole new aspect to our future consumers, mainly aiming at young adults. The internet savvy generation is one of the fastest growing markets. A rapidly increasing market which is expected to reach \$45 billion by 2021.

Building on preparatory work done on Export DHC -USA; DHC -UK; DHC-Kenya; DHC-Tanzania and expand direct export sales income.

Currently we are exporting and collaborating with businesses internationally. The previous year has been fruitful for our growth and development, having signed new prospects and going through the registration of more new products. The growth of this channel will augment future expansion in many countries.

Balancing, automating, and upgrading the existing manufacturing and packing lines and systems to increase output and lower cost of manufacture.

With the ongoing production, we are determined to depicting higher output as the capacity of machinery in production is meeting with production demands. We need to focus on balancing the bottle necking of the systems, this helps in producing efficiently and meeting the market demand, yet maintaining manufacturing standards. The quality of the product is maintained rigorously with a firm grip on delivery, manufacturing and the supply chain process. This ensures that all regulations are maintained at all times.

Backward integration to manufacture/ extract materials for formulations to improve quality, cost and delivery lead-times High value critical - CAPEX.

We identify and select approved farmers and traders who handpick and procure our materials so that they meet the standard operating procedure, these sourced materials are put through a rigorous process of testing and approving the samples so that they can proceed to performance trials and regulatory clearances. This process is usually time consuming and expensive. Our goal is to reduce delivery while we increase efficiency, cost, dependency and time span for procuring the materials

Improve procurement techniques direct from farm and manufacturer to reduce procurement cost and delivery lead time of material..

At present most of the materials are procured from traders. Buying materials from the manufacturers helps improve operational efficiency, reduce transportation cost, decreasing the management of inventory and helping mitigate risks.

The five imperatives for our ensuing commercial model.

Investing in extending geographic footprint, with sharper market focus.

In high opportunity emerging markets, we have steadily established our geographic footprint over 16 states in India. We will continue establishing relationships in the existing geographies. One of the key initiatives that is driving our growth is a strategic choice of geographies we footprint, especially venturing into geographies of Kenya, Tanzania, Mozambique, North America and South America. The geographic spread, this strength, gives us tremendous optionality to continue to grow and remain profitable in the geopolitical and economic volatility.

We will prioritise investment in A&P and CAPEX in these geographies, along with acceleration of our capabilities and talent.

These new geographies will contribute to nearly half of our growth.



The future plans are now to be placed 2017 onwards.

Investing in long term innovation strength.

We have a commendable track record, from pipeline point of view. We are strong and continue to invest in R&D for building long term innovation strength, as an FMCHP company combining both the consumer insight with a science led innovations pipeline.

We are also embedding new sensory and packing lab capabilities strategically serving digital age consumers in which a change in format, flavour, or an applicator or change in packaging can propel growth and margins.

We expect our innovation sales to contribute more than 20% to our annual growth, innovation sales being products that were launched on rolling basis during the year.

Investing in embracing new technology and automation.

DHC to maintain its income growth and profit growths must embrace the latest technology in manufacturing and lower its cost of manufacturing. The digital age consumer is exposed to global developments and progress, expecting products and services of highest standards. Our in-house technology research and IT team is being strengthened to meet the up coming challenges. Our own IT team and digital media management makes us one of the unique SME. This planned action is to engage the digital age consumer.

Digital citizens - astute consumers of information and social media - require FMCG knowledge to meet their expectations at each point on the decision journey. Leading our company to update its commercial models in five ways.

“Listen to your customer” is a business truism that approaches cliché, but the consequences of not adapting commercial models to market shifts can be severe. So, we pay attention to what the customer says.

Today, our five income channels are strong, effective sales, marketing, and go-to-market activities, but a market shift is under way: the digital era is changing how millions of people think about and manage their health. The impact of digital: the digital citizen today, increasing numbers of patients and healthcare providers are “digital citizens,” people who don’t simply use digital technology but have fundamentally changed their expectations, world views and behaviours as a result of living in the digital age.

