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A Joyful Journey of 30 years



A humble beginning by a first generation entrepreneur Late Sh. K. B. Suri in 1984 with six people.

Started manufacturing semi-synthetic penicillins with enzymatic technology.

Started investing in R&D and developed new molecules like Loratadine and Cisapride in 1996.

Has grown into a diversified pharma player with international approvals and presence coupled with local brand and distribution.



M T



"To provide high quality pharmaceutical products of international standards to generic markets, and to promote innovative health products in India for consumers at large with commitment to x hsp 'huk' zl y gil '/' - Late Sh. K.B. Suri



This intimate logo of a loving Mother & Child was launched by the company in 1992 and very behutims, jhwtuyez tol' jivthwhuyz thiv v'-The Joy of Growing Together. The way mother takes coare of its little child, the company endeavors to take care of its all its customers and stakeholder





World Class Facilities

Three well equipped manufacturing facilities in Himachal Pradesh (HP) India. The main API plant at Masulkhana has been built up on 7 acres of land and has two manufacturing units.

Integrated pharma plant at Baddi spread over 60 acres of land has got ten manufacturing units for APIs, Finished dosages and Diagnostics. Finished dosage facilities in Parwanoo has two operating units.

International quality standards and quality control systems & cGMP documentations. Large capacities with focus on export market and cost reduction.

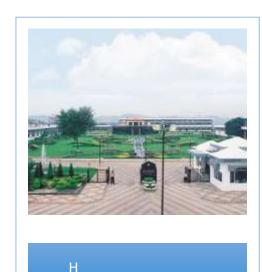








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World Class Facilities









World Class Facilities



















Business Segments

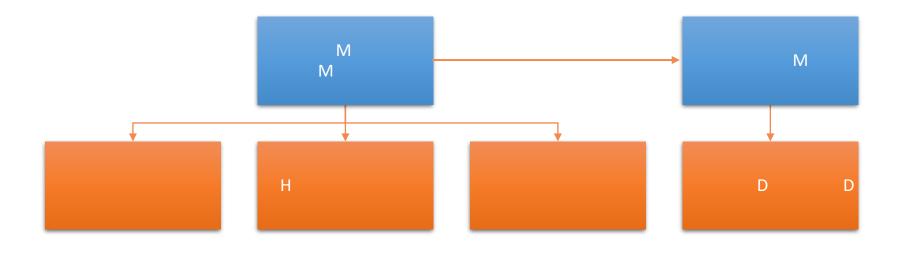
Morepen has four clearly defined business segments within the pharmaceutical space.

The company started as a bulk drug manufacturer and Active Pharmaceutical Ingredients (API) and still scores 60% of its business through this segment in both export and domestic market.

In 2001 it launched FMHG/OTC brand Dr. Morepen under its wholly owned subsidiary Doctor Morepen Limited and has developed its leadership in over the counter (OTC) and health products.

First and biggest company to successfully create Home Diagnostics market in India under Dr. Morepen brand.

It has also achieved deep penetration into finished dosage market through Branded Generics in India





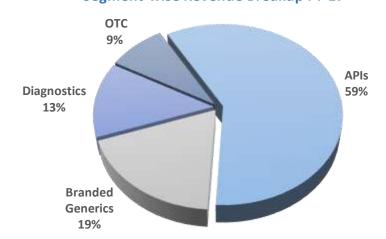


Significant upward journey begins

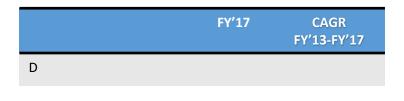
Substantial growth in revenues across all business segments with CAGR of 16% for last five years speaks about the dedicated efforts of the team. Expanding the product offerings, on-ground coverage and reach to the end customers have resulted in good returns.

APIs have maintained its lion share of 59% followed by Diagnostics and Branded Generics. OTC contributes 9% to the consolidated revenue.

Segment-wise Revenue Breakup FY'17



Increasing Gross Revenues 588 486 402 369 329 FY13 FY14 FY15 FY16 FY17



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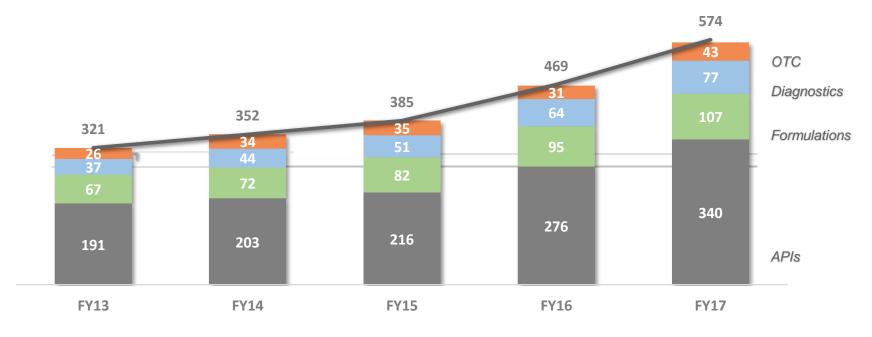




All segments stack up for high growth

All business segments are catching to deliver the substantial growth year after year and now poised for sizeable jump in revenues. In last 5 year sales have registered a CAGR of 15% out of which API and OTC have recorded a CAGR of 16% while Diagnostics have outshined with CAGR of 20% for last five fiscals FY13 to FY18.

Segment wise split for last five years









API: Portfolio of Block Buster Drugs

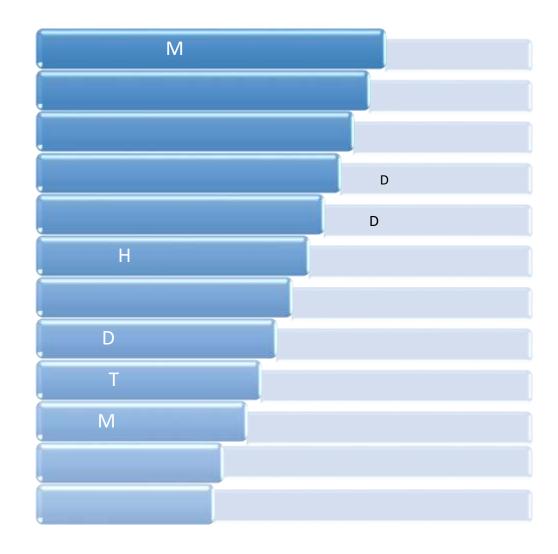
Over twenty block buster APIs being manufactured under cGMP guidelines at Baddi and Masulkhana (HP).

