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Date: 09th February, 2026

To,

The Manager,
Corporate Filings Department,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001

The Manager,
Listing Compliance Department,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex, Bandra (E),
Mumbai - 400 051.

Security Code: 532815

Symbol: SMSPHARMA

Dear Sir/Madam,

Sub: Investor Presentation

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we are enclosing here herewith a copy of investor presentation of the Company for the third quarter and nine months ended 31st December, 2025.

This Investor Presentation may also be accessed on the website of the Company at www.smspharma.com

Kindly take the same on record and disseminate on your website.

Thanking you
Yours Faithfully

For SMS Pharmaceuticals Limited

**Thirumalesh Tumma
Company Secretary**



Investor Presentation

Q3FY26
FEBRUARY 2026



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01

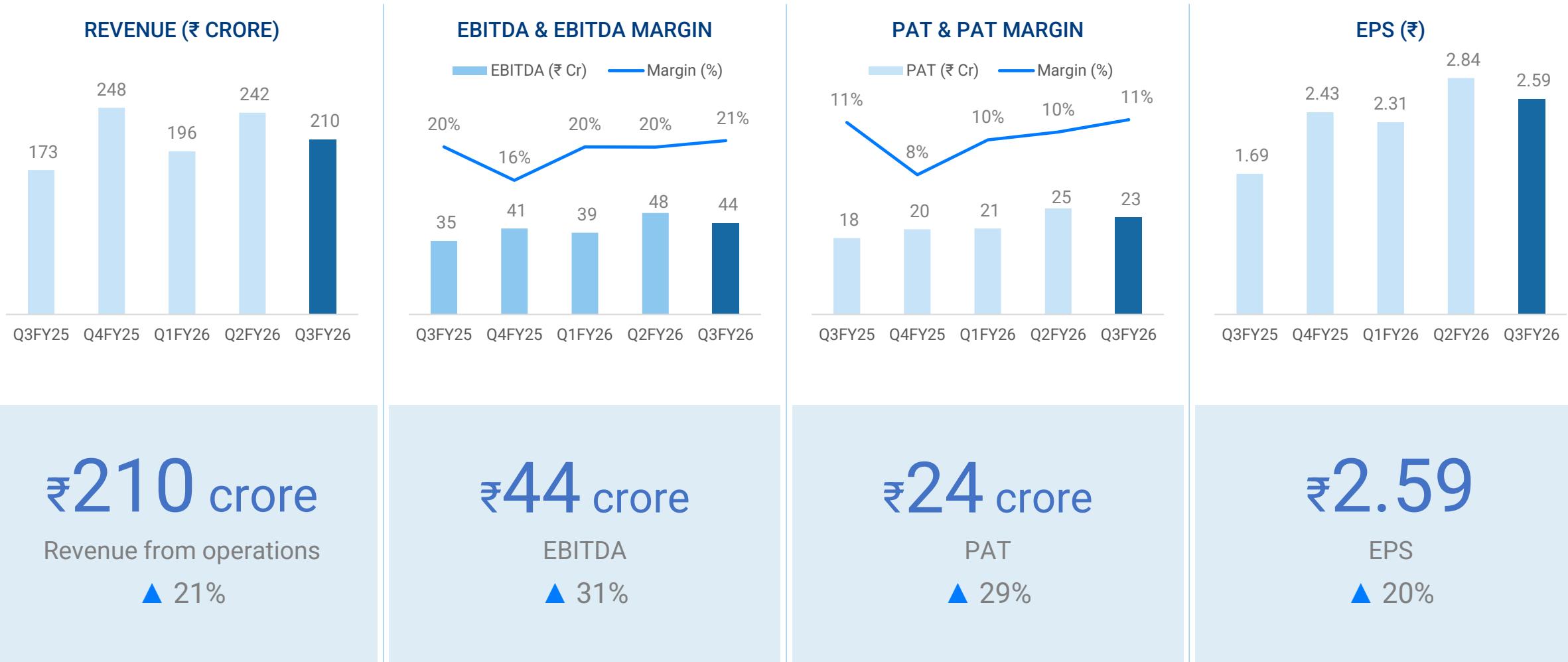
PERFORMANCE REVIEW





- | Strong quarter led by volume growth and operating leverage
- | Revenue grew 21% YoY, on the back of strong volume growth in key APIs
- | EBITDA margin above 20%; up by 31% YoY aided by operating leverage
- | PAT stood at ₹23.47 crore; PAT up 29% YoY; 9M PAT up 42% YoY
- | ₹280 crore capex programme progressing well, on track for completion by FY27
- | On track to deliver 20% revenue growth in FY26 with EBITDA margins of 20%

