

Quarterly Performance Update

Q3 FY-15

Marico Kaya Enterprises Limited (MaKE)

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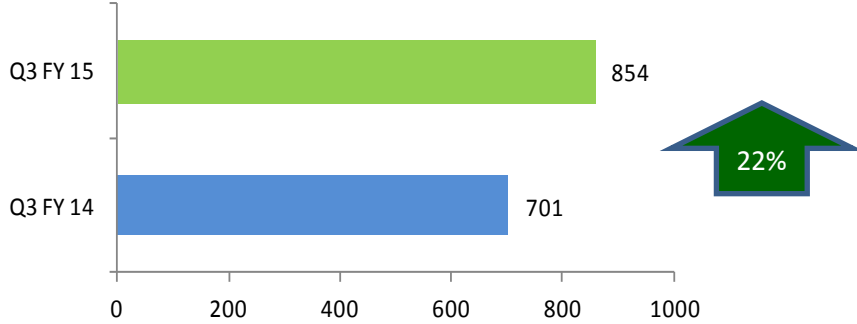
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MaKE Snapshot

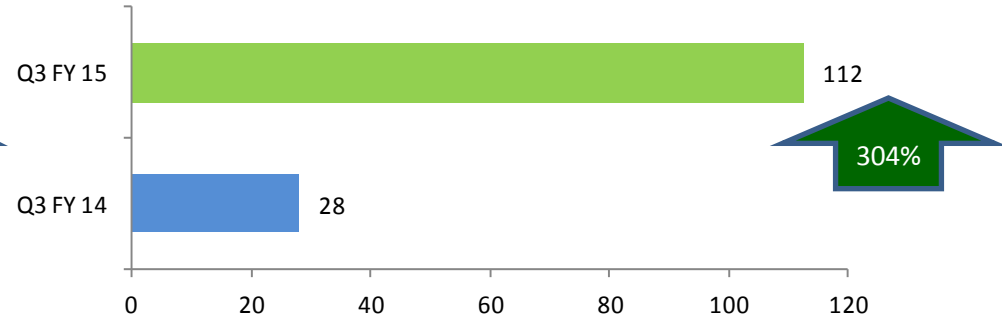
- MaKE Limited, formed in Jan 2013 to house Kaya business demerged from Marico Group
- MaKE Limited is listed on NSE/ BSE, since 1st July 2014 .
- A Leading chain in Cosmetic dermatology – Customized Skin care solutions - Services & Products
- **Network of Skin care across India and Middle East region**
 - ✓ 92 touch points across 26 cities in India
 - ✓ 19 touch points across 3 countries in Middle east

Financial Summary – Q3 FY15

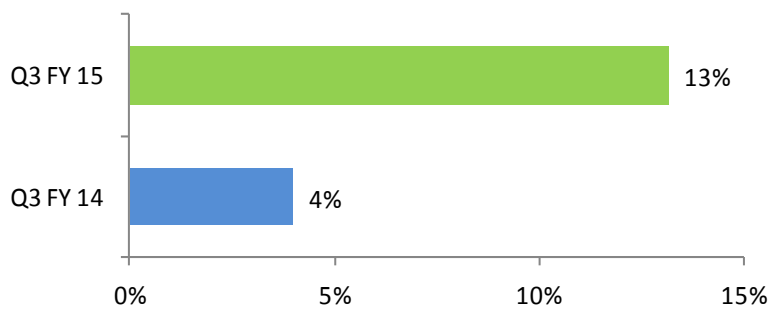
Net Revenue (INRMn)



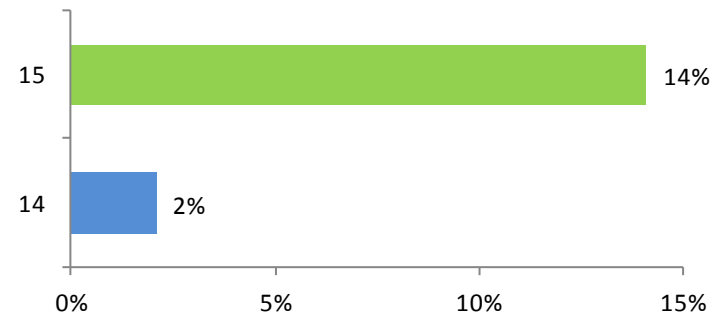
EBIDTA (INR Mn)