Wwyski z saygezt geneyg wsayeywm Loratadine with over 80% US generics market share.

Large capacities for Montelukast Sodium, an Asthma drug with market size of US\$ 2 bn. Recently got entry into Rs.2000 crore US market.

Largest generic player of Montelukast Sodium worldwide.

Among the top players in production of block buster drug, Atorvastatin with market size of US\$18 bn.







International Regulatory Approvals

Both API plants at Masulkhana and Baddi in Himachal are approved by international regulatory agencies and there are no pending deficiencies.











API facility

Masulkhana (HP)

•UT HDA

TGA Australia

EU GMP (Tlovenia)

EU GMP (DDTDO)

WHO GMP

API Facility Baddi (HP)

- •EU GMO Slovenia
- *EU GMP (DDJDO)

 Korean GMP (KHDA)
- •WHO GMP









International DMFs Filings

Company has a very strong regulatory department and has filed 45 Drug Master files for all APIs with international documentation and validation data.

Six Certificate of Suitability (COS) applicable in 28 European countries.



Loratadine

- US DMF
- Canada
- CEP-Europe
- Russia
- Japan
- Taiwan

Desloratadine

- US DMF
- Europe
- Taiwan
 - Russia
 - China

Atorvastatin

- US DMF
- Canada
- Canada
 Europe
- Russia
- Taiwan
- Korea

Montelukast

- US DMF
- Canada
- Europe
- Russia
- Taiwan
- Korea
- China

exofenadine

- US DMF
- Europe
- · Slovakia
- Japan
- Taiwan

Rosuvastatin

- US DMF
- Europe
- Taiwan



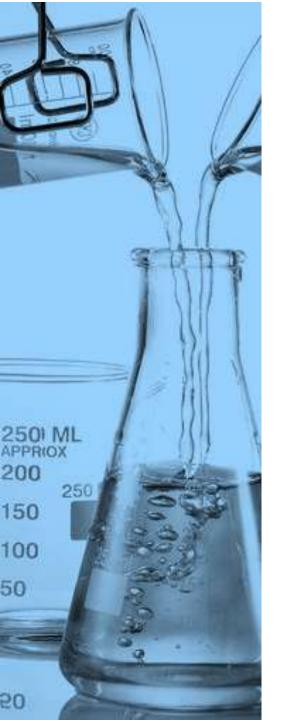


Research & Development

Highly skilled, dedicated team of R&D at main API plant at Masulkhana (HP) with focus on new product pipeline, cost reduction and new processes.

All the products launched so far by the company have been developed in-house and also have a strong pipeline ready.

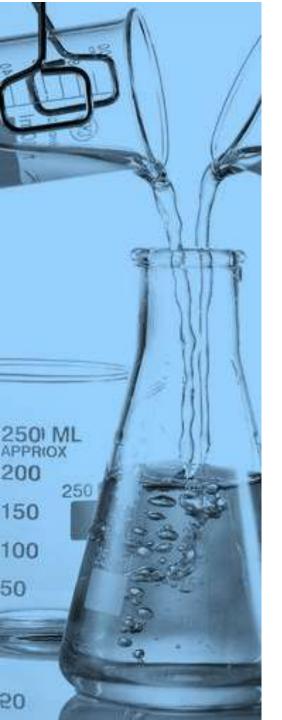






R&D: Specialized Chemical Synthesis







R&D: Specialized Chemical Synthesis







R&D: Intellectual Property (IP)

Thanks to the advanced skills and consistent effort of the R&D team, the Company had filed 54 International Patents with World Intellectual Property Office (WIPO) and other relevant country offices including India.

Strenuous efforts are made to focus on process simplification, cost reduction, environment and safety and development of proprietary non-infringing processes.

Awarded Pharmexcil Patent Award consecutively for three year 2010-13

Desloratadine

- Global
- · USA
- Canada
- Europe
- India

Atorvastatin

- Global
- USA
- Canada
- Europe
- Russia
- · South Africa
- Australia
- Japan
- India

Monteluka

- Global
- USA
- Canada
- Europe
- India

Other Indian Patenta

- Loratadine
- Fexofenadine
- Rosuvastatin
- Aliskiren
- Garlic Ointment
- Antibacterial Gel





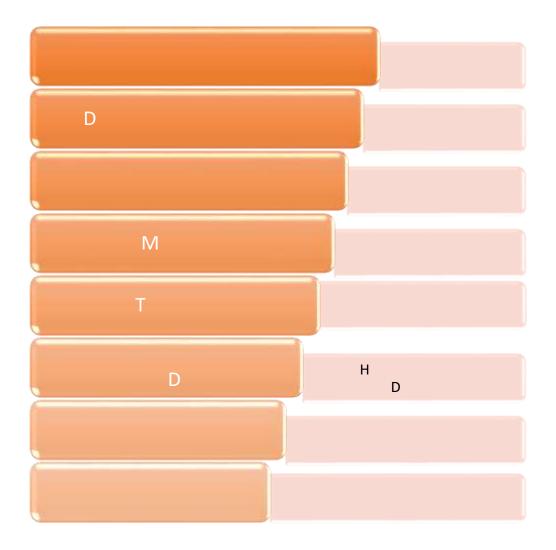


R&D: Versatile Product Pipeline



Over ten new molecules in advance stage of development with noninfringing process, with excellent impurity profile and complete documentation.

