

# Balaxi Pharmaceuticals Limited

To

2<sup>nd</sup> November, 2021

Listing Department,  
National Stock Exchange of India Limited  
Exchange Plaza, Plot No C/1, G Block, BKC,  
Bandra (E), Mumbai-400051

**Stock Code: BALAXI**

**Sub: Investor Presentation-Q2 FY 2021-22**

Dear Sir/Madam,

We hereby attach the **Investor Presentation** issued by the Company. This is for your information and dissemination on your website.

The said information is also being made available on the website of the Company at [www.balaxipharma.in](http://www.balaxipharma.in)

Yours Faithfully,

For **Balaxi Pharmaceuticals Limited**

**CHINTA  
SHALINI**

Digitally signed by  
CHINTA SHALINI  
Date: 2021.11.02  
14:37:56 +05'30'

**Chinta Shalini**

**Company Secretary**

**Registered Office:**

2<sup>nd</sup> Floor, Maps Towers, Plot No.409, Road No. 81, Jubilee Hills, Phase-III, Hyderabad, Telangana, India - 500096.

CIN: L25191TG1942PLC121598

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(Formerly known as Balaxi Ventures Limited)



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## Disclaimer

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This presentation and the following discussion may contain “**forward-looking statements**” by “**Balaxi Pharmaceuticals Limited**” that are not historical in nature.

Such forward-looking statements are subject to certain risks and uncertainties such as government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements.

“**Balaxi Pharmaceuticals Limited**” will not be in any way be responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



» **Q2 & H1FY22 Result Highlights**

» Business Strategy

» Industry & Outlook

» Business Overview

» Financial Highlights



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# Q2 & H1FY22 RESULT HIGHLIGHTS

## Q2 FY22: Quick Overview



Revenue higher 16% YoY to  
INR 702.3 mn

EBITDA higher 19%  
YoY to INR 142 mn

PAT higher 19% YoY to  
INR 120.5 mn

Pharmaceuticals Business  
contributes 60% of Revenue

Pharmaceuticals Business  
contributes 75% of total  
gross profit.

28:72  
(Branded:Generics)

565 Product Registrations

117 pending approval from  
Ministry of Health (MOH) for  
various countries

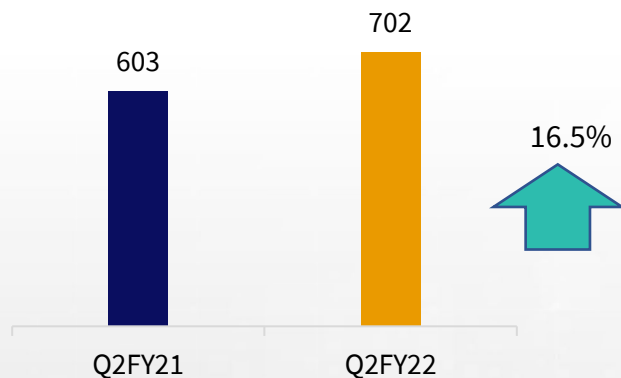
Added 540 product to  
pipeline in various countries

## Q2FY22: Consolidated Financial Highlights

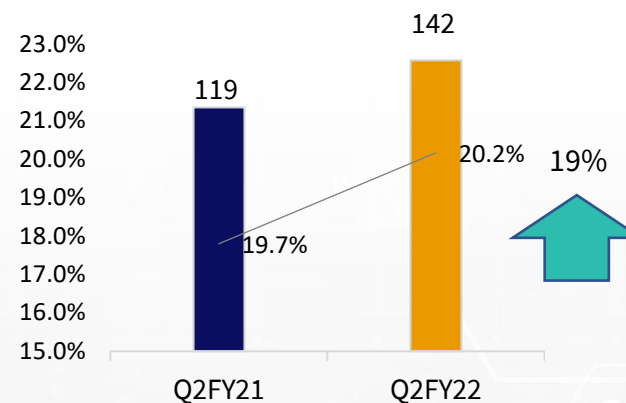


In INR Mn

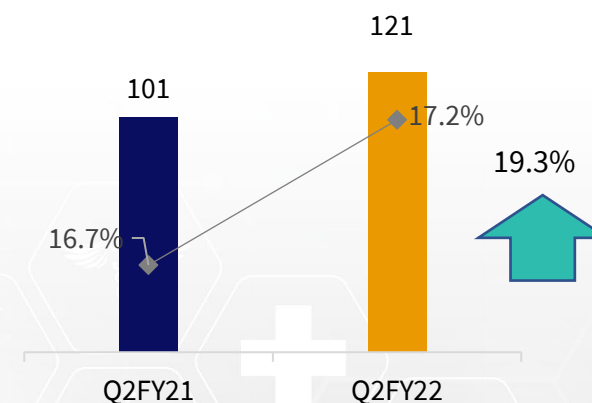
### Revenue (YoY)



### EBITDA & EBITDA Margin (YoY)



### PAT & PAT Margin (YoY)



- Company reported higher Revenues led by Pharmaceutical and Branded Consumer Products business.
- Pharmaceutical Revenue increased by 9% YoY and 17.4% QoQ.
- EBITDA and PAT Margins saw improvement of 237bps and 50 bps respectively YoY.

# Consolidated Profit and Loss Statement

Particulars (In INR Mn)	Q2FY22	Q2 FY21	YoY %	H1FY22	H1FY21	YoY%	FY21
<b>Revenue From Operations</b>	<b>702.3</b>	<b>603</b>	<b>16%</b>	<b>1,285.6</b>	<b>1,123.9</b>	<b>14%</b>	<b>2,313.331</b>
Other Income	1.3	16	-92%	13.1	30.8	-58%	22.3
Total Income	704	619	14%	1,299	1,155	12%	2,335.6
COGS	510.7	455	12%	926.1	847.8	9%	1,721.5
<b>Gross Profit</b>	<b>192</b>	<b>148</b>	<b>30%</b>	<b>360</b>	<b>276</b>	<b>30%</b>	<b>591.9</b>
<b>Gross Margin %</b>	<b>27%</b>	<b>24.5%</b>	<b>276 bps</b>	<b>28%</b>	<b>25%</b>	<b>340 bps</b>	<b>26%</b>
Employee Expenses	22.7	21	9%	46.5	40.1	16%	84.7
Other Expenses	28.6	24	20%	58.9	42.7	38%	83.0
<b>EBITDA</b>	<b>142</b>	<b>119</b>	<b>32%</b>	<b>267</b>	<b>224</b>	<b>19%</b>	<b>424.1</b>
<b>EBITDA Margin %</b>	<b>20.2%</b>	<b>19.7%</b>	<b>24 bps</b>	<b>21%</b>	<b>20%</b>	<b>84 bps</b>	<b>18%</b>
Depreciation	1.2	0.93	27%	1.8	1.4	28%	2.9
Finance Cost	0.1	0.05	202%	0.2	-	-	0.13
PBT	140.3	118	19%	265.2	222.7	19%	443.4
Tax Expense	19.8	17	17%	37.6	34.5	9%	62.3
<b>PAT</b>	<b>120.5</b>	<b>101</b>	<b>19%</b>	<b>227.7</b>	<b>188.2</b>	<b>21%</b>	<b>381.1</b>
<b>PAT Margin %</b>	<b>17.2%</b>	<b>16.7%</b>	<b>42 bps</b>	<b>17.7%</b>	<b>16.7%</b>	<b>97 bps</b>	<b>16%</b>

