

Customization
with **C**are



9/10

Indian consumers*
use our ingredients at
least once in their
daily routine

*who consume a toothpaste, shampoo, body wash

GALAXY SURFACTANTS: A SNAPSHOT

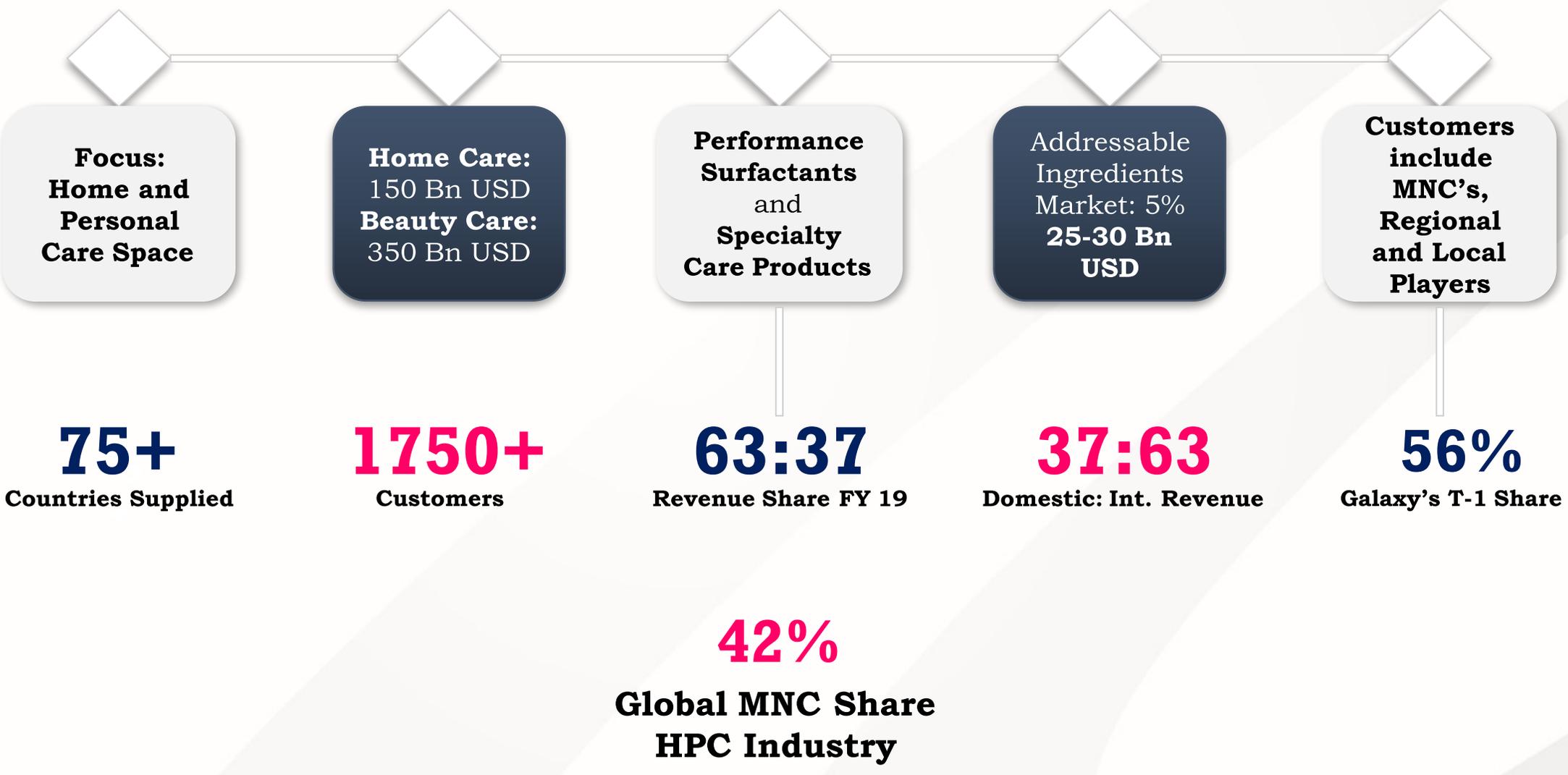


Oral Care

Skin Care

Hair Care

Home Care



THE 10 YEAR JOURNEY [FY 09 – FY 19]