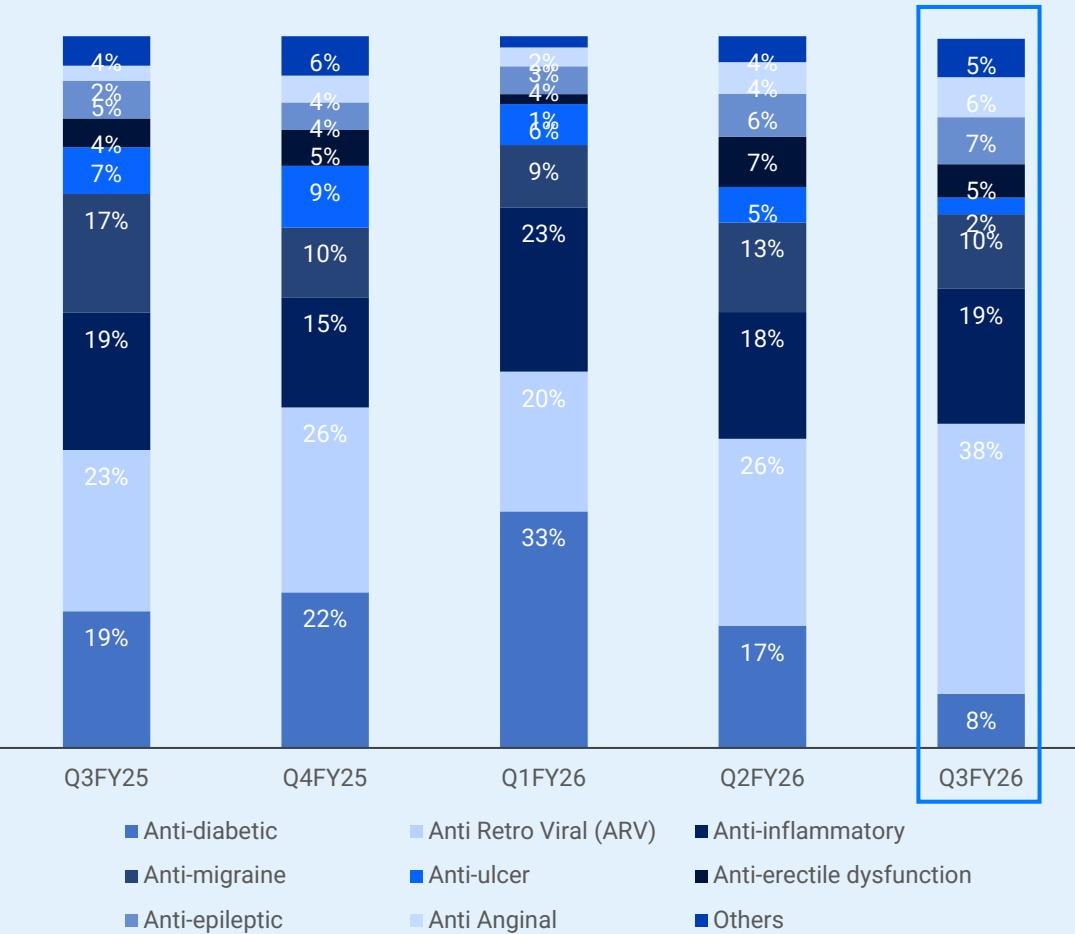
Q3FY26 financial highlights



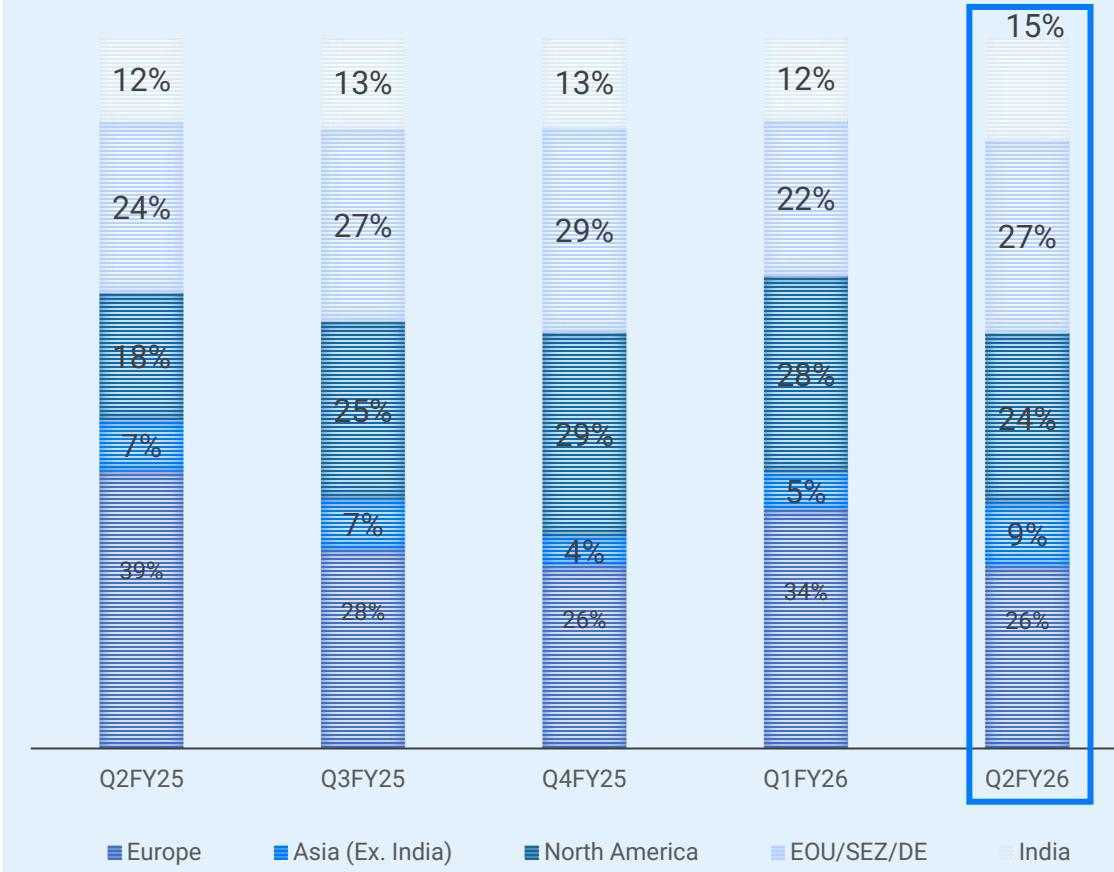
▲ YoY

Key operating metrics Q3FY26

REVENUE BY THERAPEUTIC AREA (%)



REVENUE BY GEOGRAPHY-WISE (%)



02

COMPANY OVERVIEW



Established in

1989

36 years in API manufacturing
and development

SMS's business model is
underpinned by its scale of
operations and depth
of capabilities

- 1 • Diversified API player with a global presence
- 2 • Globally compliant manufacturing facilities
- 3 • Global and domestic leadership in key products
- 4 • Vertically integrated across product portfolio
- 5 • Strong presence in regulated markets
- 6 • Strategic focus on R&D

#1

Global and Domestic leadership in
key products

3,120 KL

Reactor volume

120+

DMFs filed till date

55+

APIs across 14 diverse therapeutic
segments.

1,500+

Employees

100+

Scientists in R&D

88%

Revenue from Regulated markets

75+

Countries served

800+

Customers

1989-2011

- Became the world's largest manufacturer of Ranitidine API
- Acquired a facility to manufacture high value products in Hyderabad