# Consolidated Balance Sheet



Particulars (In INR Mn)	H1FY22
<b>Shareholder's Funds</b>	<b>886.99</b>
Equity Share Capital	100.00
Reserves & Surplus	786.99
Minority Interest	
<b>Non-Current Liabilities</b>	<b>0.29</b>
Borrowings	
Long Term Provisions	
Deferred Tax Liabilities (Net)	0.29
<b>Current Liabilities</b>	<b>379.53</b>
Income Tax Liabilities (net)	94.31
Short Term Borrowings	11.03
Trade Payables	238.74
Other Current Liabilities	1.05
Short Term Provisions	34.40
<b>Total Equity &amp; Liabilities</b>	<b>1,266.80</b>

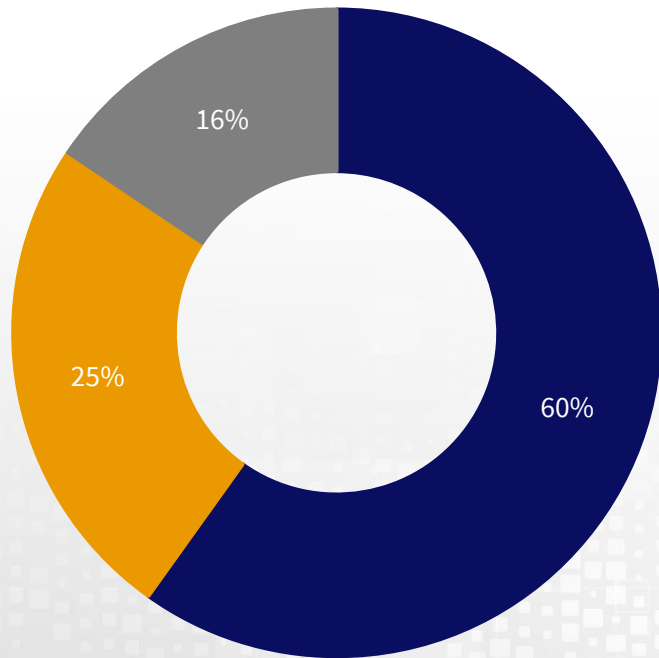
Particulars (In INR Mn)	H1FY22
<b>Non-Current Assets</b>	<b>143.25</b>
Fixed Assets – Tangible & Intangible	34.88
CWIP & Intangibles under development	-
Other Non Current Assets	108.37
	-
	-
<b>Current Assets</b>	<b>1,123.55</b>
Current Investments	-
Inventories	212.02
Trade Receivables	818.81
Cash & Bank Balances	35.74
Short Term Loans & Advances	2.28
Other Current Assets	54.70
Asset Classified for Sale	
<b>Total Assets</b>	<b>1,266.80</b>



# Segment Revenue Breakup

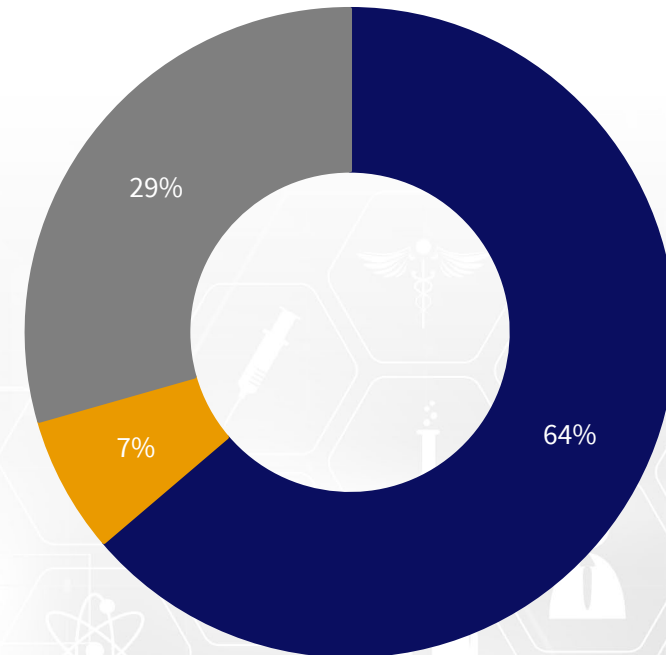


Revenue Mix % (Q2FY22)



■ Pharmaceuticals ■ Branded Consumer Products ■ Ancillary

Revenue Mix % (Q2FY21)



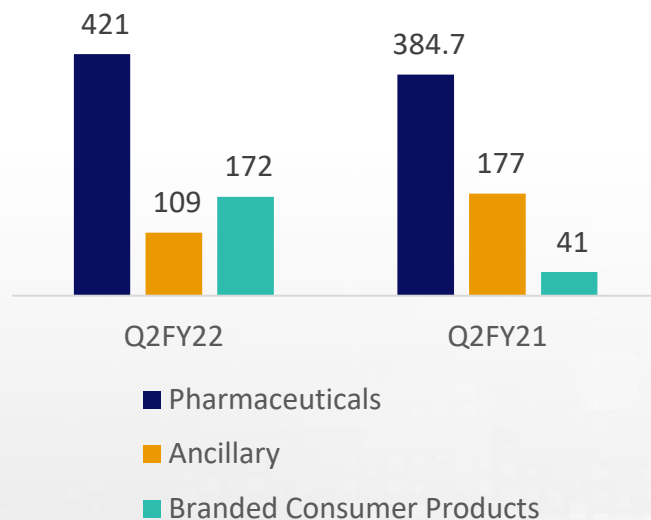
■ Pharmaceuticals ■ Branded Consumer Products ■ Ancillary

## Q2FY22: Business Segment Financial Highlights

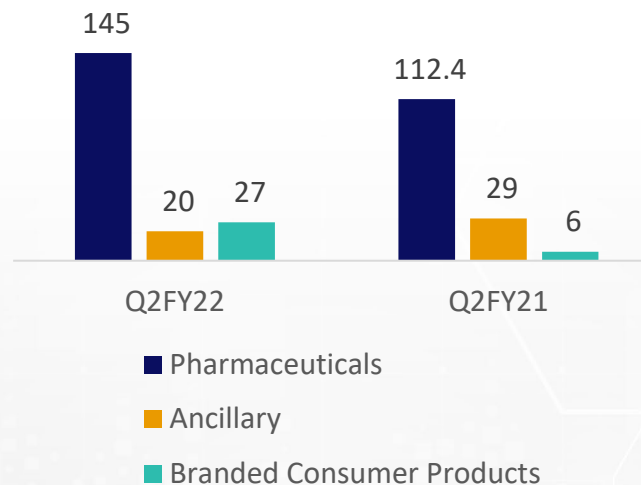


In INR Mn

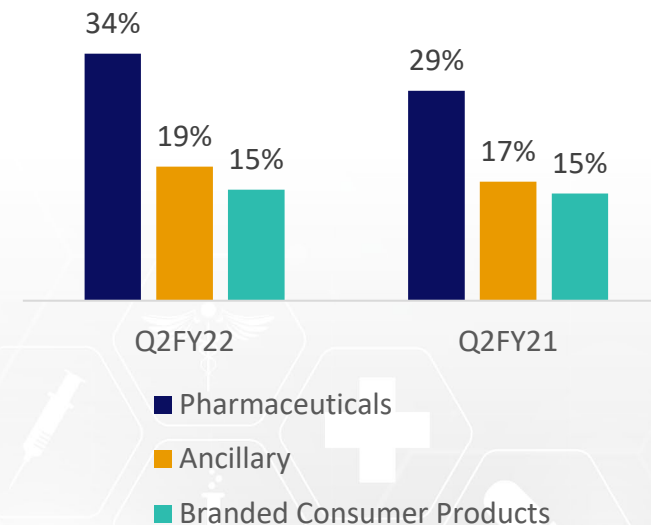
### Revenue



### Gross Profit



### Gross Profit Margin



- Pharmaceuticals : Ancillary: Branded consumer products mix was 60:16:25 for Q2FY22.
- Share of **YAP** branded consumer products revenue grew significantly, from 4% in Q2FY21 to 25% in Q2FY22. Biscuits continues to dominate this segment, contributing close to 87% of Revenue from this segment.
- The Company has launched various new products such as tooth paste, ketchup, candy, mayonnaise to its existing portfolio which has been showing good traction.