EBIDTA Margin %



PAT %



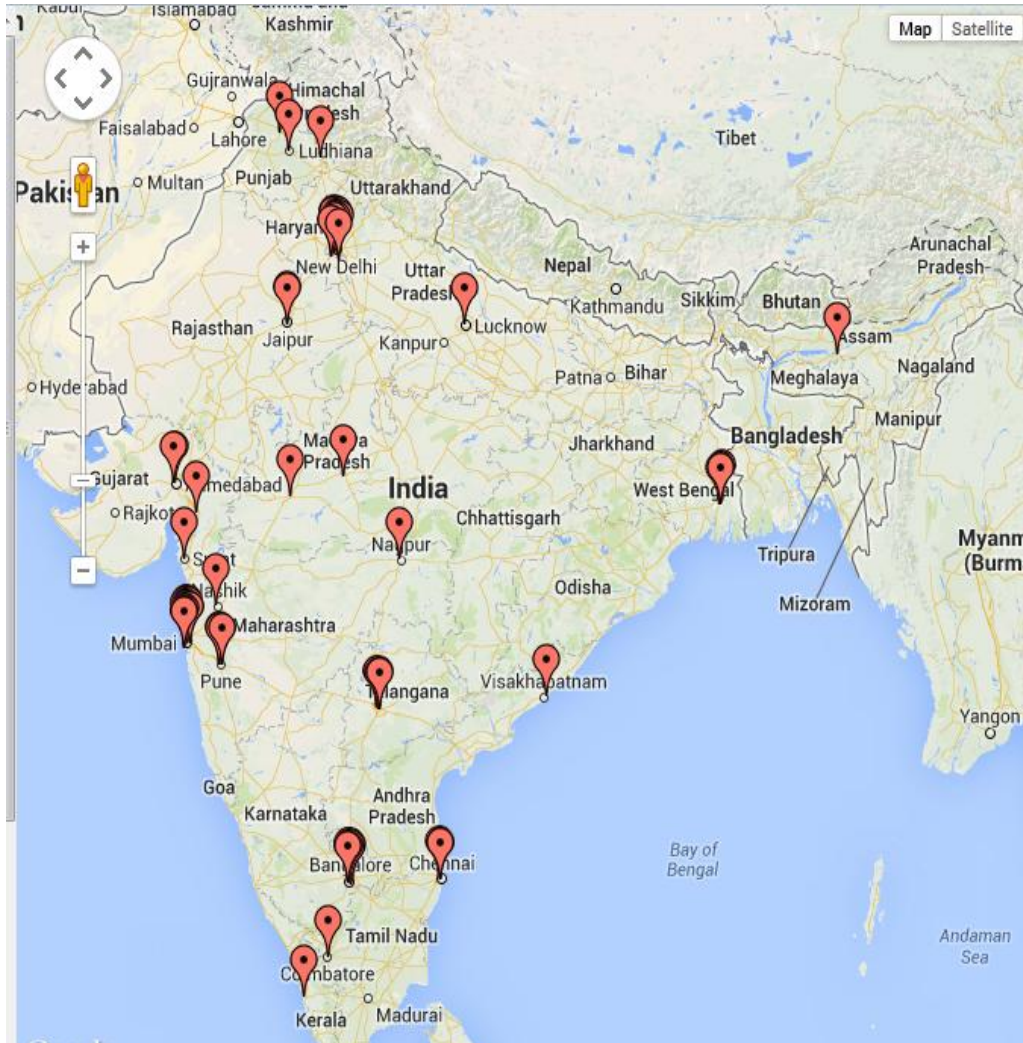
Kaya India Region



Kaya India : Key Highlights

- Net Revenue growth for Q3 FY 15 on same store basis (SSG) is 15%. Overall growth at 18%
 - Ticket size grew by 10% over Q3 FY 14.
- Q3 FY 15 EBIDTA of INR 34 Mn (8%) compared to EBIDTA of INR (1) Mn (-0.4%) in Q3 FY 14.
- Q3 FY 15 PAT at INR 54 Mn (12%) as compared to Loss of INR (3) Mn (-1%) in Q3 FY 14.
- Cure category has grown in contribution from 62% to 66% in Q3 FY 15 with a growth of 20% over Q3 FY 14.
- Loyalty members contribution increased from 79.7% in Q3 FY 14 to 84.2% in Q3 FY 15
- E-Commerce sales growth of 204% over Q3 FY14, contributing around 8% of overall product sales.
- Expansion:
 - 4 new clinics opened in Q3 FY 15 – 2 in Delhi, 1 in Chennai & 1 in Kolkata totalling to 92 clinics
 - 7 clinics are added till Ytd Dec-14.
 - 3 new KSB opened in Q3 FY 15 – 2 in Bangalore & 1 in Mumbai.