- Successful expansion into regulatory markets
- Successful listing on NSE and BSE

2011-2017

- Started a greenfield project in Vizag to build an API facility in more than 100 acres of land
- Investment in VKT Pharma, an associate company, for forward integration
- Rising market share of high value in the regulated markets drive revenue and margin growth

2017-2022

- Demerger of SMS lifesciences to unlock operational efficiencies and further increase focus on high-value molecules
- Established leadership position in anti migraine, anti diabetic, anti-ulcer and ARVs etc.

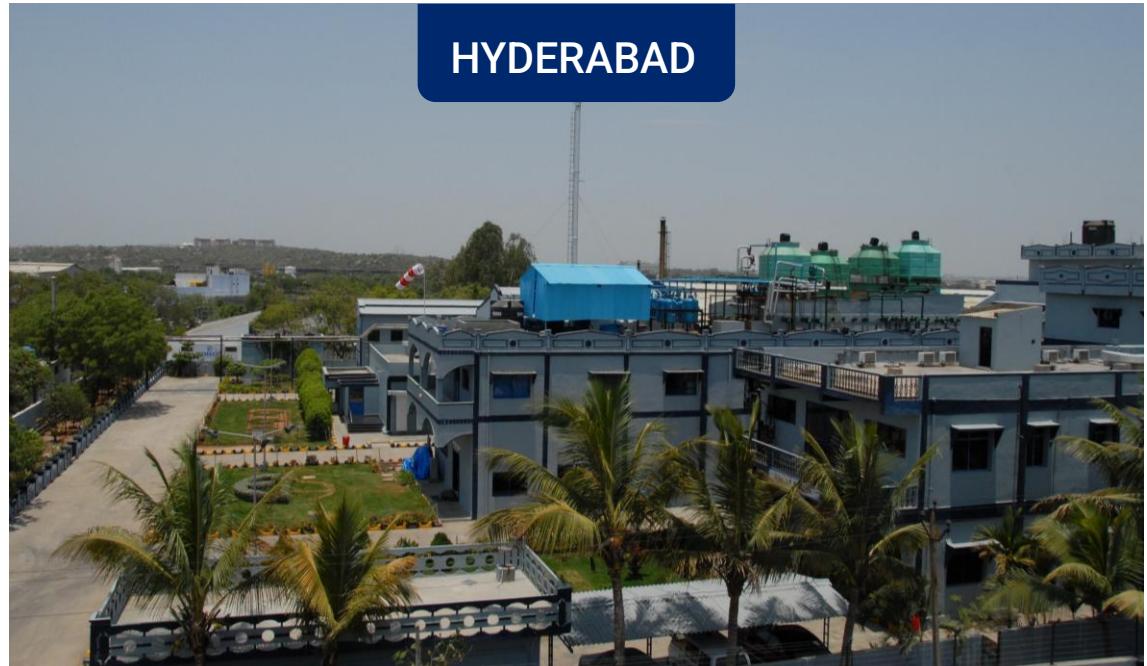
2022-2025

- Launched Asia's largest dedicated automated ibuprofen production block
- Backward integration projects to improve margins across product portfolio
- Successful audits and inspections by EQDM and USFDA at Vizag plant; Successful USFDA inspection at VKT pharma
- Associate VKT Pharma receives USFDA approval for reformulated Ranitidine
- Meaningful contribution of VKT pharma to the bottom line for the first time