- » Q2 & H1Fy22 Result Highlights
- » **Company Overview**
- » Business Strategy
- » Industry & Outlook
- » Business Overview



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# COMPANY OVERVIEW



# Bridging the supply chain gap in frontier markets



We are a branded **IPR-based pharmaceuticals Company** focusing on frontier markets, with a vast and growing portfolio of drugs across multiple therapeutic segments.

## Vision



To be amongst top two generic pharmaceuticals players in multiple global frontier markets, giving us scale, market homogeneity, healthy margins and quality growth where value and volume are both established in a balanced way.

## Mission



To establish strong portfolios of pharmaceuticals formulations registrations and strong channel networks in each market we target, we are also building a branded consumer products business which complements our pharmaceuticals business and provides us operating leverage on the back of our well-established on-ground infrastructure and commercial relationships.

# Bridging the supply chain gap in the frontier markets



Our value system is the foundation for **transparency and strong corporate governance**. While we create value for shareowners, we work **ethically and honestly** to positively impact all our stakeholders sustainably.



# Balaxi Pharmaceuticals: Global Presence With Localisation



A growing pharmaceuticals company with on-ground presence in markets within **Africa, Caribbean Islands & Latin America**



Our Genesis:

# The Company's Evolution



## Pre 2017

- » The Company was listed on NSE in 2015 as 'The Anandam Rubber Company Ltd'

## 2020-2021

- » The Company received an approval for change of name from 'Balaxi Ventures Ltd.' to 'Balaxi Pharmaceuticals Ltd', in line with the predominant focus on the Pharma vertical.
- » The Company began progressively consolidating various well-established businesses of the Balaxi Group.
- » Balaxi now has in its fold a rich portfolio of **564** pharmaceuticals product registrations, strong distribution strength of **40** warehouses and a fleet of owned vehicles across **5** countries.

## 2017-2019

- » In March, 2017, the Company was taken over by Balaxi Group, a prominent pharmaceuticals player in Angola.
- » Subsequently, the name of the Company was changed to 'Balaxi Ventures Limited'.
- » By 2019, Balaxi Group had extended its pharmaceuticals business presence to, Guatemala, and Dominican Republic as well.

## Our Genesis: Balaxi Group's Journey







- » Q2 & H1 FY22 Result Highlights
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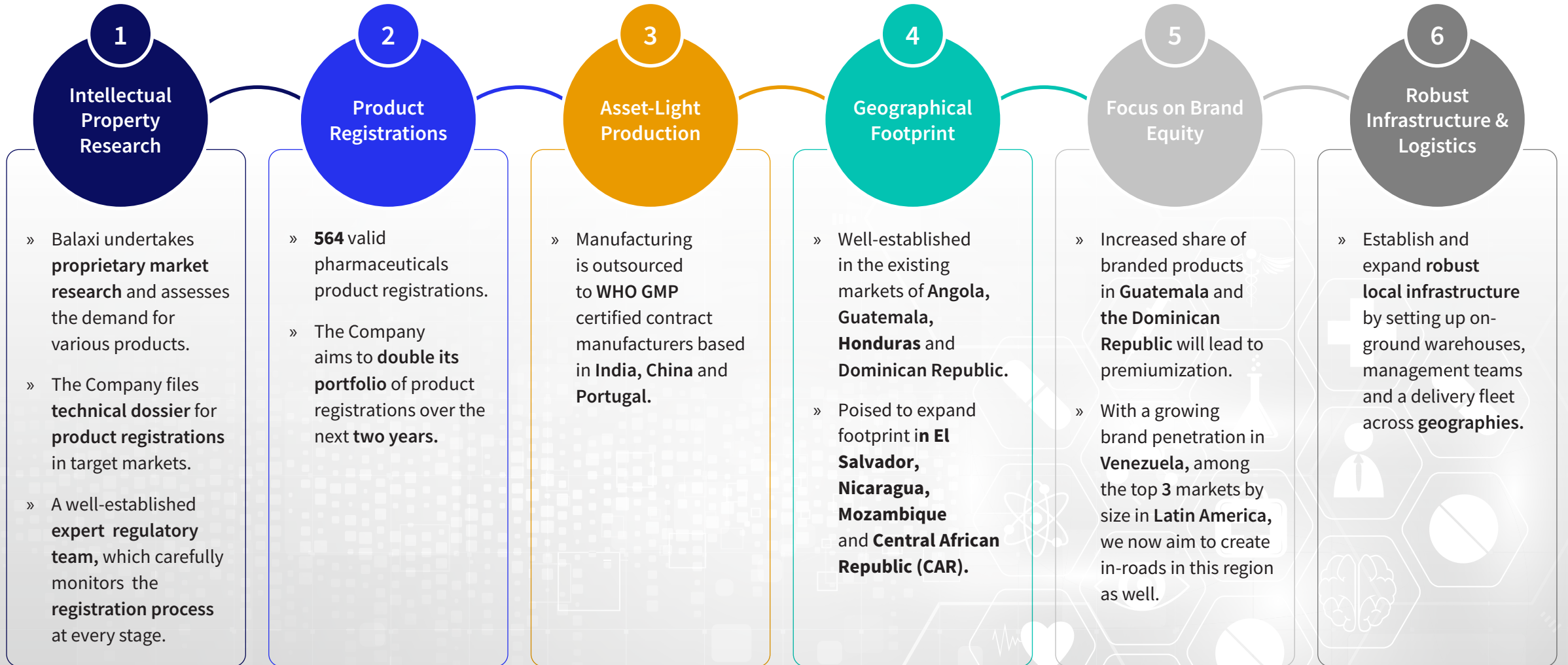
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# BUSINESS STRATEGY