Digital citizens swim in a sea of information, are increasingly in control of what information they tune into, and actively choose what to tune out. They turn to digital information sources first for insights and have a high degree of trust in online reviews from peers. They are increasingly mobile-first and “untethered” in their digital interactions. Digital citizens are also social and media generators, sharing opinions, photos and other content with their digital community. They are advocates and influencers and expect others individuals and companies to contribute actively and authentically to their communities. They are equipped to discover the social contributions, purpose, and character of the companies and products with whom they do business. Finally, they have increasingly high expectations for the quality of experience when they interact with companies and individuals in person and online, shaped by their experiences across all sectors in their life, not just healthcare.

Physicians are also very active digitally. A recent Google research into their digital habits shows that their usage of a smart phone is used 80 percent on professional interactions with patients; 77 percent on typing keywords into the search box when they want to look up professional medical information. Physicians are also social - about 50 percent share online videos with other doctors.

In a world of digital citizens, the traditional commercial model (i.e., a strong sales force combined with advertising and marketing collateral to communicate the product’s value proposition) will soon increasingly get outmoded. Digital citizens both patient and physician won’t passively receive promotional information from the product manufacturer. They’ll seek out information from peers. In a digital era, both patient and physician are active, informed, peer-enabled participants in managing health.



DHC is a science based business, with tremendous drive for innovation that augments our growth and margins.

Focus on engagement, not just promotion.

Engagement requires creating compelling stories and experiences fuelled by strong content. While it’s been true for a while that “every company is a media company,” the sheer volume and variety of content has forced businesses to re-evaluate the content strategies.

We are making major investments in content development. DHC is building partnership with Imagine Entertainment to develop TV documentaries featuring DHC science. We will expand our content supply chain considerably, build new relationships between content creators and regulatory groups, and create much faster micro cycle approaches to creating, reviewing, revising, and publishing content.

Manage experience across touch points.

The “CareFlow”- the series of interactions a patient or customer has with a brand can be complex, requiring us to manage touch points in an integrated, coherent way. DHC is in the process of identifying what the digital citizen needs or will relate to at each moment when they’re making decisions, seeking information, or hoping to engage. Each offers an opportunity to connect with the person and deliver an experience or information tailored to that touch point. These touch points will also be orchestrated as a single system to have most impact.

DHC’s challenge is to execute this in a tailored but coordinated way because, the range of customer touch points typically crosses different functional silos. We are considering new structures, processes, and governance approaches such as councils and cross-functional teams to meet this challenge.

Expand the portfolio of touch points.

DHC must engage with digital citizens throughout their daily lives, not just at a point of purchase. Building trust is based on a deeper set of interactions that provide value to digital citizens over a longer time frame.

In practice, this means creating new ways to connect with customers, such as expanding the set of external partnerships and sponsorships. Strengthen digital commercial capabilities.

Three capabilities are key additions to existing commercial models: analytics, experience design, and test-and-learn approaches to innovation.

In analytics, the ability to integrate data from various sources such as historical claims and co-payment data, customer support and call centre experiences, sales-rep learning, and social media monitoring into a coherent view of customer behaviour is essential. It enables the creation of predictive, algorithm-driven analytic models to help speed the translation of insights into specific, business-actionable recommendations.



Deccan Healthcare

FMCHP Road map - Innovations



Breakthrough Innovations: Omega 3, 6, 9

PRODUCTS DIFFERENTIATING FACTOR	WELLNESS GOALS OF CONSUMERS	DHC - PRODUCTS	
USE SUPER CRITICAL EXTRACTED OIL	I WANT BEST NON - FISH OMEGA	OXYFLAX GLOBAL (SGC-Food Pill)	
DELIVERS MAXIMUM OMEGA 3	I WANT POTENT VEGETARIAN SOURCE OMEGA	OMEGAMAX TOTAL (SGC-Food Pill)	
DELIVERS MAXIMUM OMEGA 3 FOR WOMEN	I WANT POTENT OMEGA FOR MY GENDER	OMEGAMAX - F (SGC-Food Pill)	
DELIVERS MAXIMUM OMEGA 3 FOR MEN	I WANT POTENT OMEGA FOR MY GENDER	OMEGAMAX - M (SGC-Food Pill)	
OMEGA 3 WITH VITAMIN D3	I TESTED DEFICIT OF VITAMIN D3	O3 D3 (SGC-Food Pill)	
OMEGA 3 WITH COLUSTRUM	I WANT TO IMPROVE IMMUNITY	OXYFLAX - ISB (SGC-Food Pill)	
OMEGA 3 WITH HEART HEALTH BOOSTING NUTRIENT	I DO NOT WANT HEART / BP ISSUES	CARDODECC (SGC-Food Pill)	
OMEGA 3 WITH SELECTED NEUROPOETIC FACTORS	I DO NOT WANT NERVE ISSUES & STRESS	NUROVIT MC TOTAL (SGC-Food Pill)	
OMEGA 3 WITH SELECTED NEUROPOETIC FACTORS	I DO NOT WANT NERVOUSNESS	NUROVIT MC (SGC-Food Pill)	