Future
Focused strategy in place to deliver revenue growth with margin expansion

Therapeutic areas	Category	9MFY26 revenue share
Anti-diabetic	High-volume	19%
Anti Retro Viral (ARV)	High-volume	28%
Anti-inflammatory	High-value	20%
Anti-migraine	High-value	11%
Anti-ulcer	High-volume	4%
Anti-erectile dysfunction	High-value	5%
Anti-epileptic	High-value	6%
Anti-anginal	High-value	4%
Others	High-value	4%

State-of-the-art, accredited manufacturing facilities



Manufacturing capacity: 120 KL for niche small-volume molecules

Regulatory approvals: USFDA, EUGMP, KFDA, CDSCO, PMDA
Six times approved by the USFDA

Total area: 48,158 m²



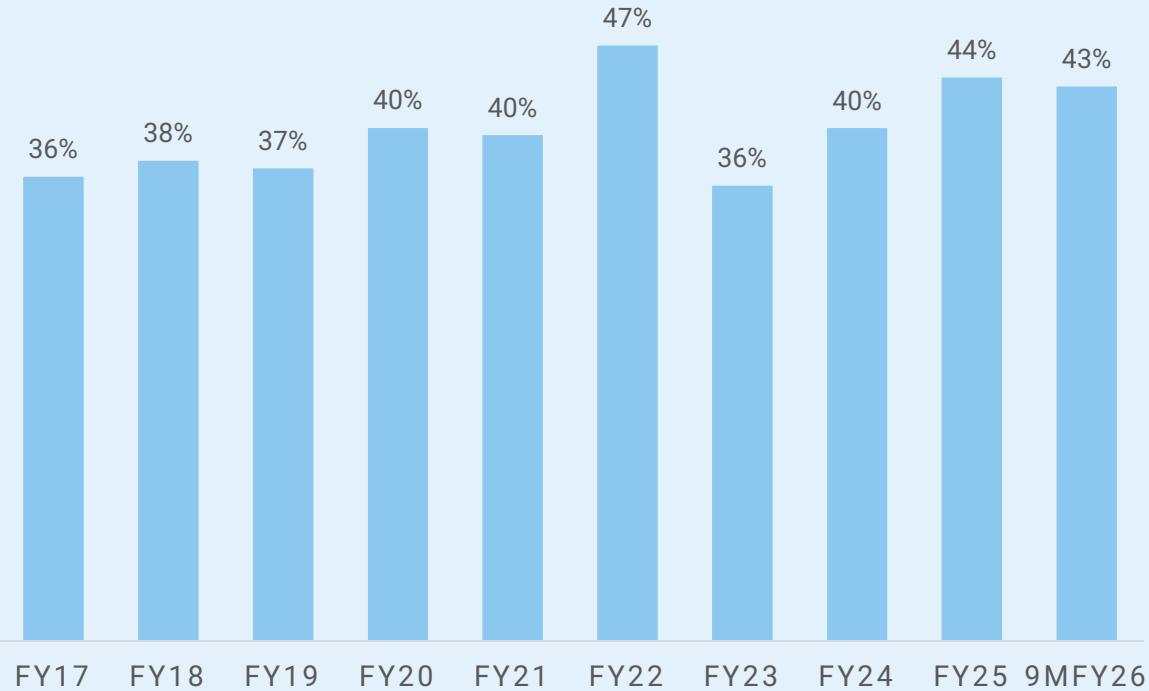
Manufacturing capacity: 3,000 KL for niche large-volume molecules

Regulatory approvals: USFDA, KFDA, CDSCO, PMDA
Four times approved by the USFDA

Total area: 3,45,007 m²

Gross margin expansion in a competitive generics landscape

GROSS MARGIN (EX. MANUFACTURING EXPENSES) (%)