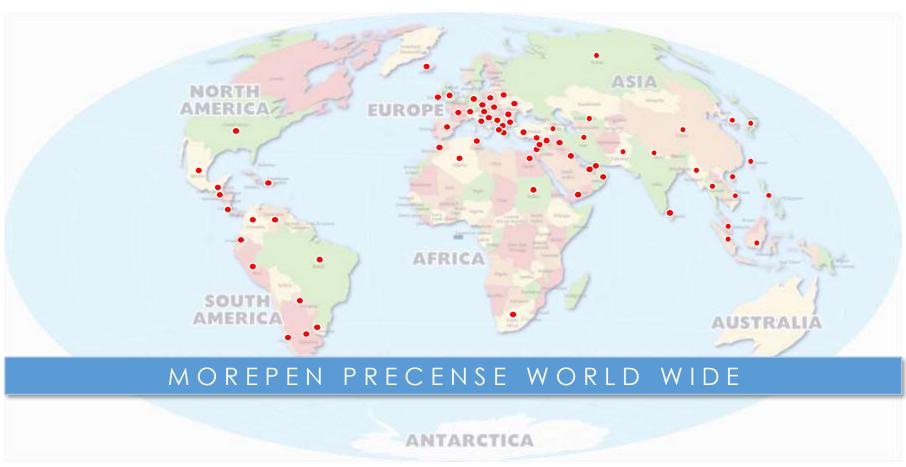
Focus remains on export market high-value products







API Export to over 75 countries





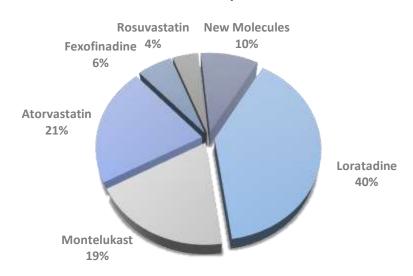


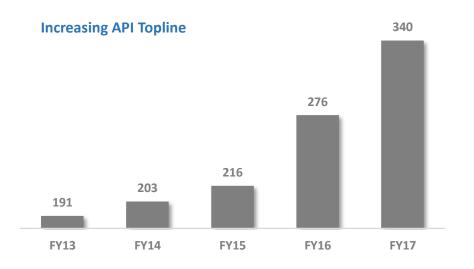
Expanding International Base

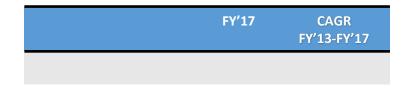
Consistent growth in API revenues with CAGR of 16%, Exports have also grown at the CAGR of 12% for five years.

Loratadine retains the major share of export followed by Atorvastatin and Montelukast which is expected to increase in coming years in lieu of recent FDA clearance of the plant.

Product-wise Export FY17







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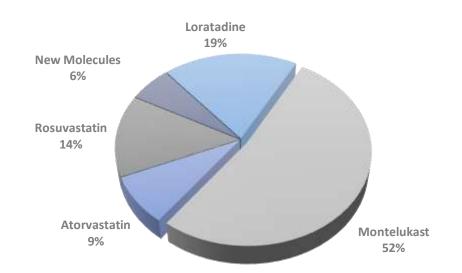


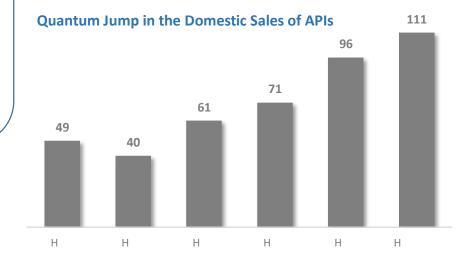
Increasing Domestic Presence

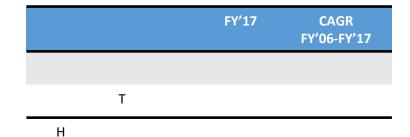
While Exports have grown at CAGR of 15% (RS.245 crores for FY17) domestic market is also on a fast track

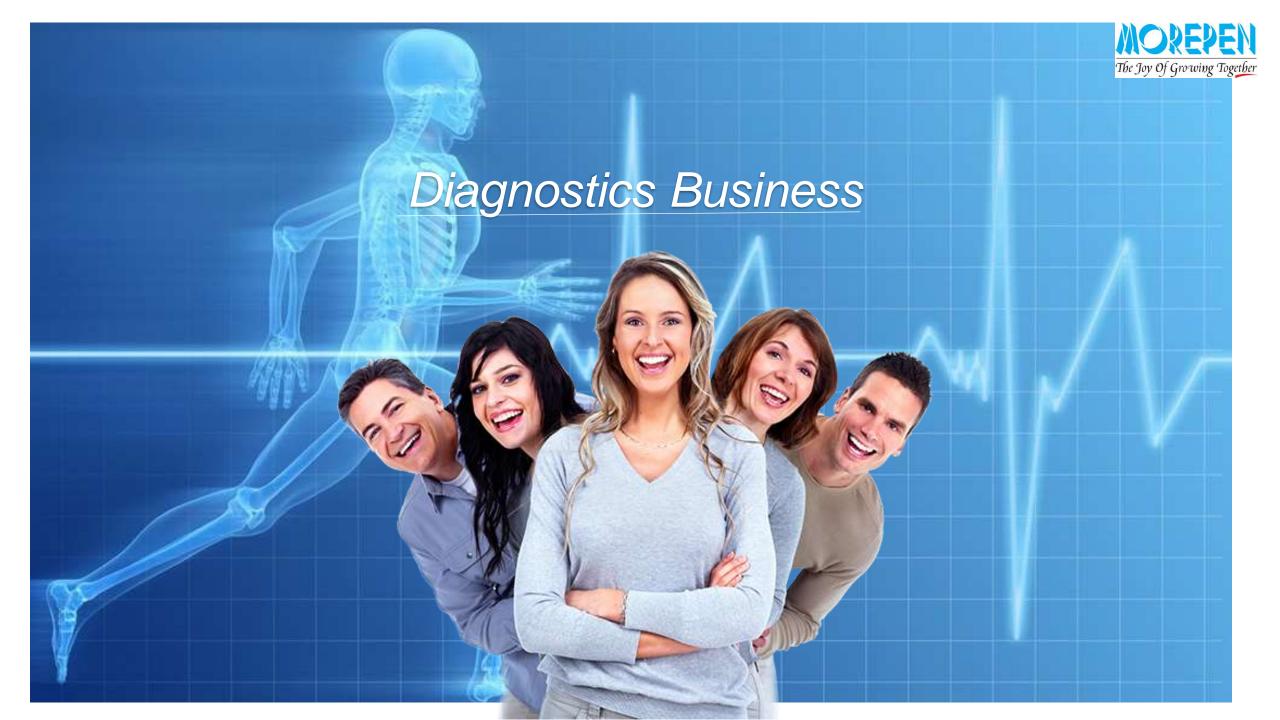
With a wide range of international quality products in the basket, the company has established its base in the domestic market which has grown at the rate of 47% for last 12 years CAGR and 18% in last 5 years Domestic market growth is led by Montelukast with 52% share in the topline, followed by Loratadine and Rosuvastatin