GALAXY SURFACTANTS DECADE GROWTH STORY



Oral Care



Skin Care



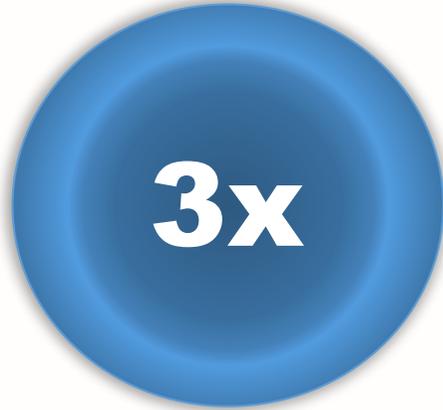
Hair Care



Home Care



VOLUMES(MT)



EBITDA(Crs)



PROFIT AFTER TAX (Crs)



SPECIALTY REVENUE (Crs)



214,711

358

191

~1000

64,809



68



27



177



CAGR Rates (%)

3 Year (FY 16-19)

5 Year (FY 14-19)

10 Year (FY 09-19)

Volumes

10.6

7.8

12.7

EBITDA

14.6

10.3

18.2

PAT

23.7

20.6

21.6

LEVERAGING THE TREND: SPECIALTY CARE



Preservatives

Sales in 2009: 20 Crs
Sales in 2019: 250 Crs
10Y CAGR: 28%

40%

Specialty Growth driven by
Preservatives & Mild Surfactants

Mild Surfactants

Sales in 2009: Nil
Sales in 2019: 100 Crs

60%

Specialty Growth driven by
Developed Markets of USA & EU

Specialty Care Products

Sales in 2009: 32 Crs
Sales in 2019: 520 Crs

37%

10Y CAGR: Preservatives and
Mild Surfactants in US & EU

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Home Care



A photograph of a baby sitting in a white sink, happily washing their hands under a running faucet. The background is a bright window with green foliage visible outside. A semi-transparent grey box is overlaid on the right side of the image, containing text.

65%
of the Indian
moms make
their
purchasing
decisions for
their kids
on the quality
of ingredients

EMERGING TRENDS, CATEGORIES & INNOVATION

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Baby Care Segment
Market Size: ~15 Bn USD
GLI 21 & Mild Surfactants
Application: Baby
Shampoos & Top to Toe



Naturals Segment
Global Trend: Preference for
natural in beauty products. N.
Mild Surfactants and GLI 21
& **Vegetable Proteins**



Facial Care Segment
100 Bn USD Market Today!
Range of Mild Surfactants
and **GLI 21**



Premium Sulphate Free
Non Toxic Products
Galguard Trident, GLI 21
& **Mild Surfactants**

65 Bn USD

Premium BPC Market (~20% of Total BPC)



Men's Grooming
10000 Crs Market in India
today growing at ~13%
Galguard Trident, GLI 21

MONEY WHERE THE GROWTH IS!

The Niche Beauty Care Segment is buzzing with MNC/PE & VC activity given the huge opportunity that lies ahead..

Oral Care



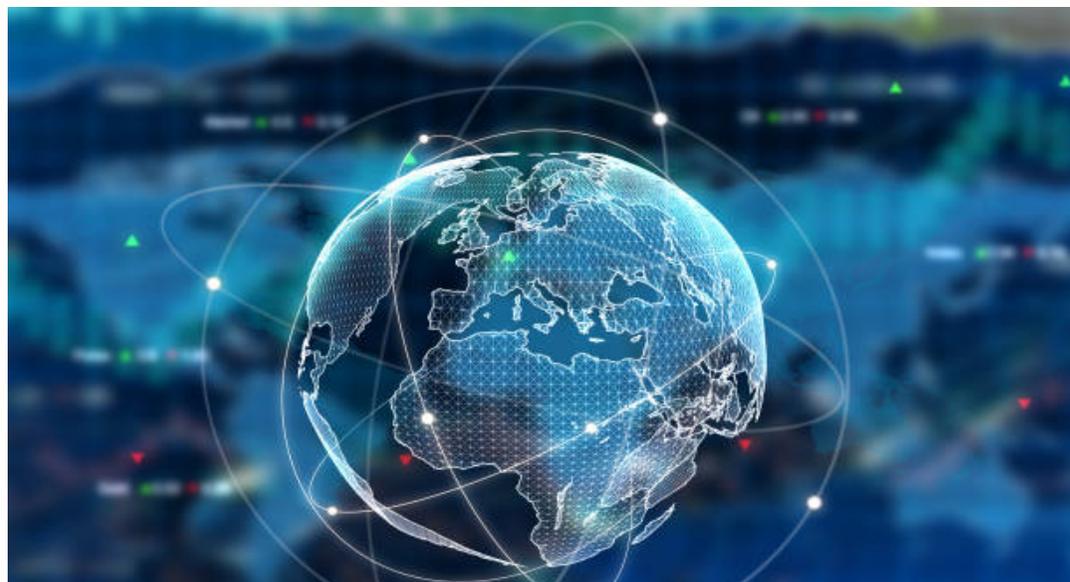
Skin Care



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Player

Investor

Info.