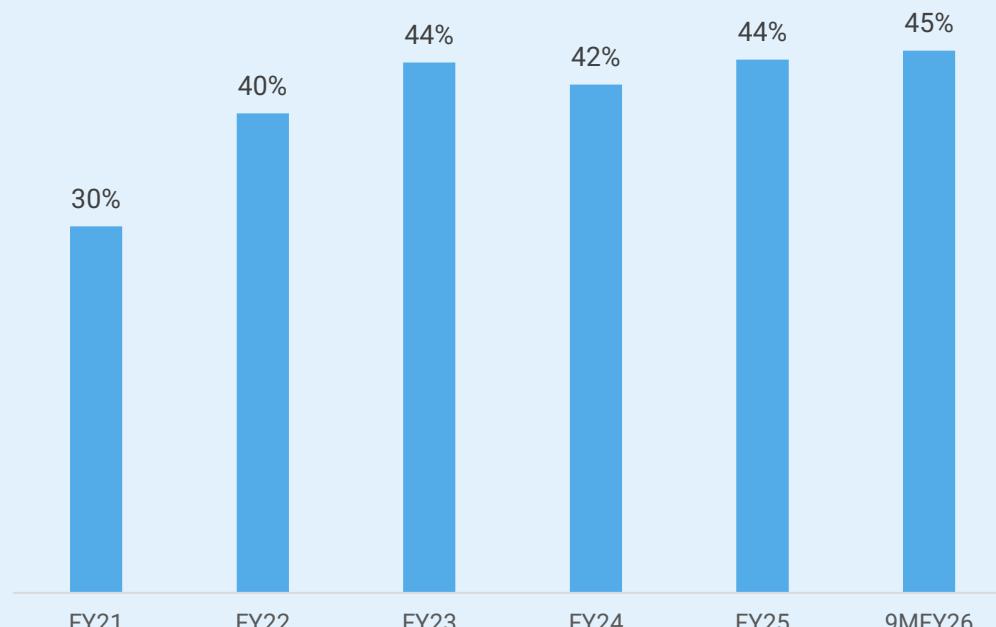
Enabled by

- High-value product mix supports better realisation per MT
- Scalable manufacturing enables operating leverage and market leadership
- Strong foothold in regulatory markets ensures pricing power and durability
- Strategic R&D focus drives process optimisation and margin protection

High-value portfolio ensures high quality of cash flows

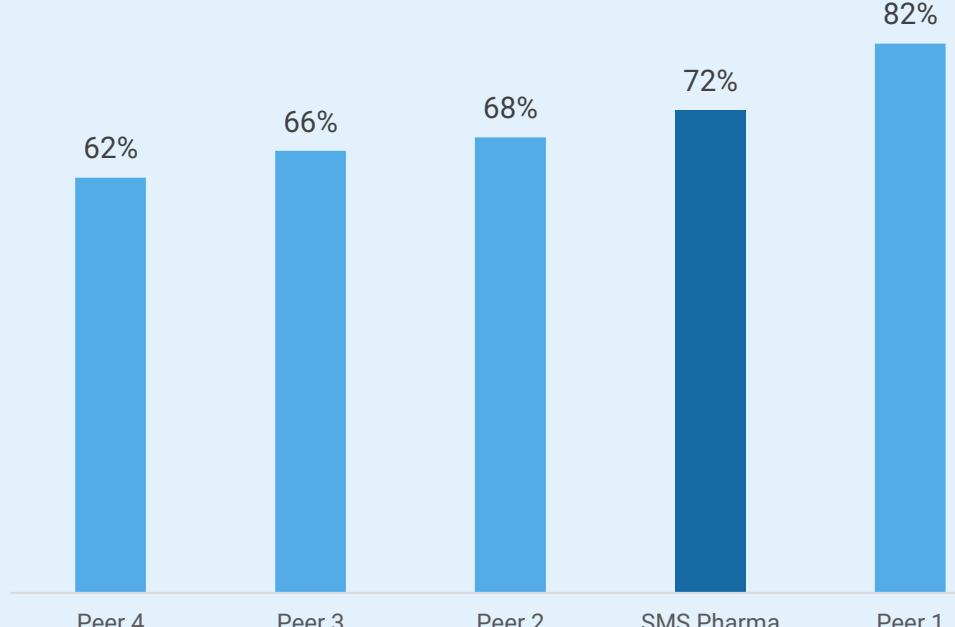
Stable and majority share of high-value product portfolio

SHARE OF HIGH-VALUE PRODUCTS (%)



OCF conversion on par with leading API companies (10 Year avg)