Product-wise Domestic Sales FY'17











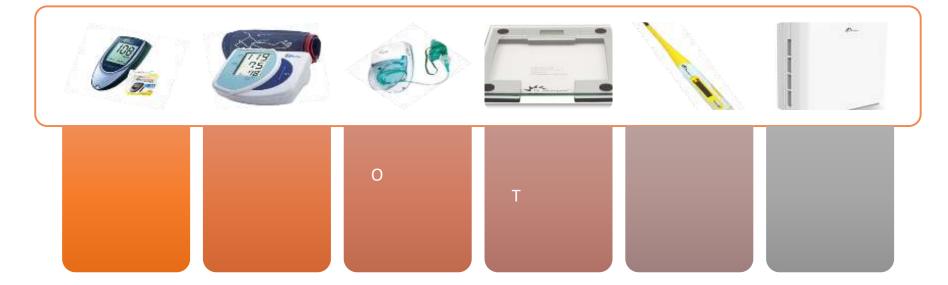


Lifestyle Home Diagnostic Products

With increasing urbanization, education and health awareness, more and people are using Diagnostics Products at home for day to day testing. Company launched the Brand Home Health under the umbrella brand of Dr. Morepen in 2001.

Large sales team in India with over 1000 distributors directly billed by the company. Service centers in all four zone in India.







Lifestyle Home Diagnostic Products







Market leaders for Gluco Monitors

India is known as the Diabetes Capital of the world and it is estimated that India has over 60 Million Diabetics as per a WHO report.

Morepen with a installed base of around 1.7 million Blood Glucose Monitors users and tour joing 9 Missour by May o 885 May evelut pt the leading player and ranks on top in terms of fresh meters being installed month over month.

Encouraged by the market response the company set up a sophisticated plant manufacturing Gluco Monitors in Baddi (HP) and has a capacity to produce 1.2 million meters and 30 million strips per annum

All the products are available at online retail and Gluco Monitor (Model BG03) is the best seller product on Flipkart.

























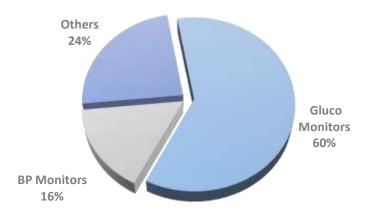
Exponential Growth in Business

With increased focus of cost reduction and customer service, Diagnostics business has grown at the rate of 20% CAGR for last five years in a row.

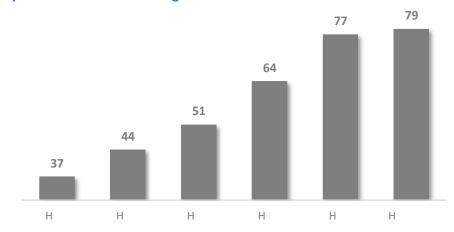
This is led by jump in Gluco Monitor sales with 60% share in the topline and CAGR of 52% for last 5 years.

BP Monitors is the next category which is growing fast.

Product-wise Diagnostic Sales FY17



Exponential Growth in Diagnostic Devices Sales



	FY'17	CAGR FY'13-FY'17
Т		







High Quality Prescription Drugs

A portfolio of 400 products in various therapeutic categories available at chemist shops against prescription under MOREPEN brand

Highly trained sales team is positioned in all major cities. Other than Gastro and Antibiotics, the team has high focus on nutritional products.

There is skilled team (Cardia) to cater to lifestyle diseases in Cardiac and Diabetic segment















• Taltum

AciHix

Rhytmix

Oeomust

Rabipen



Extensive Range of Branded Products













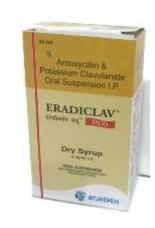














Extensive Range of Generic Products









































Large foot print: All round growth

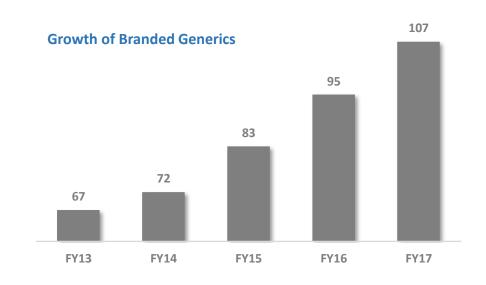
Morepen enjoys a reputation of being a quality player in the trade and in the medical fraternity. This has given huge push in the sale of branded and generic drugs of the company in the trade and institutional sales

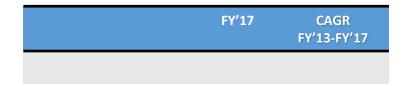
For better reach to the small towns and remote villages, company does not use regular multi layered distribution system and has cut down all intermediaries and marketing costs.

