

Zydus Wellness consolidated income from operations up by 14.4% in Q4

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For the fourth quarter ended 31st March 2017, on a consolidated basis, Zydus Wellness Ltd., posted total income from operations of Rs. 1215 million, up by 14.4 %. The Profit before tax was up by 10.2% to Rs. 335 million and the Net profit was up by 9.1% to Rs. 297 million.

For the year ended 31st March 2017, on a consolidated basis, the company's total income from operations was up by 8.6% year-on-year to Rs. 4,626 million, Profit before tax was up by 6.2% to Rs. 1240 million and Net profit was up by 5.5% to Rs. 1090 million.

In a release the company said that Sugar Free, India's largest selling sugar substitute, maintained its number one position with a market share of 94.5%, an increase of 80 basis points over the same period last year. During the quarter, the company launched Sugar Free Green, a 100% Natural variant made from Stevia to strengthen its position in the category.

The company has launched it in both table top as well as culinary formats to drive consumption of beverages and desserts by everyone in the family including kids. During the year, the launch of two new advertising campaigns,

Smartness Wali Sweetness featuring the brand ambassador, well-known Bollywood celebrity, Parineeti Chopra helped in driving the growth of the sugar substitute category and market share of the brand.

In the EverYuth range of skin-care products, Scrub and Peel-off segments continued their growth trajectory. EverYuth Scrub has maintained its number one position with a market share of 31.6% and EverYuth Peel Off Mask has maintained its number one position with a market share of 90.3%. EverYuth Scrub range and "Tulsi Turmeric" Face Wash were also relaunched with fresh, new and contemporary looking packaging, during the year.

The company noted that Nutralite, the premium table spread fared well, witnessing a strong volume growth both in retail and

institutional segments, during the quarter. The Nutralite premium range was relaunched with new packaging and improved taste. Two new flavoured variants, pudhina coriander and garlic oregano were also launched during the quarter.

During the fourth quarter, the new manufacturing plant set up by our partnership firm, Zydus Wellness-Sikkim, in Sikkim commenced production. Building a presence in the international markets, the company made a foray into countries like Saudi Arabia, Qatar, Oman and Myanmar, during the year.