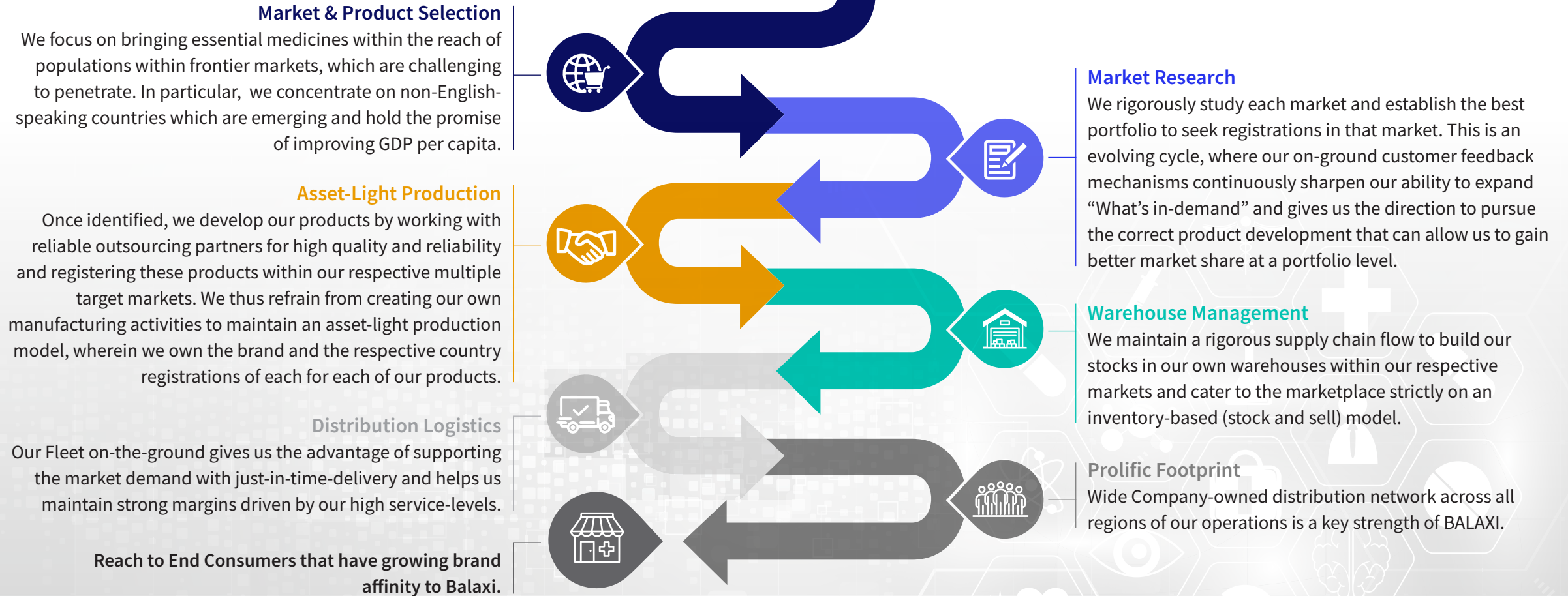


How We Operate:

# Our Approach For Creating Value



# How We Operate: Straddling The Value Chain

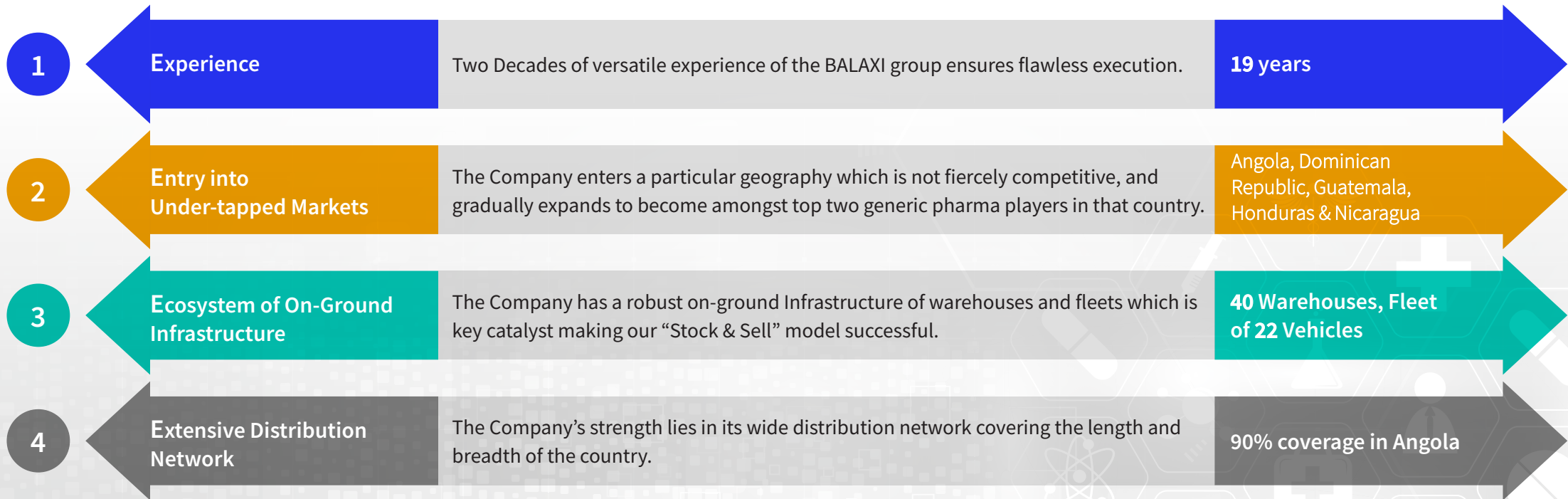


Balaxi's Key Differentiators:

# Our Strengths “Built Over Time”



## Four ‘E’s differentiates BALAXI



Investing In Balaxi:

# The making of a Pharmaceuticals Major in multiple Frontier Markets



- » The Company participates in all stages of the pharma value chain, except in the R&D and manufacturing stages. Instead, it prefers to register proven and established generic drugs under its own brand, by more efficiently procuring its products from cost effective WHO GMP certified contract manufacturers in India, China and Portugal.
- » This approach liberates the Company from having to make large manufacturing capex, while significantly enabling it to shrink the time it takes to introduce a product into specific markets. This helps in reducing the payback period from its product development and registration processes significantly, allowing the company to generate strong returns on its investments.
- » The Company invests capex on securing product registrations, which can take as little time as 12-15 months, within which period it also manages to invest in and quickly establish its on-ground infrastructure including trained managers, warehouses and an efficient delivery fleet. This asset-light model allows the Company to focus its management energy more on brand building and market penetration.



# The making of a Pharmaceuticals Major in multiple Frontier Markets (contd.)



- » The Company presently operates in three main regions Angola, Dominican Republic and Guatemala. The Company's key growth driver is to continuously explore and add similar new geographies, while consistently expanding within the existing markets organically.
- » The Company is currently in the process of expanding its operations in Mozambique, Nicaragua, Honduras, El Salvador and Central African Republic. It has also set its eyes on entering additional markets in Africa (similar characteristics to Angola) and Latin America in the medium term.

3

**Organic growth  
complemented by  
adding new geographies**

4

**Sound financials  
giving headroom to  
fund its growth**

- » The focus on the Company's 'cash & carry' model ensures regular free cash flows in the Company with minimal receivables collection risk. Furthermore, Balaxi has a philosophy of remaining a debt-free company.
- » A strong financial discipline coupled with the ability to generate regular free cash flows, allows Balaxi to adequately fund its growth organically.

# Balaxi Pharmaceuticals: An Asset-Light Business Model Focussed on IPR's



## Pharmaceuticals Industry Value Chain



### How are we Asset-Light ?

- » The asset-light business model truncates time-to-market and liberates the Company from having to make large capex for establishing manufacturing facilities.
- » The Company's resources are more prudently channelized towards product registrations, which typically take as little time as 12-15 months, while it can parallelly set-up on-ground infrastructure in a new market.
- » Balaxi leverages its established core competency and expertise within this business model, by pursuing a stock & sell strategy through a well-built distribution network.
- » The Company's asset light model reduces capex intensity which allows quick scalability of the business.



# Pharmaceuticals Business Overview



- » The Company has a healthy ratio of branded and generic medicines in its portfolio of 28:72 (Branded: Generics) in Q2FY22
- » The Company is in the business of supplying everyday medicines addressing multiple therapeutic areas, with Antibiotics being the leading category at 31%, followed by Analgesic 23%.
- » The share of Branded Generics is at 49% in Angola; whereas it is at 16% in Guatemala and 11% in Dominican Republic.
- » Branded medicines are priced at premium relative to Generics. Consumers in Guatemala and Dominican Republic are brand conscious and hence, there is a significant headroom for growth of branded pharmaceuticals.