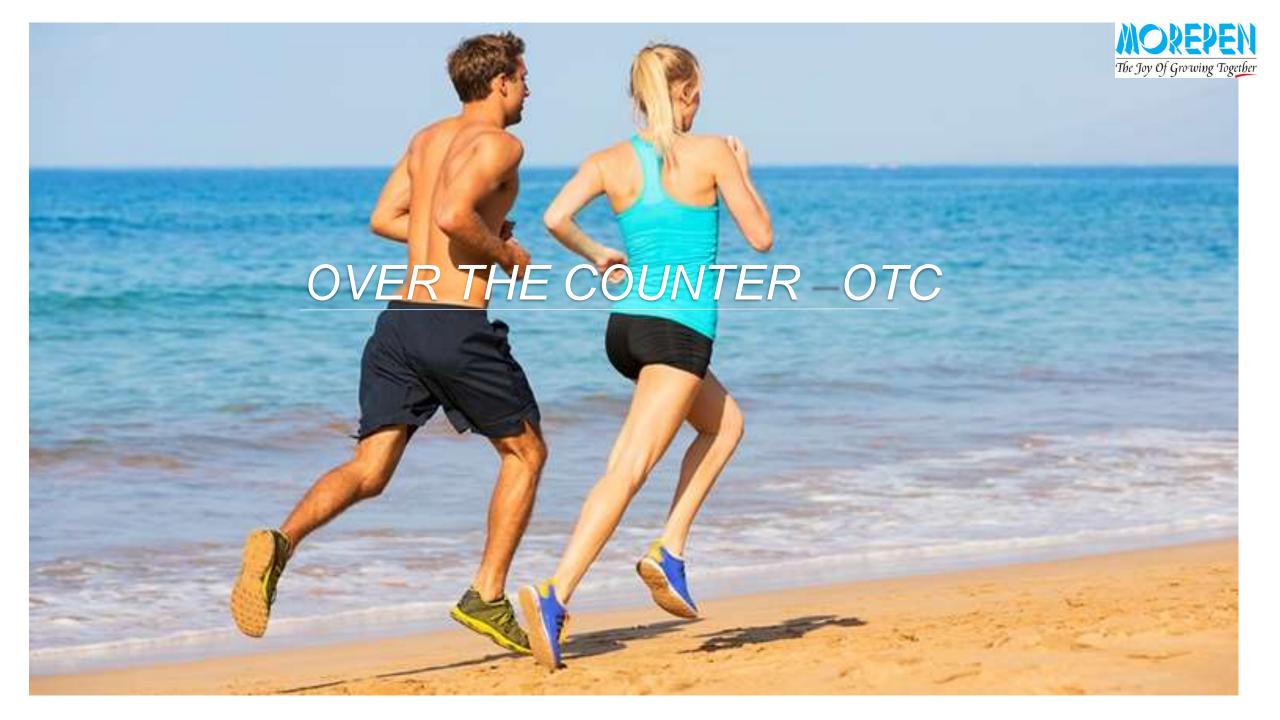
All the savings are passed on the patients and generic medicines are sold at affordable prices with in the reach of lower and middle class.

Generic medicines have shown a consistent growth of 12% CAGR in last five years.

Going forward, company is planning to invest in the new molecules in branded portfolio of lifestyle drugs.









Lifestyle Brand for Health & Fitness

Lifestyle brand for upwardly mobile consumers who want the control of their health. Dr.

Theyewed goed "Obaso of your obacks" by.

Morepen has started its journey outside the kingtoy's jobtmoby bulk of figst whos kind before by any pharma company.

Dr. Morepen has established itself a leading brand in OTC market of Rs.20,000 crores in



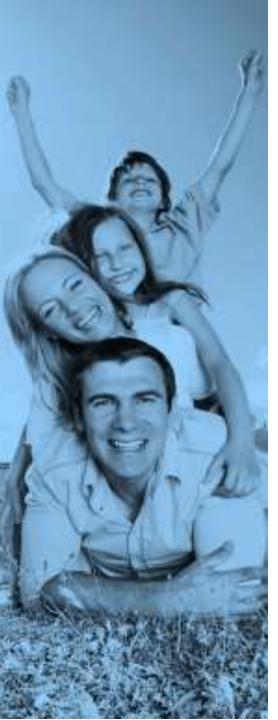
Full basket of Health Products













High Recall Brands: Burnol & Lemolate

Dr. Morepen reaches out to every nook and corner the country including rural market and whole sale market because of the hirrecall brands like Burnol and Lemolate which company had acquired 15 years ago.

Burnol has legacy of 70 years and is used in byby/ ovuzbov&5Buyuv\$pz tob' "Vymmhs Buyuz Cybhtm"/hukl ybtmbmz tob' tnbykbt leader in the category.

Lemolate is also a 40 year brand and has great recall in Eastern and Western India in the big cough & cold segment

QuickCheck is an established brand for Pregnancy Cards and has huge potential for growth.











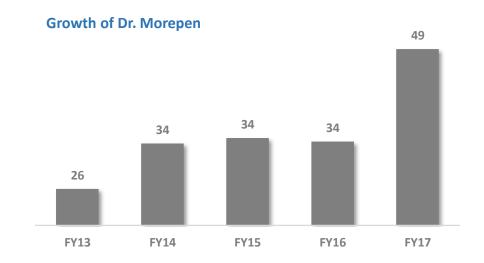
Healthy Growth: Future Ready

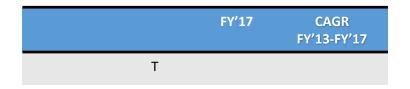
Dr. Morepen brand is fast growing at the CAGR of 14% since last five years and has established its distribution network and reach to the last consumer.

As a strategy to reach to the small towns and villages where regular distribution channel do not reach, Dr. Morepen has cut down all the intermediaries and directly reaches to consumer and the benefit is passed on the consumer by way affordable pricing for lower and middle class.

With concerted efforts, this segment has recorded a CAGR of 56% in last five vears.

Company has also launched a brand GUBB in the personal hygiene and grooming brand which is doing very well





HOW FIT IS YOUR HEART?







Dr. Morepen Nation On Wellness: NOW

This is new initiative of Dr. Morepen where in consumer is empowered to stay Hear-Fit with a special technique call ECP (External Counter Pulsation) in collaboration with Renew. ECP treatment improves blood circulation and develops natural bypass for blocked arteries. The company has opened one such center in Delhi and plans to expand fast across the world.

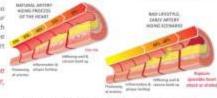


REALITY CHECK

20's is the new 40's and 50's is the new 70's

Today, everyone is busy striving to achieve too much in too. in the time. We are doing this at the cost of our health and our heart. If we keep going this way, our heart will age much faster and young age deaths due to heart abuse will become a common phenomena. It's time for us to make our heart health a practity, before it's too late.