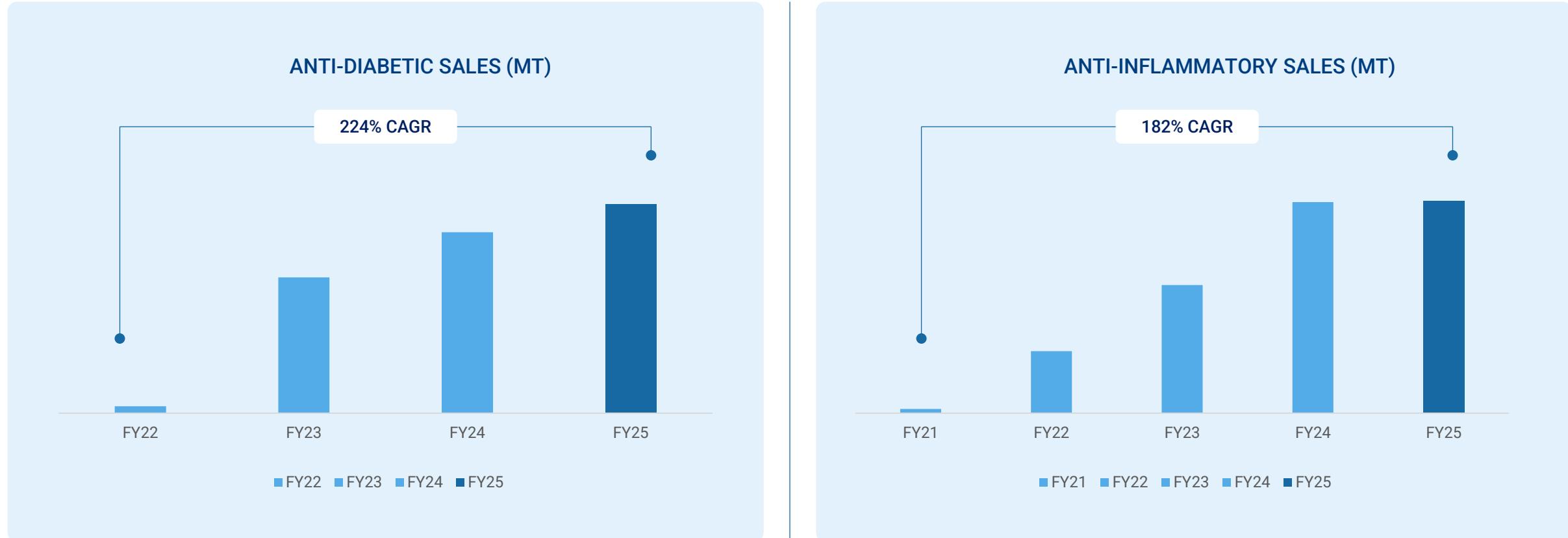
OCF CONVERSION RATIO*



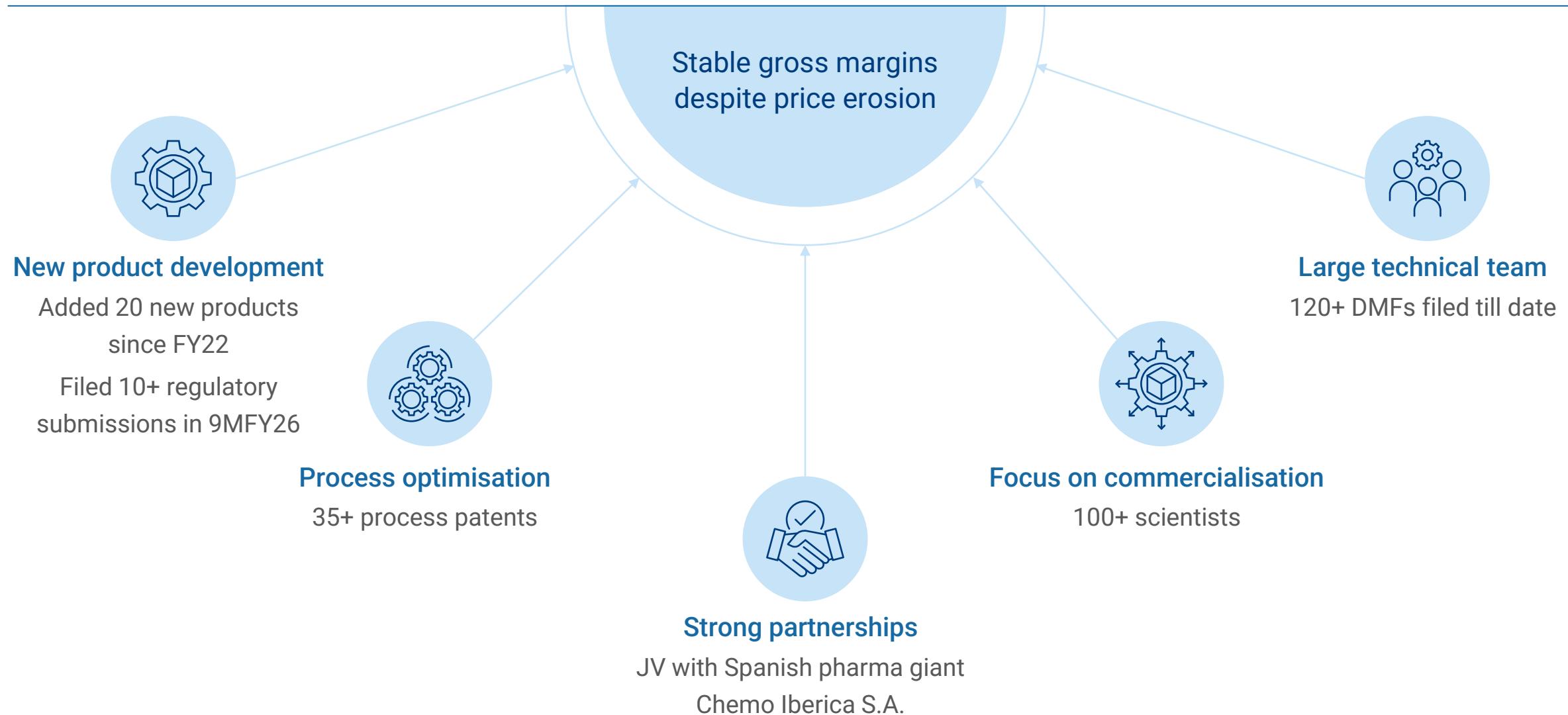
* OCF conversion ratio is defined as cash flow from operating activities divided by EBITDA

Manufacturing facilities enables scale and leadership position

- Rapid scale-up of APIs enabled by decades of in-house technical expertise
- Strong first-to-market capabilities in key therapeutic areas
- Operating leverage drives cost efficiency, enabling competitive pricing and faster market share gains