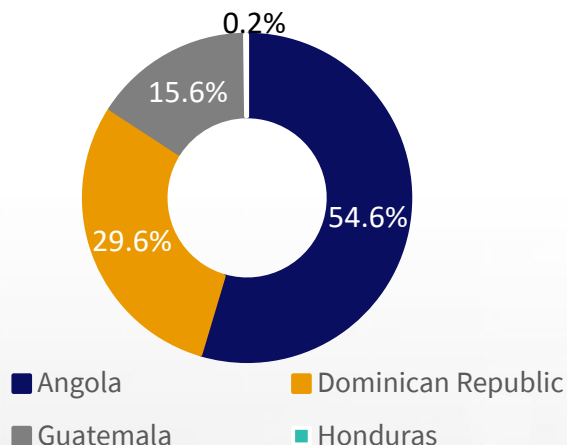




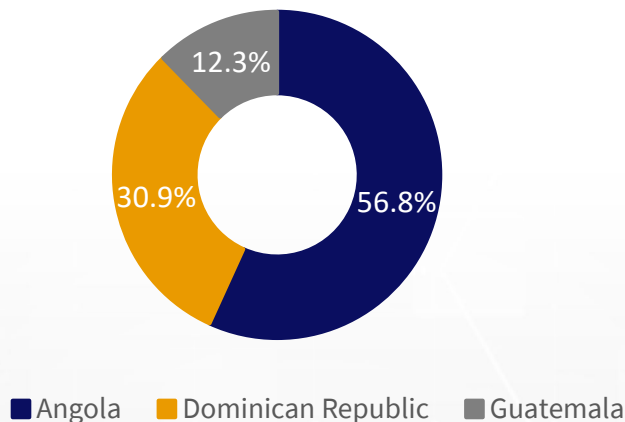
# Inherent Strategy Built Over Time Leading To Strong Brand Presence



Geographical Mix % (Q2FY22)

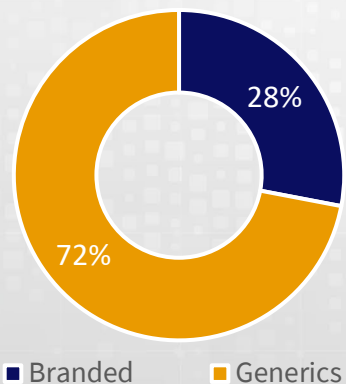


Geographical Mix % (Q2FY21)

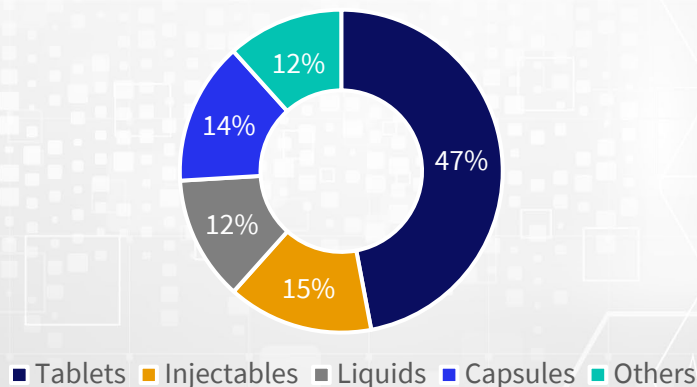


- As company expands it different geographies, share of other countries has improved accordingly. Revenue from Guatemala increased from 12% in Q2FY21 to 15.6% in Q2FY22. Honduras has started contributing in Revenue from Q2FY22.
- The product split between Branded & Generics for Angola is at 49:51 as on Q2FY22 versus 30:70 in Q2FY21.

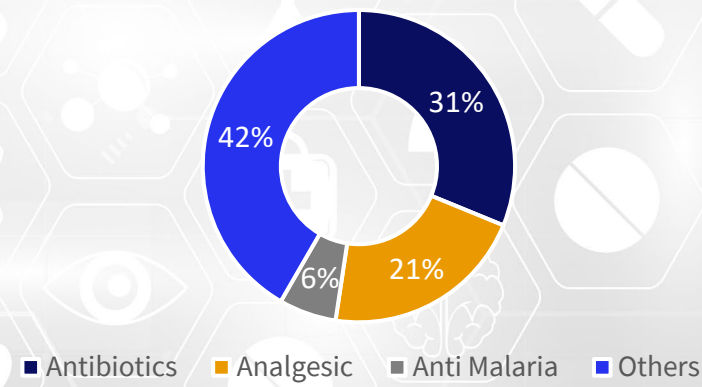
Product Mix % (Overall)



Product Category Mix % (Overall)



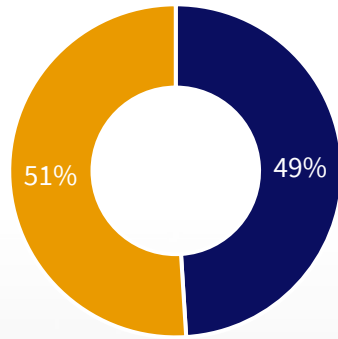
Therapeutic Area Mix % (Overall)



# Pharma Product Portfolio: Product Mix & Categories 1/2

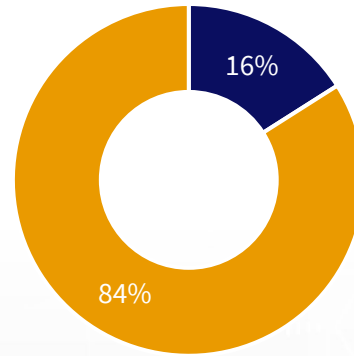


Product Mix % (Angola)



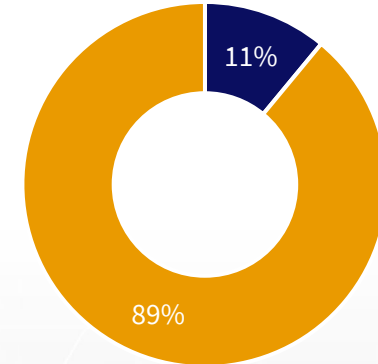
■ Branded ■ Generics

Product Mix % (Guatemala)



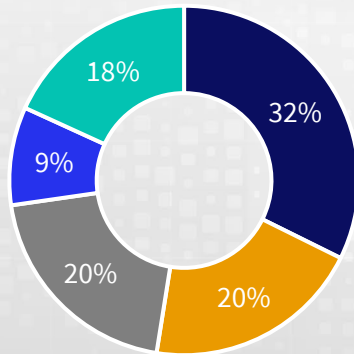
■ Branded ■ Generics

Product Mix % (Dominican Republic)



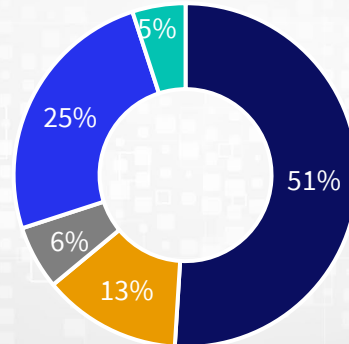
■ Branded ■ Generics

Product Category Mix % (Angola)