 - 4 KSB are added till Ytd Dec-14.
- Kaya launched book –“ **How to look like a million bucks**” – a guide to flawless skin and healthy hair

Our Presence and still expanding...



92
Clinics

7
Kaya Skin Bars

26
Cities

16
Indian states

✓ 4 Clinics & 3 KSB opened in Q3 FY 15

The picture above just gives an idea of location and don't represent exact scale

New Clinics Opened

- Location : Vellacherry, Chennai
- Opening Date : 04th October 2014



- Location : Lajpat Nagar, Delhi
- Opening Date : 07th October 2014



8



New Clinics Opened

- Location : Kasba, Kolkata
- Opening Date : 20th November 2014



- Location : Sohna Road, Delhi
- Opening Date : 04th December 2014



New KSB Opened

- Location : Hypercity, Bangalore
- Opening Date : 15th November 2014



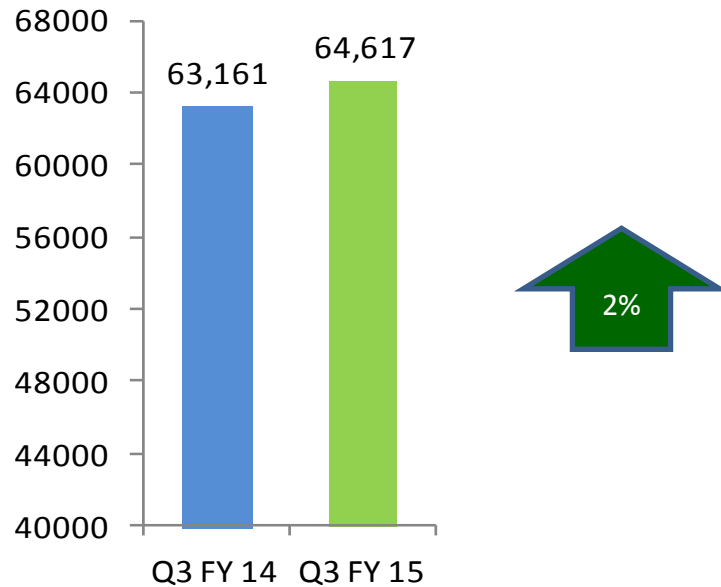
- Location : KSB Forum Value Mall, Bangalore
- Opening Date : 21st November 2014