Breakthrough Innovations: Omega 3, 6, 7, 9




PRODUCTS DIFFERENTIATING FACTOR	WELLNESS GOALS OF CONSUMERS	DHC - PRODUCTS	
OMEGA 3 WITH JOINT HEALTH BOOSTING NUTRIENTS	I DO NOT WANT JOINT PROBLEMS	OSTOHEALTH (SGC-Food Pill)	
OMEGA 3 WITH HOMOCYSTEINE REDUCING AGENTS	I DO NOT WANT HIGH HOMOCYSTEINE	LOTORIN (SGC-Food Pill)	
OMEGA 3 WITH VITAMIN AND MINERALS FOR ELDERLY WOMEN	I DO NOT WANT HRT IN MENOPAUSE	MAXICARE (SGC-Food Pill)	
OMEGA 3 WITH VITAMIN AND MINERALS FOR YOUNG GIRLS	I DO NOT WANT MENSTRUAL PAINS & PROBLEMS	MINICARE (SGC-Food Pill)	
OMEGA 3 WITH VITAMIN AND MINERALS FOR MEN	I WANT A HEALTHY SEXUAL	ZOROVIT (SGC-Food Pill)	
OMEGA 3 WITH POWERFUL ANTI OXIDANTS	I DO NOT WANT POLLUTION TO EFFECT ME	LYCODECC (SGC-Food Pill)	
OMEGA 3 WITH KREB CYCLE ACTIVATORS ENERGY BOOSTER	I WANT NON CAFFEINE ENERGY BOOSTER	REACTIVE GO (SGC-Food Pill)	

PRODUCTS DIFFERENTIATING FACTOR	WELLNESS GOALS OF CONSUMERS	DHC - PRODUCTS	
SPECIAL BLEND OF 12 OILS	I WANT A BABY SOFT SKIN	O7 (SGC-Food Pill)	





SUSTAINING INNOVATIONS MULTIPLE - FOOD / MEDICINAL PLANTS INGREDIENTS

PRODUCTS DIFFERENTIATING FACTOR	WELLNESS GOALS OF CONSUMERS	DHC - PRODUCTS	
SPECIFICALLY FOR THE KEEPING SEX GLAND ACTIVE IN ELDERLY MALES	I DO NOT WANT A PROSTRATE PROBLEM	PROSTADECC (HGC-Food Pill)	
PROTECTION & PREVENTION AGAINST FATTY LIVER	I DO NOT WANT FATTY LIVER	LIVODECC (Tablet-Food Pill)	
PROTECTION & PREVENTION AGAINST URINARY PROBLEMS	I DO NOT WANT URINARY & BURNING PROBLEM	CBG PLUS (SGC- Food Pill)	
PROTECTION & PREVENTION AGAINST DENGUE	I DO NOT WANT TO SUFFER FROM DENGUE	NO TO DENGUE (Tablet)	
PROTECTION & PREVENTION AGAINST DIABETES	I DO NOT WANT DIABETES	GLYCADECC (Tablet-Food Pill)	
BODY DETOX	I DO NOT WANT TOXINS TO SLOW ME DOWN	TOXIDECC (HGC-Food Pill)	
PROTECTION & PREVENTION AGAINST STONE	I DO NOT WANT KIDNEY STONES	STONE FLUSH (Tablet-Food Pill)	
PROTECTION & PREVENTION AGAINST SLEEPLESSNESS	I WANT TO SLEEP BETTER	MY SLEEP AID (Tablet-Food Pill)	
WEIGHT MANAGEMENT	I WANT TO REDUCE WEIGHT	GO SLIM FAST (HGC-Food Pill)	