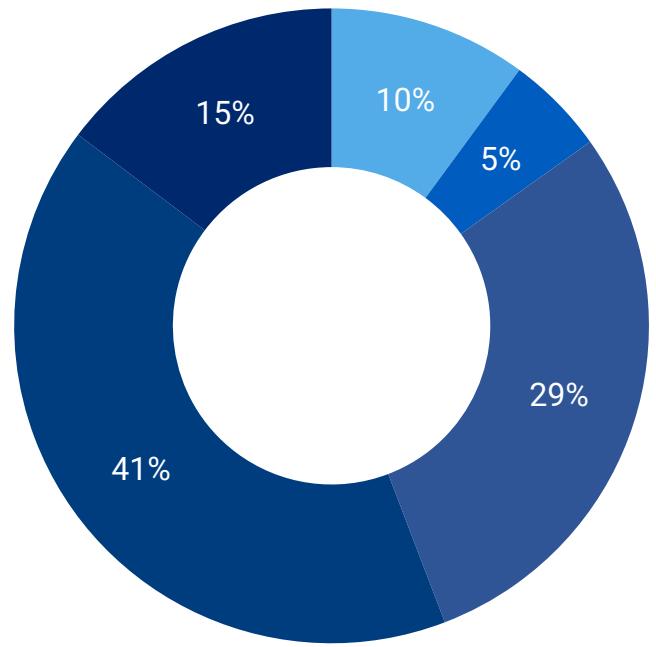


Strategic R&D focus enables margin protection

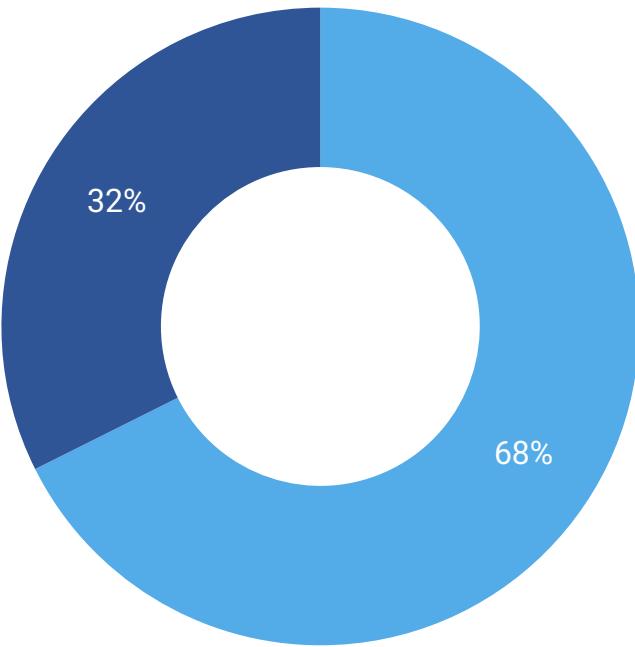


Established, well balanced and diversified customer portfolio

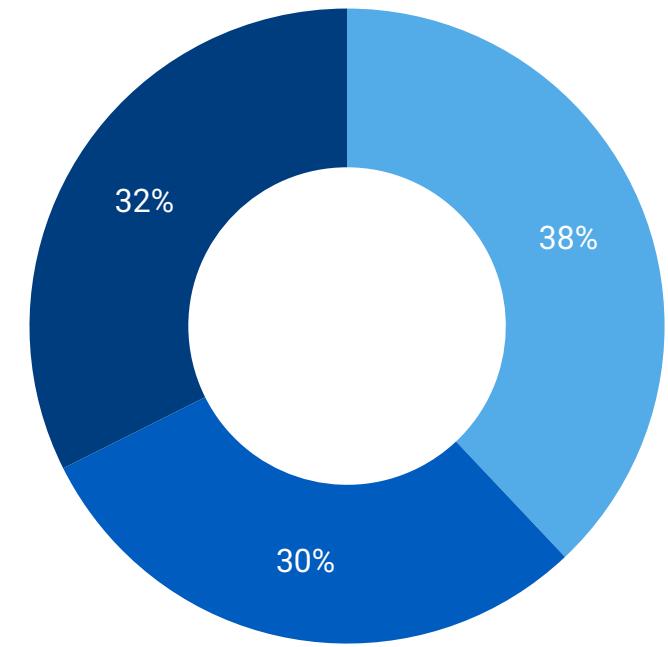
REVENUE BY LOCATION, Q3FY26



REVENUE BY CUSTOMER TYPE, Q3FY26



REVENUE BY CUSTOMER SIZE, Q3FY26



■ Europe ■ Asia (Ex. India) ■ North America
■ EOU/SEZ/DE Sales ■ India

■ Large pharma ■ Mid-to-small pharma

■ Largest ■ Top 2-10 customers ■ Remaining

Long standing relationship with marquee customer base



Experienced BoD to deliver on strategy



Shri. Ramesh Babu Potluri
Chairman & Managing Director



Shri. Vamsi Krishna Potluri
Executive Director



Shri. Shravan Kudravallii
Independent Director



Shri. Sarvepalli Srinivas
Director



**Shri. Dr. Suresh Kumar
Gangavarapu**
Independent Director



**Shri. Sunkara Venkata Satya
Shiva Prasad**
Non-Executive Non Independent
Director



Smt. Shanti Sree Bolleni
Independent Director



Shri. Trilok Potluri
Non-Executive Non Independent
Director

03 WAY FORWARD



Targeting 1.75 average net asset turnover over the next 2-3 years



* Annualised figure based on H1FY26 numbers

Key drivers

- **Anti-inflammatory:** Aspiring to become the global market leader
- **Strategic partnerships:** Aim to generate additional revenues through our arrangement with Chemo
- **Other APIs:** Market share wins in key APIs