New KSB Opened

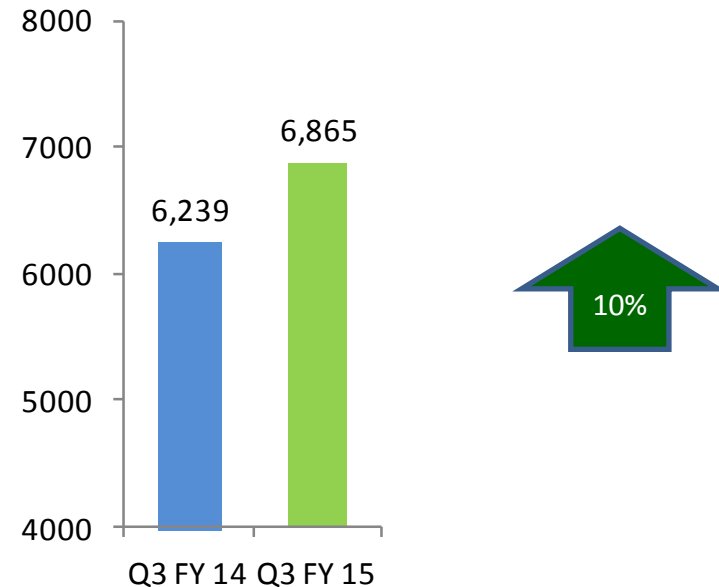


- Location : KSB Bandra, Mumbai
- Opening Date : 20th December 2014

Operational Indicators – India



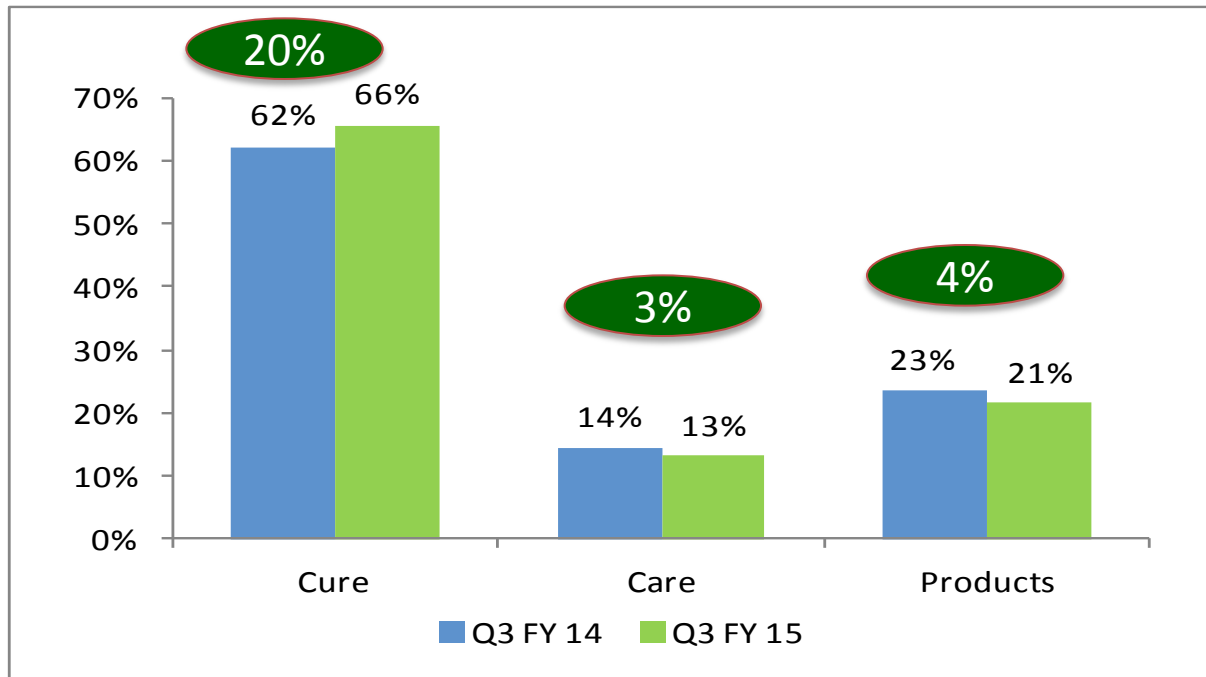
Customer count



Ticket Size

- Cure Category collections grew in the quarter with growths both in count and ticket size.
- Customer count grew by 2% and Ticket size grew by 10% .

Category Mix % - India



- Cure category has grown in contribution from 62% to 66% in Q3 FY 15 with a growth of 20% over Q3 FY 14.
- Care vertical de-growth has been arrested by launch of 4 New Beauty Facials resulting in 3% growth in Q3 FY 15
- Overall product growth is @ 4%

Kaya Middle East Region



Kaya Middle East : Highlights

- Net Revenue SSG has been 21%. Overall growth at 27%
 - Customer count has grown by 3% over Q3 FY 14.
 - Ticket size grew by 14% over Q3 FY 14.
- Products portfolio grew by 29% in Q3 FY15 on account of introduction of new kaya products in the region.
- EBIDTA of INR 82 Mn (20%) compared to INR 29 Mn (9%) in Q3 FY 14.
- PAT at INR 70 Mn (17%) as against INR 18 Mn (5%) in Q3 FY 14.
- One clinic in Fujairah was added in Q3 FY 15 totaling the overall clinic count in Middle East to 19.