SUSTAINING INNOVATIONS MULTIPLE - FOOD / MEDICINAL PLANTS INGREDIENTS

PRODUCTS DIFFERENTIATING FACTOR	WELLNESS GOALS OF CONSUMERS	DHC - PRODUCTS	
HAIR MANAGEMENT	I WANT TO REDUCE HAIR FALL	REDUCE HAIR FALL (SGC-Food Pill)	
SKIN CARE - ALOE VERA BASED	I WANT A GOOD SKIN	ALOFAX (HGC-Food Pill)	
PROTECTION & PREVENTION AGAINST INDIGESTION	I DO NOT WANT GAS; BLOATING INDIGESTION	MY DIGESTIVE ENZYMES (HGC-Food Pill)	

DISRUPTIVE INNOVATIONS - PURIFIED PLANT / HERBAL INGREDIENTS





PRODUCTS DIFFERENTIATING FACTOR	WELLNESS GOALS OF CONSUMERS	DHC - PRODUCTS	
FOR INCREASING NITRIC OXIDE LEVELS AND BLOOD VESSELS RESPONSE	I WANT NO BP ISSUES	NITRODECC (Vegi CAP)	
MULTIVITAMIN & MULTIMINERAL HEALTH SUPPLEMENT	I WANT CO ENZYME Q 10	QDECC 30 (SGC-Food Pill)	
S MULTIVITAMIN & MULTIMINERAL HEALTH SUPPLEMENT	I WANT NATURAL VITAMIN MINERALS & NUTRIENTS	NUVIT (SGC-Food Pill)	
MULTIVITAMIN & MULTIMINERAL HEALTH SUPPLEMENT	I WANT NATURAL VITAMIN MINERALS & NUTRIENTS	REACTIVE (SGC-Food Pill)	
MULTIVITAMIN & MULTIMINERAL ANTIOXIDANTS HEALTH SUPPLEMENT	I WANT NATURAL VITAMIN MINERALS & NUTRIENTS	ENRICH (SGC-Food Pill)	
NEW SUPER FOOD	I WANT NATURAL VITAMIN MINERALS & NUTRIENTS	SPIRULINA HARDIN (Tablet-Food Pill)	
FORMULATED TO LOWER CHOLESTEROL	I WANT TO LOWER CHOLESTEROL NATURALLY	FIGHT INFECTION (Tablet-Food Pill)	
FORMULATED TO KEEP WOMEN VITALITY	I DO NOT WANT TO FALL SICK	VITAL WOMEN (SGC-Food Pill)	






DISRUPTIVE INNOVATIONS - PURIFIED PLANT / HERBAL INGREDIENTS

PRODUCTS DIFFERENTIATING FACTOR	WELLNESS GOALS OF CONSUMERS	DHC - PRODUCTS	
FORMULATED TO REMOVE EFFECT OF FREE RADICALS	I DO NOT WANT TO AGE	ANTI AGEING ANTIOXIDANT (Vegi CAP)	
FORMULATION TO IMPROVE BONE GROWTH	WANT TO BECOME TALLER	STRONG KID BONE (Chew Tablet)	
FORMULATED FOR THE BONES	I WANT STRONG BONES	ORTHOMEGA (Tablet)	
FORMULATED FOR THE EYES	I WANT GOOD VISION	GOOD VISION (SGC-Food Pill)	
FORMULATED FOR BETTER ERECTION	I WANT BETTER ERECTION	SUPER SEX BOOSTER (SGC-Food Pill)	
FORMULATED FOR BETTER SEXUAL LIFE	I WANT SATISFIED SEXUAL LIFE	OMG (SGC-Food Pill)	
FORMULATED FOR INSTANT ENERGY	I WANT ENERGY	REACTIVE GO INSTANT (Chew Tablet)	
FORMULATED FOR GOOD COLON HEALTH	I WANT CLEAN COLON	LIGNOFLAX (HGC-Food Pill)	