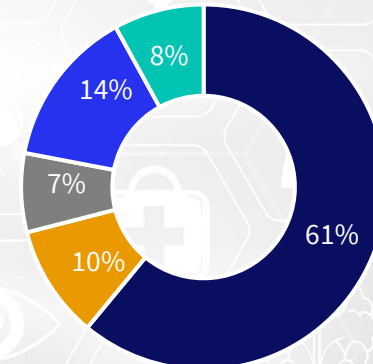
■ Tablet ■ Injectables ■ Liquids ■ Capusles ■ Others

Product Category Mix % (Guatemala)



■ Tablet ■ Injectables ■ Liquids ■ Capusles ■ Others

Product Category Mix % (Dominican Republic)

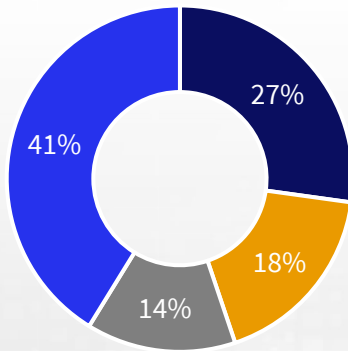


■ Tablet ■ Injectables ■ Liquids ■ Capusles ■ Others

# Pharma Product Portfolio: Product Mix & Categories 2/2

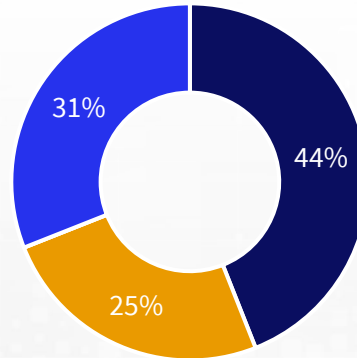


Therapeutic Area % (Angola)



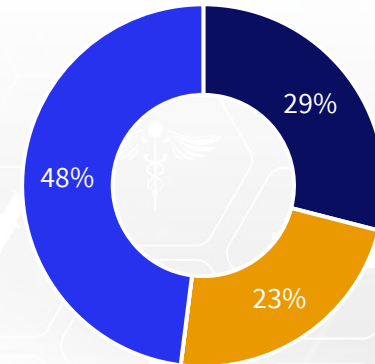
■ Antibiotics ■ Analgesic ■ Anti Malaria ■ Others

Therapeutic Area % (Guatemala)



■ Antibiotics ■ Analgesic ■ Others

Therapeutic Area % (Dominican Republic)



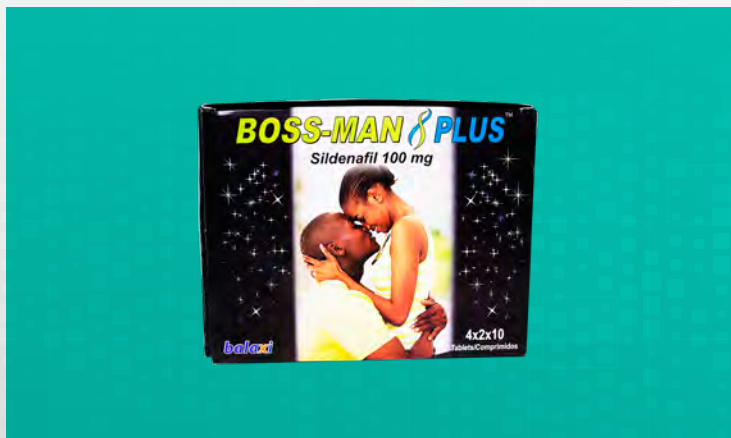
■ Antibiotics ■ Analgesic ■ Others

Pharma Product Portfolio:

# Our Offerings- 300+ products across multiple Therapeutic Areas



# Glimpse of Our Products



# Glimpse of Our Products - Branded Consumer Products



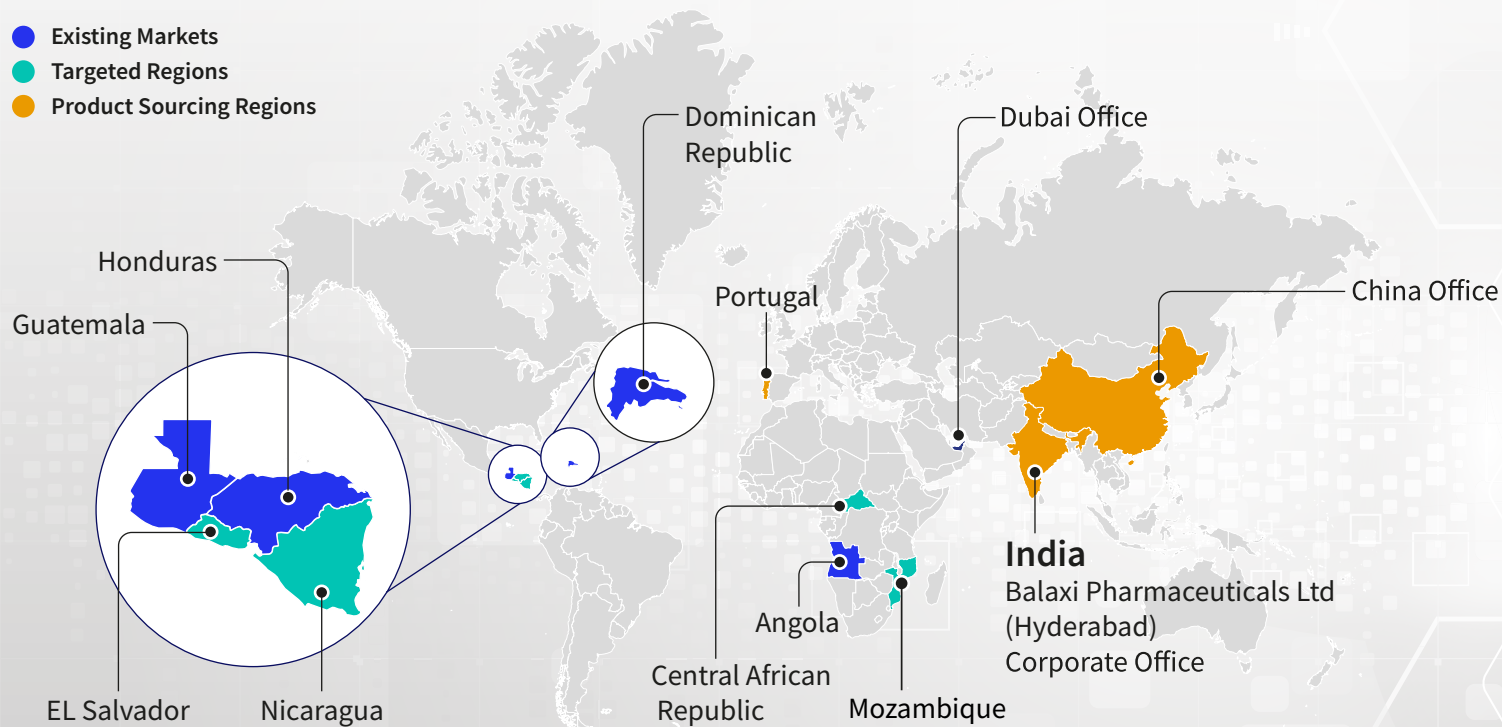
“Our Land & Expand Strategy”:

# Adding New Geographies and Extensive Presence Through Robust On-Ground Infrastructure



Our current established markets are Angola, Guatemala and Dominican Republic, where we have a strong presence in terms of competitive positioning, product registrations, on-ground stock-and-sell infrastructure and brand recognition. We are in the process of entering newer geographies in Africa and Latin America, specifically EL Salvador, Nicaragua & Central African Republic. Beyond this, for the next orbit of growth, the Company has plans to expand in additional Latin American countries.