We don't realize but we mindlessly use and abuse our heart with things as little as stress, salt, sugar, fat, alcohol, tobacco and a sedentary lifestyle.



Compatibut showing sorrod artery aging with early artery aging of the heart



INTERDUCING

India accounts for approx 60% of the world's heart disease burden

- as per Public Health estimates

- When heart disease strikes indians, it tends to do so at an earlier age (almost 33% earlier) than other demographics, often without prior warning
- 50% of all heart attacks in Indian men occur under 50 years of age and 25% under 40 years.
- Indians have been affected by major risk factors for cardiac disease like high rates of hypertension smoking, metabolic syndrome and diabetes
- Heart disease rate among Indians is double that of the western world, attributed to an
 underlying genetic risk and a recent shift towards increasing consumption of saturated fats,
 and foods, sedentary lifestyle and higher stress among other factors.
- 77% of patients with coronary heart disease have normal cholesterol and most heart attack victims don't have high levels of cholesterol and blood pressure but plaque in their arteries
- 1/3 of first heart attacks are fatal and another 1/3 result in permanent heart damage



introducing Dr. Morepen NOW, where your heart wellness is our top priority. Our 360° approach, with the help of latest technology and our expert team, will help you understand how fit your heart is in just 15mins. Our programs are focused on providing customized solutions as per your conditions and lifestyle. Doesn't matter if you are young or old, a gym freak or a couch potato, we will motivate and inspire you to get heart fit NOW!







Exceptional Operational Performance

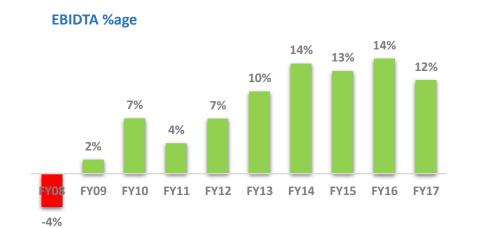
Turnaround performance with sizeable growth in revenues with focus on high value products, volume growth and cost reduction has resulted in improving the margins to a large extent.

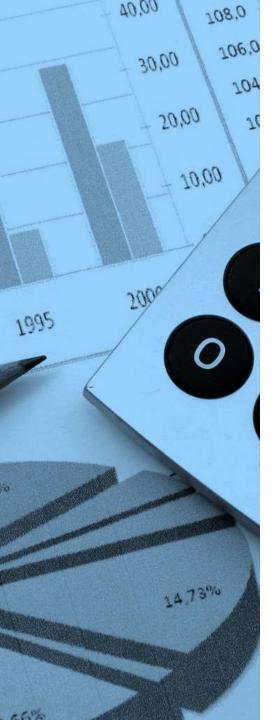
EBIDTA %age has gone up from lower of 2% to 12-14% and from negative EBDITA pol MY 706 to 12564 pay yel pol MY 87

EBIDTA would show further improvement as volumes go up for branded sales and manufacturing base increases for diagnostics in India.











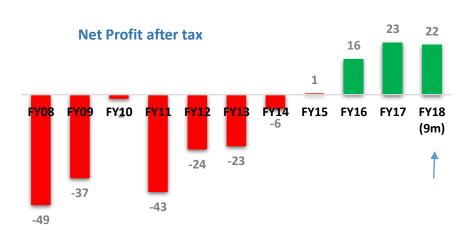
Company Turned In Green After A Decade

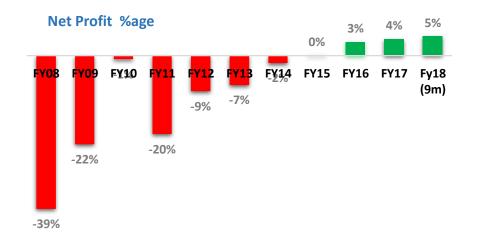
Sustained growth in EBIDTA has given quantum jump in Cash Profits of the company.

Net profit margins have slowly turned positive fouth a wzz winkz \$57 j. wyez wzz joi MY 7075
The company has come back to green since last three fiscals and is consistently going up the ladder now.

The company had accumulated losses to the tune of Rs. 442 crores which have reduced to Rs.99 crores









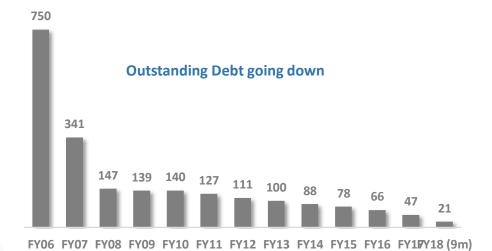


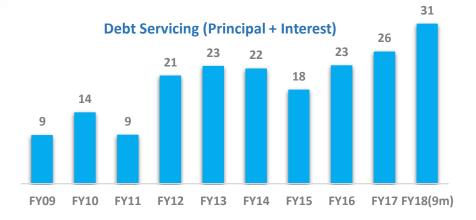
Company becomes Debt Free

The company had peak outstanding debt of Rz5757 j.ywyez wpo' 43 bhukz pi MY705 which was restructured through CDR Scheme of RBI in July 2005. with an upfront payment of OTS amount of Rs.150 crores.

The residual debt of Rs.147 crores has been serviced regularly and company will be jvtmb klebt fyleb pi Quub 885