**SUSTAINING INNOVATIONS:
VITAMIN; MINERALS; AMINO ACIDS;
PHYTONUTRIENT; BIO NUTRIENTS**

**NEW AGE
INNOVATIONS: COSMOCEUTICALS**






PRODUCTS DIFFERENTIATING FACTOR	WELLNESS GOALS OF CONSUMERS	DHC - PRODUCTS	
FORMULATED FOR THE SKIN	I WANT GOOD SKIN	REGENRATIVE BIO ACTIVE STEM CELL (HGC-Food Pill)	
HELP MEET RDA OF 75 MICRONUTRIENTS	I DO NOT WANT DEFICIENCY OF MICRONUTRIENTS	MY 75 MICRONUTRIENT (SGC-Food Pill)	
HELP MEET RDA OF 75 MICRONUTRIENTS &	I DO NOT WANT DEFICIENCY OF MICRONUTRIENTS & PROTEIN	MY PROTEIN SHAKE (Food Powder)	
HELP MEET RDA OF 75 MICRONUTRIENTS & PROTEIN AND ENERGY	I WANT TO TAKE HEALTHY MEALS AT LEAST ONCE A DAY	MY LOW CALORIE MEAL (Food Powder)	

PRODUCTS DIFFERENTIATING FACTOR	WELLNESS GOALS OF CONSUMERS	DHC - PRODUCTS	
FORMULATED FOR THE HAIR	I WANT CLEAN & HEALTHY HAIR	CELEBRITY Hair Scalp Cleanser (Shampoo)	
FORMULATED FOR THE HAIR	I WANT LONG & SILKY HAIR	CELEBRITY Hair Growth Serum (Hair Serum)	
FORMULATED FOR THE SKIN	I WANT SUPPLE AND SOFT SKIN	CELEBRITY Deep Pore Moisturizing Milk (Lotion)	
FORMULATED FOR THE SKIN	I WANT SUPPLE AND SOFT SKIN	CELEBRITY Foot Cream™ (Cream)	
FORMULATED FOR THE SKIN	I WANT WRINKLE FREE FEET	CELEBRITY Foot Cream™ (Cream)	

NEW AGE INNOVATIONS: COSMOCEUTICALS

PRODUCTS DIFFERENTIATING FACTOR	WELLNESS GOALS OF CONSUMERS	DHC - PRODUCTS	
FORMULATED FOR HAND WASH	I WANT COMPLETE HYGIENIC CARE	CELEBRITY Hand Sanitizer and Cleanser (Liquid)	
FORMULATED FOR ORAL CARE	I NEED HEALTHY & SHINING TEETH	BE YOUNG™ REVOLUTION TOOTHPASTE (HERBAL) (Paste)	
FORMULATED FOR ORAL CARE	I NEED HEALTHY GUM & SHINING TEETH	BE YOUNG™ REVOLUTION (OMEGA -3) (Paste)	
FORMULATED FOR THE HAIR	I WANT HEALTHY HAIR	BE YOUNG™ REVOLUTION 5 in 1 Herbal Hair Shampoo (shampoo)	
FORMULATED FOR THE SKIN	I WANT HEALTHY SKIN	BE YOUNG™ REVOLUTION Body Wash (Liquid)	

NEW AGE INNOVATIONS: COSMOCEUTICALS

PRODUCTS DIFFERENTIATING FACTOR	WELLNESS GOALS OF CONSUMERS	DHC - PRODUCTS	
FORMULATED FOR THE SKIN	I WANT SHINY UNDER EYE SKIN	CELEBRITY Under Eye Whitening & Anti wrinkling Cream (Cream)	
FORMULATED FOR THE SKIN	I WANT SHINING & GLOWING FACE	CELEBRITY Brightening Serum (Serum)	
FORMULATED FOR THE SKIN	I WANT CLEAN FACE	BE YOUNG™ REVOLUTION Face Wash (Liquid)	
FORMULATED FOR SHAVING	I WANT COMPLETE HEALTHY AND EASY SHAVE	BE YOUNG™ REVOLUTION Shaving Cream (Cream)	
FORMULATED FOR THE SKIN	I WANT TO AVOID EXTRA SWEATING AND BODY ODOR	BE YOUNG™ REVOLUTION Talcum Powder (Powder)	

Forward-looking statement

In this publication, we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This publication and other statements – written and oral – that we periodically make, contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion on future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in assumptions. The achievement of results is subject to risks, uncertainties and even in accurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or other wise.





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