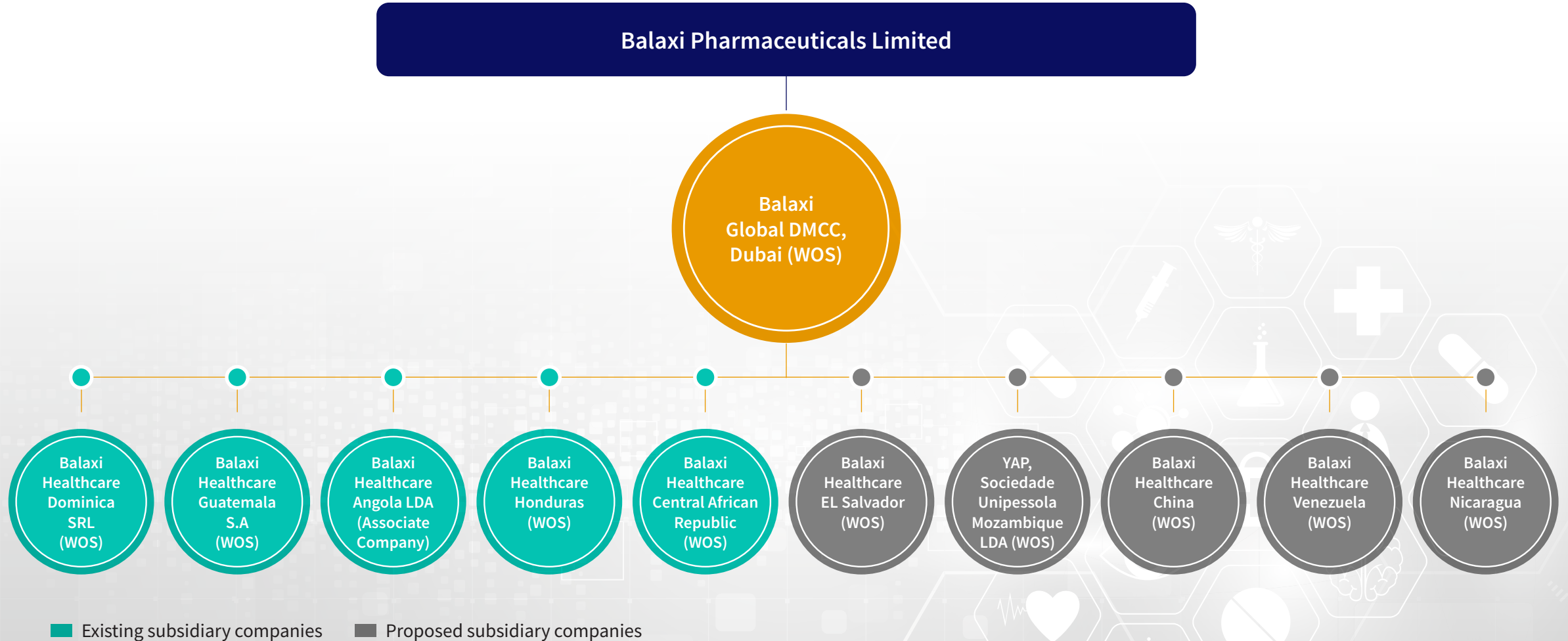
- Existing Markets
- Targeted Regions
- Product Sourcing Regions



## Key Criteria for Market Selection:

- » Growing Economy with improving GDP per capita and consumption.
- » Focus on countries "difficult to enter" that have language or cultural barriers.
- » Focus on countries where big pharma presence is limited and has homogenous or fragmented market structures, giving us an opportunity to consolidate our market share and grow.

# Balaxi Pharmaceuticals Group Structure





- » Q2 & H1 FY22 Result Highlights
- » Company Overview
- » Business Strategy
- » **Industry & Outlook**
- » Business Overview



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# INDUSTRY & OUTLOOK



New Geographies:

# Macro Economy & Industry Data



- Central American countries reported US\$ 2,625 million of pharmaceuticals imports between January to September 2020.
- Guatemala is the biggest pharmaceuticals market in Central America and expected to grow at 8.1% CAGR to reach US\$1.5 billion by 2021.
- Guatemala , El Salvador and Honduras will remain dependent on generic drug imports which benefits Indian pharma companies to tap the potential in pharmaceuticals market of the respective countries.

Macro Economic Data as on 2020						
Country	S&P Credit Rating (Industry)	GDP * (US\$ bn)	GDP Growth %	Population (mn)	GDP Per Capita * (US \$)	Inflation Rate %
<b>Angola</b>	Caa1	95	0.6%	31.0	3104	25.10%
<b>Guatemala</b>	BB- (Fitch)	85	3.0%	17.7*	3413	4.82%
<b>Dominican Republic</b>	BB-	89	10.7%	10.5	8005	5.55%
<b>Honduras</b>	BB-	25	1.3%	9.0*	2241	4.01%
<b>Nicaragua</b>	B-	12	1.9%	6.7	1763	2.93%
<b>El Salvador</b>	B3	27	2.3%	6.5*	3572	0.31%
<b>Central African Republic</b>	-	2	0%	4.7*	384	1.90%

Source: Trading Economics, World Bank  
\* Data as on 2019

Country	Estimated Value (US\$ mn)	Net Pharmaceuticals Imports (US\$ mn)
Dominican Republic	1,000.0	214.5
Guatemala	700.0	422.5
Honduras	500.0	496.7
El Salvador	400.0	257.7
Nicaragua	250.0	332.6
<b>Total</b>	<b>2,850.0</b>	<b>1,724.0</b>

Source: Centralamericadata.com, Trading Economics, Industry estimates

Future Roadmap:

# Enter, Expand and Excel



The Company aims to establish its presence and expand in **20 frontier markets** over the next **5** years.

## Balaxi In 2020 – Business Consolidation Under Balaxi Pharmaceuticals.

- » Total number of product registrations at 556.
- » Presence across Angola, Guatemala and Dominican Republic.
- » Effective and efficient supply chain model consisting 40 warehouses and a fleet of owned vehicles.

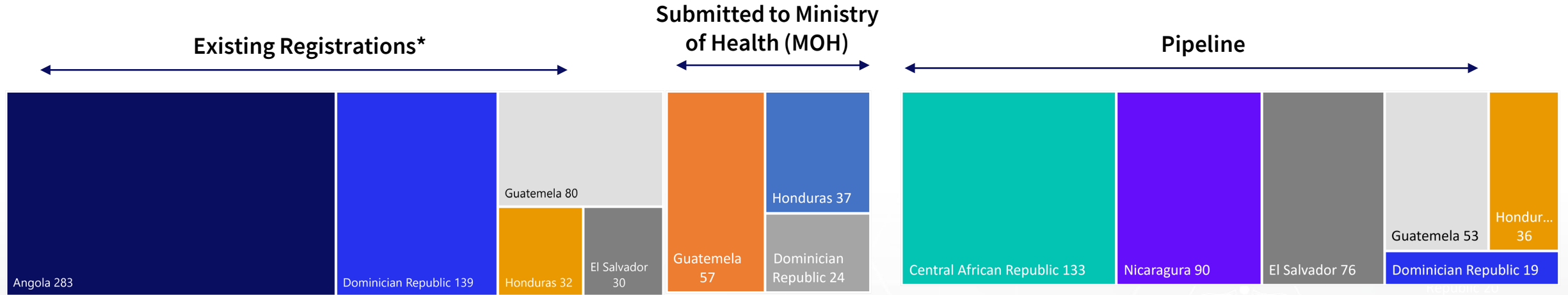
## Balaxi In 2021-22 - Expansion In New Geographies.