Our Presence



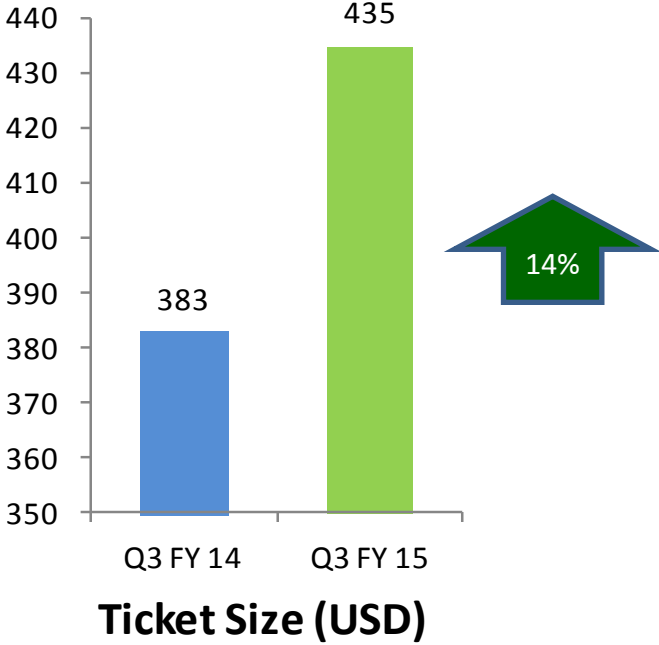
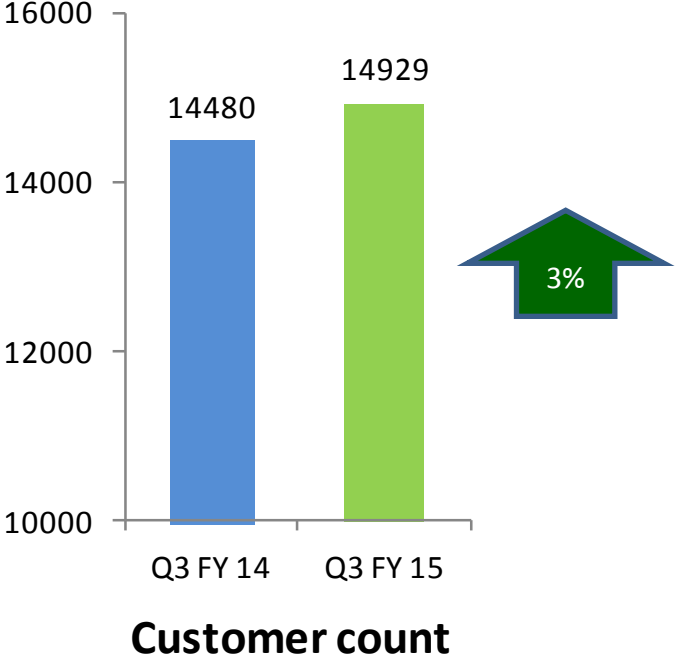
19
Clinics