Walker & Co,
First Aid Beauty
Snowberry Nz

P&G

Dec 2018
July 2018
Feb 2018

Treviso

Nu Skin
Enterprises

84.5 Mn \$
(Feb 2018)

Pulp Riot

L'Oréal

May 2018

Player

Investor

Info.

Curatio

ChrysCapital

20 Mn.\$

Forest
Essentials

Estee Lauder

Future
Consumer

IFC, Verlinvest

40 Mn.\$

Mc Caffeine

RP Goenka

2 Mn.\$

E-COMMERCE (ONLINE RETAIL) & BPC

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E-Commerce PCS

- ❑ USA: \$ 3428
- ❑ China: \$ 1855
- ❑ India: \$ 205



Global E-Commerce Market to double in 4 Years from 2.2 Trillion USD in 2017 to 4.5 Trillion in 2021



Home and Personal Care: Online Share

- ❑ USA: 18%
- ❑ China: 34%
- ❑ India: 6%

517 Bn USD

Total E-Commerce Sales in USA
14% of Total Retail Sales

~20 Bn USD

Total Online HPC Sales in USA
4% of Total E-Commerce Sales

~2 Lakh

Products Listed on Amazon US Site
95% are listed by 3rd Party Sellers



Emergence of niche specialty players & private labels catering to specific sub-segments in Personal Care Space



Internet penetration in India to touch 55% by 2025 with 85 Cr users. **Digitally influenced shoppers: 40-45 Crs.**



25-30% FMCG Sales will be digitally influenced by 2025 in India

17%

of the income (avg.
\$6000) of a
working age
Chinese consumer
is spent on
personal care
products , apparels
and service



INDIA CONSUMPTION STORY

DRIVERS

- Income Growth
- Rise of the Upper Middle Income & Higher Income Group
- Poverty Reduction
- Urbanisation

UPGRADATION BOOM

- Cosmetics, Facial Care, Baby Care & Men's Grooming
- 50% incremental spending in HPC – Premiumisation
- 25% : New Products
- 25% : Existing products

6 Trillion \$

Consumption Expenditure by 2030



2.5x Spend

Forecasted Spend on Personal Care on moving up Income Level Ladder vs Current

MICRO-MARKET PLAYERS

- Concentrate on specific regions
- Unique & Highly Localised
- Omni-Channel Presence
- Niche Categories
- Start Ups, Regional & Local Players

DIGITIZATION & E-COMM

- India to have 830 Million Internet users by 2021
- Online retail to be 4x by 2022
- 60% demand will come from Non Metro cities by 2022
- Most active shoppers: 15-34

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CAPITALISING ON THE EMERGING NICHE



70 Crs
2009: India Baby Care Segment

2x
India Facial Care Market
In Last 5 Years

13%
2018-22: Forecasted Growth
Men's Grooming

4 Crs
2009: Specialty Revenue

Emerging Categories:
Baby Care,
Face Care,
Men's
Grooming,
Affordable
Luxury

**Sulphate
Free/
Paraben Free**

**Ayurveda &
Naturals
Segment**

**Online
Retail/
Diversified
Channel
(Hotels &
Pharma)**

~5000 Crs
2022: India Baby Care Segment

~11000 Crs
2018: India Facial
Care Market

17%
2018-22: Growth
Premium Beauty Care

~65 Crs
2019: Specialty Revenue



Galaxy today is present across all these customers & many more via its specialty..



GALAXY'S EDGE

Oral Care



Skin Care



Hair Care



Home Care



One Stop Shop

Customised Solutions
+ Technical Expertise
+ Diverse Product
Basket catering to all
segments

Sustainable Manufacturing and Sourcing

To develop
environment friendly
green products



Reach & Global Customer Connect

MNC's + Regional
Leaders + Niche Local
Players & Start-ups

Innovation & Trend

- Right Product
- Right Market
- Right Application
- Right Customers.
Formula for
sustainable growth

GALAXY IS READY FOR THE NEXT DECADE OF SUSTAINABLE GROWTH..

Source of Information

Oral Care



Skin Care



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Home Care



Euro Monitor

Mintel

**Future of Consumption:
WEF Report, Jan 2019**

AC Nielsen

BCG Report, March 2017

Galaxy Internal Database

**E-Commerce Report, IBEF
April 2019**

VC Circle

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THANK YOU