Backward integration to improve quality of earnings



Several products where we have backward integrated

LOW
Dependency on China for raw material

Ability to backward integrate for molecules helps protect gross margins

20

DMF, CEP and dossier
filings targeted over next
two years

2X

R&D investment to double
over next 15 months

PRODUCT PIPELINE

Lab Scale Development & Commercial Validation Completed

- Anti-inflammatory
- Anti-diabetic
- Anti-depressant

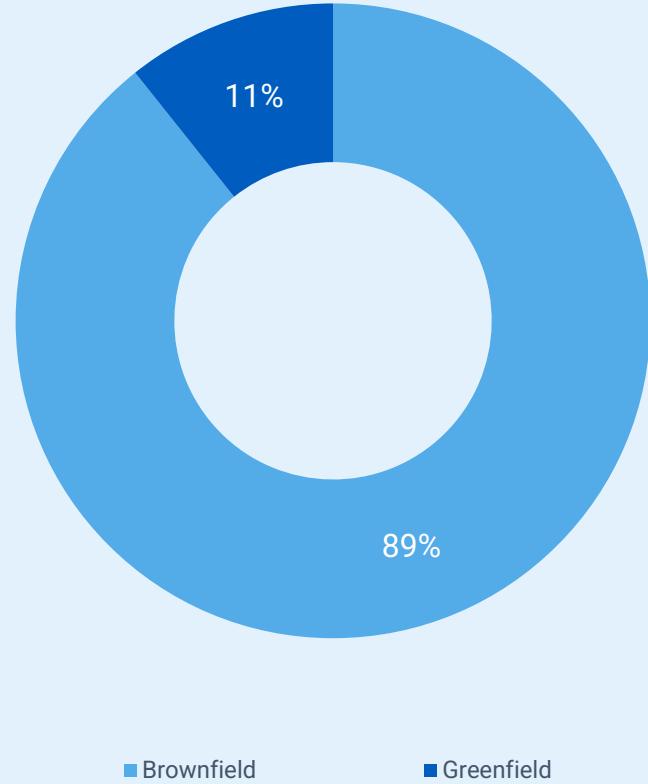
Lab scale development and validation completed

- Anti-hypertensive
- Antipsychotic
- Ulcerative colitis



Launch of major Capex projects to support strategy

Capex project mix



₹280 crore
Capex spend to be completed by FY27

Capex oriented towards:

- Capacity expansion for existing APIs
- Building capacities for new API pipeline
- Land acquisition in process for a greenfield project

Strategic focus:

- Completed one Capex cycle in last 3-4 years; Now focused on asset utilisation to deliver best-in-class returns
- Current round of Capex is targeted to deliver returns in the high-teens range

04

HISTORICAL FINANCIAL PERFORMANCE



Consolidated P&L statement

Particulars (₹ Cr)	Q3FY26	Q3FY25	YoY%	Q2FY26	QoQ%	9MFY26	9MFY25	YoY%
Revenue from Operations	210.45	173.35	21%	242.43	-13%	648.92	534.55	21%
COGS	135.56	106.24	28%	165.55	-18%	431.81	350.09	23%
Gross Profit	74.89	67.11	12%	76.88	-3%	217.11	184.46	18%
Gross Margin (%)	36%	39%	-313bps	32%	387bps	33%	35%	-105bps
EBITDA	43.65	33.21	31%	48.38	-10%	131.38	98.19	34%
EBITDA Margin (%)	21%	19%	158bps	20%	78bps	20%	18%	188bps
Other Income	3.75	2.13	76%	1.43	162%	5.78	4.80	20%
Finance Costs	6.22	4.20	48%	5.74	8%	17.80	13.48	32%
Depreciation	10.02	8.70	15%	10.02	0%	29.79	25.70	16%
PBT	31.16	22.44	39%	34.05	-8%	89.57	63.81	40%
Taxes	7.97	5.36	49%	8.91	-11%	22.54	16.50	37%
Reported PAT	23.19	17.08	36%	25.14	-8%	67.03	47.32	42%
Add: Share of Associate Profit/Loss	0.28	1.16	-100%	0.18	56%	2.24	1.50	49%
PAT after MI & Assoc	23.47	18.24	29%	25.32	-7%	69.27	48.82	42%
PAT Margin (%)	11%	11%	63bps	10%	71bps	11%	9%	154bps
Earnings Per Share (EPS)	2.59	2.15	20%	2.84	-9%	7.64	5.77	32%

THANK YOU

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Mr. Aditya Dutta

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