3
Countries

8
Cities

✓ 1 Clinic opened in Q3 FY 15

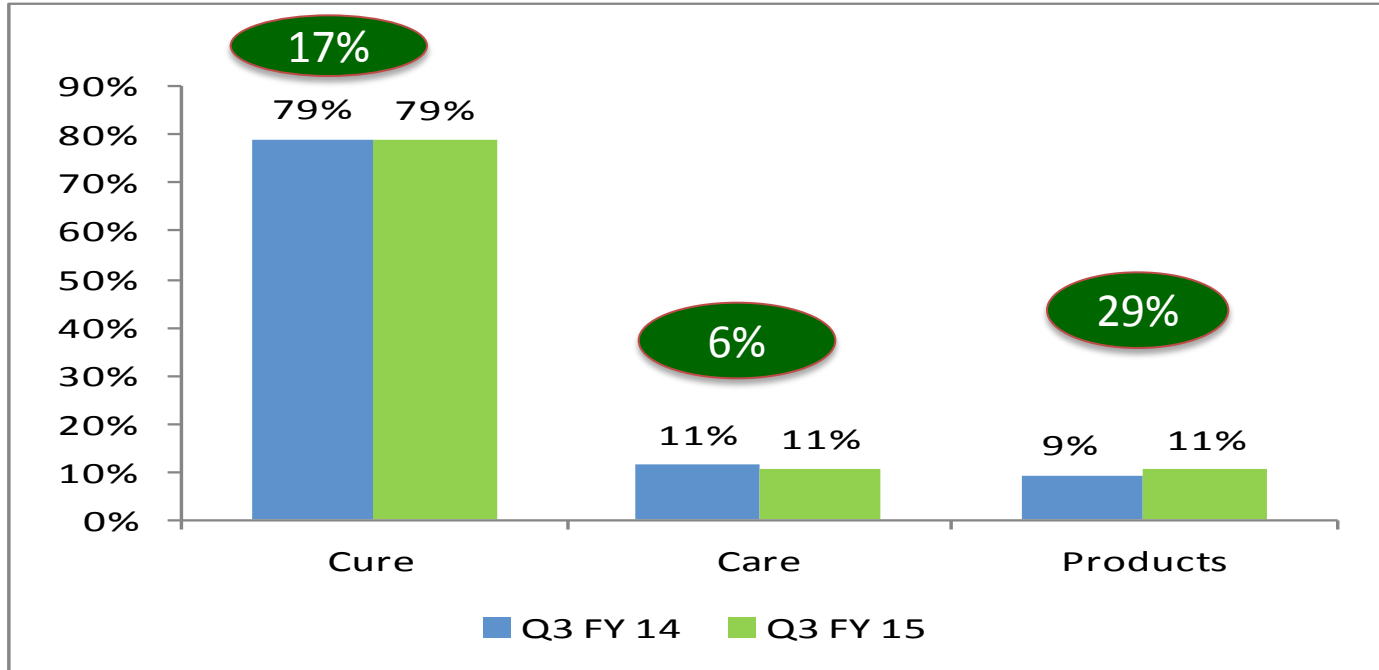
Operational Indicators – Middle East



- Ticket Size growth is mainly on account of increase in Revenue from Cure category
- Customer count grew by 3% and Ticket size grew by 14%

On constant currency basis

Category Mix % - KME Region



- Cure category has grown by 17% over Q3 LY on account of introduction of New Services & category led campaigning
- Products portfolio grew by 29% in Q3 FY15 on account of introduction of new kaya products in the region.

Financials



Financial Highlights : MaKE Group

Particulars (INR Mn)	Q3 FY 14	Q3 FY 15
Collection	727	860
Net Revenue	701	854
EBIDTA	28	112
Operating Margin	4	83
Other Income	11	38
PBT	15	121

↑ 18%

↑ 22%

Collection SSG 13%
@ constant currency

Net Revenue SSG 18%
@ constant currency

EBIDTA margin at 13%
against 4% LY

EBIDTA has grown ~ 4 times
compared to LY.

Operating margin at 10%
against 1% of LY

Note:

- DIAL (Singapore business) numbers have been excluded from Q3 FY 14 (Singapore business was divested in Q4FY14)

- Numbers of Q3 FY 14 taken from management accounts

Financial Highlights : India

Particulars (INR Mn)	Q3 FY 14	Q3 FY 15
Collection	397	451
Net Revenue	375	441
EBIDTA	-1	34
Operating Margin	-14	16
Other Income	11	38
PBT	-3	54

↑ 14%

↑ 18%

Collection SSG 10%

Net Revenue SSG 15%

EBIDTA margin at 8% against flat % of LY

Operating margin at 4% against (4%) LY

Operating margin in CY is impacted by New clinics / KSB openings

Financial Highlights : Middle East

Particulars (INR Mn)	Q3 FY 14	Q3 FY 15
Collection	330	408
Net Revenue	326	413
EBIDTA	29	82
Operating Margin	18	70
PBT	18	70

 24%

 27%

Collection SSG 18%
@ constant currency

Net Revenue SSG 21%
@ constant currency

EBIDTA margin at 20%
against 9% LY

EBIDTA has grown ~ 3 times
compared to LY.

Operating margin at 17%
against 5% LY

In case of any clarifications please
contact on
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Thank you