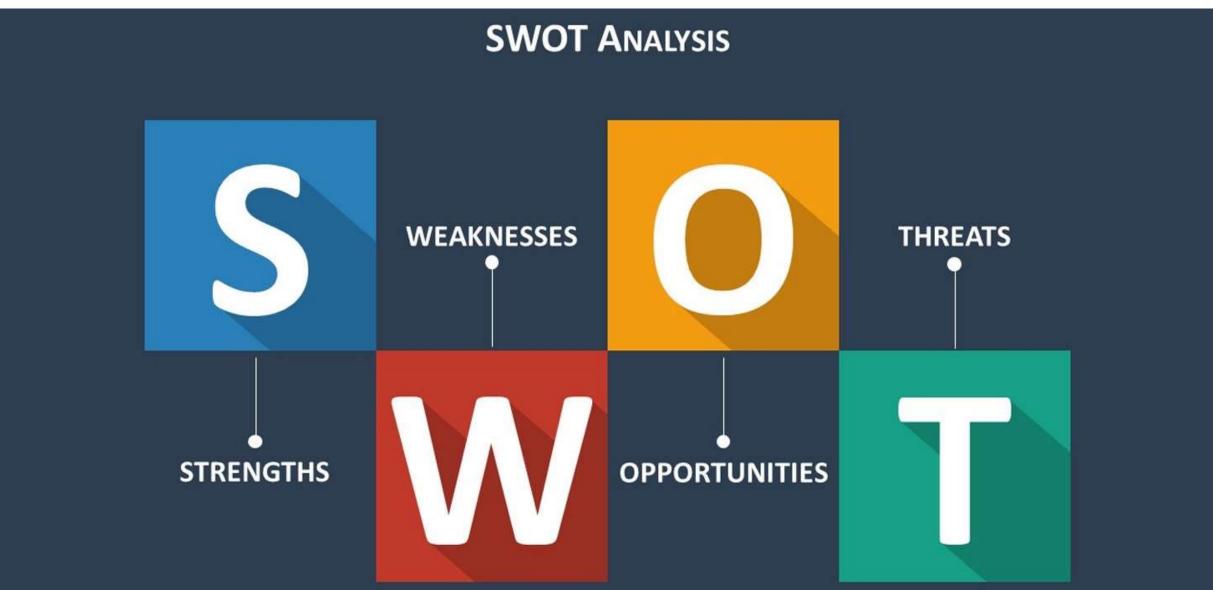
All the repayments of residual debt have done through internal cash accruals without any borrowings from outside

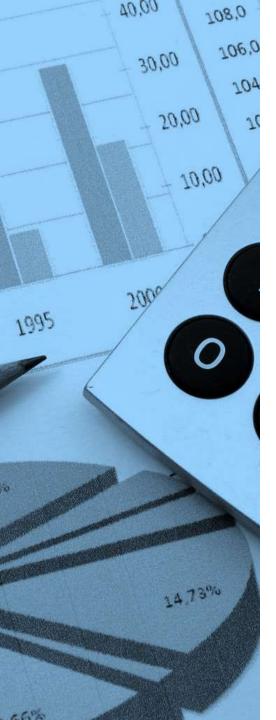




Dues payable to fixed deposit holders to the extent of Rs.139 crores were settled pursuant to Scheme of Arrangement and Equity shares were issued to them in 2009









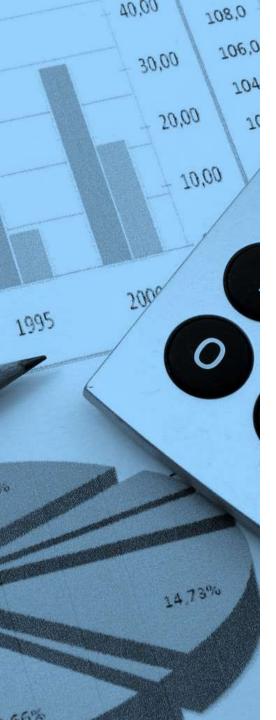
SWOT Analysis

Strengths:

- Very strong R&D Chemistry & and robust product pipeline
- Extremely efficient QC systems and documentation and unmatched quality standards in each segment.
- Plants approved by regulatory agencies like USFDA.
 TGA.
- An integrated Pharma complex at Baddi (HP) over 60 acres of valuable land parcel
- Global market presence in 75 countries.
- Strong Health and fitness brands Dr. Morepen, Burnol.
- Wealth of Intellectual property both Patents & Trade marks.
- All India distribution independently for each Pharma, Diagnostics and Grooming products.
- Only company in India to start manufacturing of Glucometers in India.
- Impeccable online presence and e-commerce platform and teleshopping.
- Loyal customer base with 2 million users of ns jvt blog by Thyjo 88
- Highly dedicated loyal and experienced team with minimal attrition.
- Funding all growth from internal accruals only, no outside borrowings.
- Becoming Debt Free within six months time and will be out of CDR after that.

Weaknesses:

- Working capital constraints due to repayment commitments to banks for next six months.
- Not able to fulfil all the market demand and many times there are pending orders due to limited stock available.
- No banking facility for increasing requirements of import and export business.
- Capacity limitation in API facilities due to multiple products and increasing demand.
- Some new business segments that have not yet built critical mass, do not yield proportional margins.





SWOT Analysis (contd.)

Opportunities:

- Huge scope for increasing API product line and capacity with nominal capex.
- Opportunity to launch many new APIs from the R&D pipeline.
- Expand and Invest on Dr. Morepen brand in health and fitness category.
- Expansion of NOW, the chain of Heart Care Centers after stabilizing the operations.
- After debt obligations are over and company would have free cash available for investing in working capital which would give immediate boost to business.
- Reduce dependence on import and start manufacturing in of maximum diagnostic devices in India.
- Growing large and loyal user base of diabetic patients that can be capitalized to launch future products.
- Use an established e-commerce platform to launch more and more products.
- Low customer acquisition cost due to high brand recall.
- Buying power of the company would increase and would positively impact profitability
- Planned capital investments for the capacity enhancement would give an immediate leap in the topline.

Threats:

- Delay in regulatory approvals due to unforeseen industry factors related to plants and product sometimes delay the product launches
- Product patent issues International Patent treaties sometimes impact the product launch strategy.
- Govt. Import policies, particularly related to China significantly impacts the business model
- Local regulations and policies like GST, price control, labor laws effect the business growth and profitability.
- Seasonal nature of the domestic business, market competition and price fluctuations may effect profitability.







Young Management Team











Domp. Becy.





















Strong Operations Team



Thantanu Tuli
VP-Tales & Marketing
Diagnostics



Piyush Tandon VP- Tales & Marketing API



Rajeev Jain AVP- Acct.& Flinance Flormulations



Amita Sharma AVP- Product & PPD API



M. K. Sharma AVP- QD & QA API



Dr. M. P. Tanwar AVP- R&D API



B. J. Mamba AVP- HR & Admin API



Manoj Kaushik AVP- Manufacturing



Sumit Bhatnagar GM- Hnance & Acct. Morepen



Rekha Bansal GM-Accounts Dr. Morepen



Rajeev Jain GM-Tales Hormulations



O. P. Raheja GM-Sales & Marketing Dr. Morepen



R. D. Kohli Plant Head Flormulations



Pramod Verma GM- Production Baddi



Pramod Dhandra GM- Dommercial Parwanoo



JP\$ Boonga DGM- IT Morepen









Synopsis of FY18-Q3 Performance

	Q3 (17-18)	Q3 (16-17)	% Growth	Consolidated (17-18)	Consolidated (16-17)
Net Revenue	142.74	139.05	3%	155.89	147.24
Expenditure	124.57	123.71	1%	136.84	131.94
EBIDTA	18.17	15.34	18%	19.05	15.30
Interest	0.90	2.23	(60%)	0.91	2.25
Cash Surplus	17.27	13.11	32%	18.14	13.05
Dep. & Amortization	7.60	8.43	(10%)	7.70	8.51
Income Tax	-	-	-	0.01	-
Net Profit	9.67	4.68	107%	10.43	4.54
Other Comprehensive Income/(Loss)	0.17	(0.41)	141%	0.11	-
Total Comprehensive Income	9.84	4.27	130%	10.54	4.54





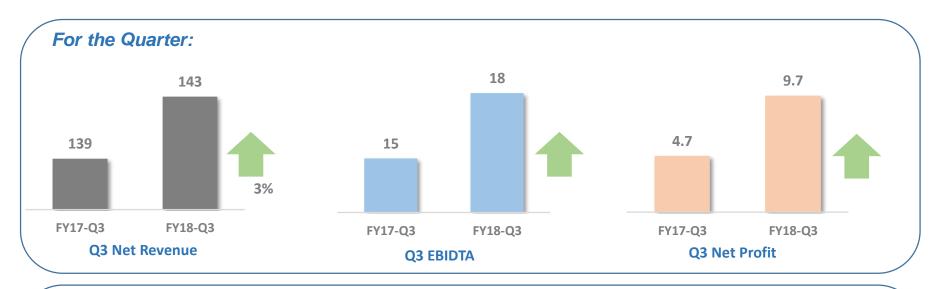
Synopsis of FY18-9M Performance

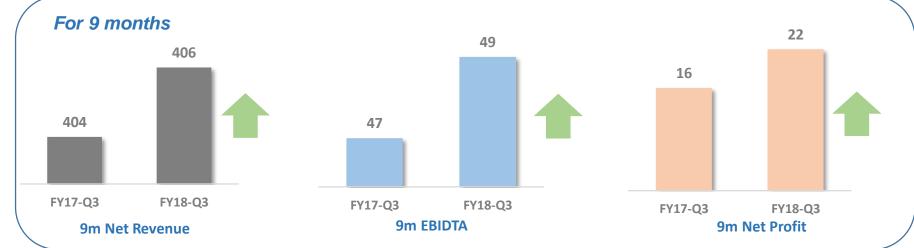
	9 months (17-18)	9 months (16-17)	% Growth	Consolidated (17-18)	Consolidated (16-17)
Net Revenue	406.03	403.63	1%	438.47	429.57
Expenditure	356.89	356.15	0.2%	388.30	381.65
EBIDTA	49.14	47.48	3%	50.17	47.92
Interest	3.50	6.32	(45%)	3.55	6.39
Cash Surplus	45.64	41.16	11%	46.62	41.53
Dep. & Amortization	23.63	25.17	(6%)	23.93	25.39
Income Tax	-	-	-	0.03	0.09
Net Profit	22.01	15.99	38%	22.66	16.05
Other Comprehensive Income/(Loss)	0.14	(0.68)	121%	0.13	-
Total Comprehensive Income	22.15	15.31	45%	2279	16.05





Major growth in EBIDTA & Net Profit

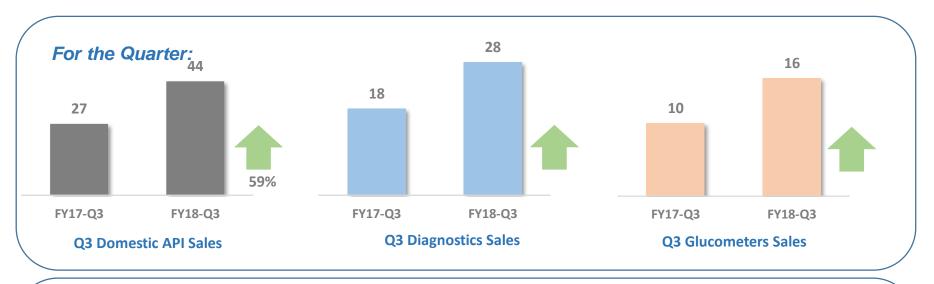








Domestic APIs & Diagnostics zoom









Highlights of FY18-Q3 Performance

- 107% increase in Net profit at Rs.9.67 Crore Cash profits increase by 32%
- EBIDTA growth by 18%
- Net Sales Revenue marginally up by 1.9% at Rs.140 crore.
- Domestic Sales are up by 25 per cent at Rs.103 crore.
- Exports turnover stood at Rs.37 crore.
- Interest burden drops further down by 60% at Rs.90 lakhs only.
- Montelukast records highest growth amongst bulk drugs at 25 per cent followed closely by Atorvastatin at 23 per cent
- Bsvok Wyezzuye Thoupvyz' huki Bsvoki Nisujvoze Thoupvyz' zasez gutnwi uwi by hi wovwwipini 99 wley
 cent and 61% respectively.
- Zigujíjíjhuts/ soweý jateyezť jvzť ztybugtobuz jvtnyvbuy z bijní tví bejvtne Klebť Mybel beňaye Quulé
 2018.
- Proposed Ontole Kingungstigs and Selection of Selection o
- UZIMKH jsbhyz Thoylewbu'z hutpasthma bulk drug Montelukast Sodium for sale in the US market.
- The company entered into a tie-up with <u>Vésale Pharma</u> International of Belgium to strengthen its position in the Rs.1000 crore probiotics market in India.



Thank You