- » To capture incremental market share in the existing geographies and expand in Honduras, EL Salvador, Nicaragua, Central African Republic and Mozambique.
- » Balaxi will keep on pursuing various opportunities in the existing region by leveraging its physical presence.
- » Focus on offering a comprehensive product portfolio to fulfil consumer demand.

## Balaxi In 2023 & Beyond.

- » The management aims to foray in other Latin American countries and successfully replicate the differentiated business model.
- » Focus on having an ideal mix of Branded and Generic medicines that maximises the returns.
- » Setup a greenfield WHO-GMP/ PICS certified manufacturing facility.

# Pharma Products Registrations\*: Robust Pipeline Ahead



564 Registrations as on date

- 117 Registrations\* Submitted to Ministry of Health (MOH)
- 407 Registrations\* in Pipeline

Angola comprises of 57% of Existing Registrations

30+ Therapeutic segments

30%+ Branded Generics

12 to 15 months timeline for product registration after submitting technical dossiers

Guatemala and Dominican Republic to lead next phase of growth

\*Registration includes both registrations and import permits, based on the local regulatory framework of the country as on FY2021

- » Q2 & H1FY22 Result Highlights
- » Company Overview
- » Business Strategy
- » Industry & Outlook
- » **Business Overview**

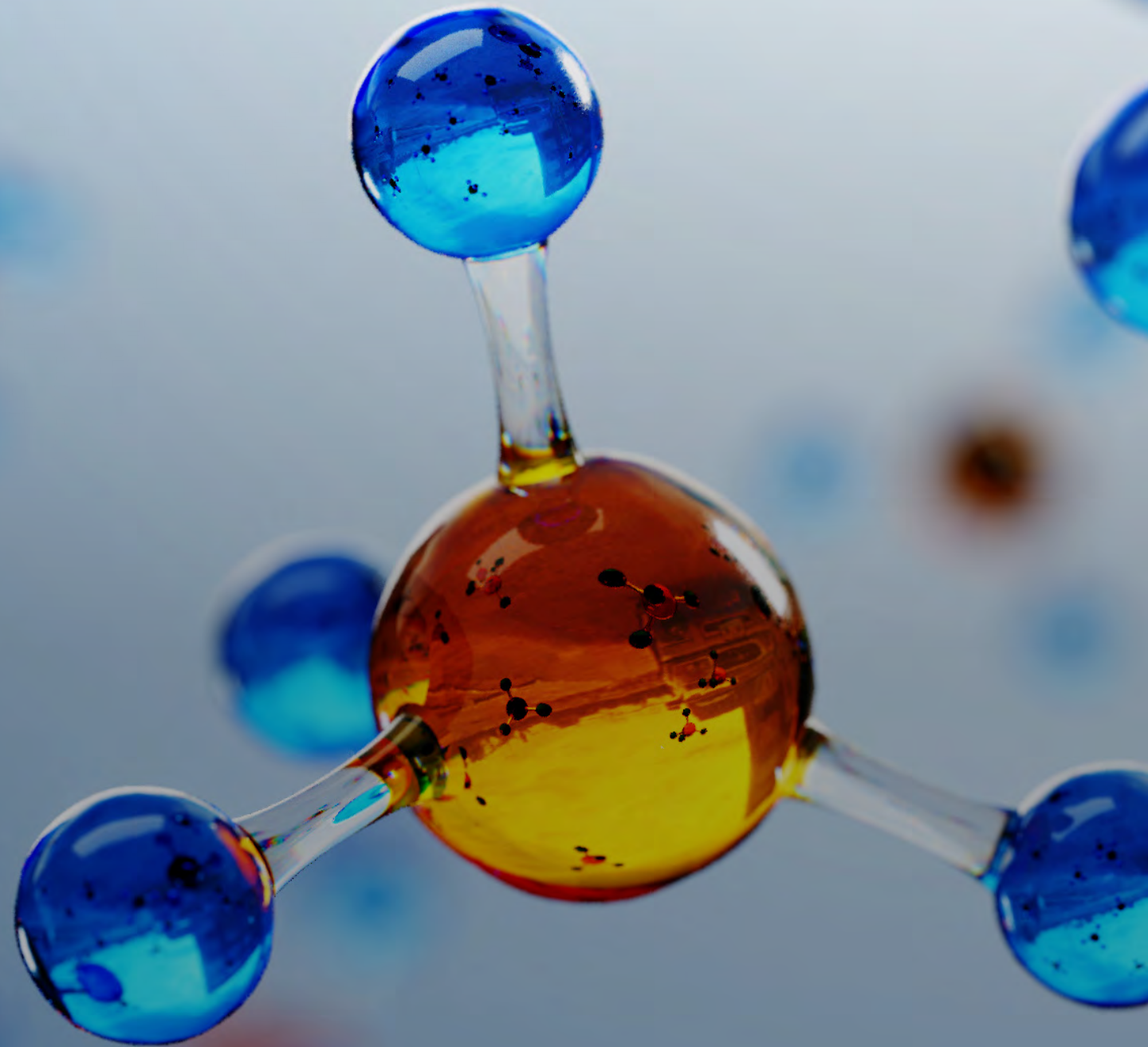


**BALAXI**

BALAXI PHARMACEUTICALS LIMITED

INVESTOR  
PRESENTATION

# BUSINESS OVERVIEW



Pharmaceuticals Business:

# Leading Supplier Of Formulations in Angola, Guatemala and Dominican Republic



An **IPR-driven pharma company** with an **asset-light, stock & sell model** supplying branded & generic medicines in frontier markets.



Angola,  
Africa

## Operational since 2008

- » Angola 's economy is a high GDP per capita economy, dependent on natural resources
- » Limited domestic pharmaceuticals production paves way for imports
- » The company has a widespread presence across 16 districts
- » Total number of import permits is at 289 as on Q1FY22



Guatemala,  
Latin America

## Operational since 2018

- » Guatemala is the largest pharmaceuticals market in the Latin America
- » Guatemala is a semi regulated market for pharmaceuticals
- » Limited domestic pharmaceuticals production provides opportunity for imports
- » Total number of registrations is at 84 as on Q1FY22 and 70 submitted to MOH and 35 in pipeline



Dominican Republic,  
Latin America

## Operational since 2018

- » Dominican Republic is the biggest pharmaceuticals market in the Caribbean Islands
- » Dominican Republic is a semi regulated market for pharmaceuticals
- » Total number of registrations is at 136 as on Q1FY22 and 38 submitted to MOH and 8 in pipeline

Pharmaceuticals Business:

# Leading Pharmaceuticals Player in Angola



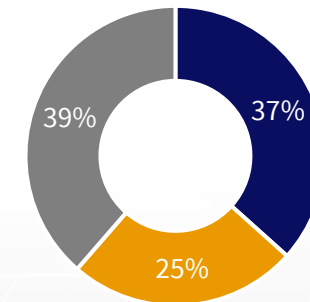
## Industry Snapshot

- Angola is the second largest oil producer in Africa with a population of ~32 million in 2019.
- The GDP per capita is US\$2,012.15 in 2020.
- Angola witnessed pharmaceuticals imports worth US\$ 351 million in CY2018.
- All the pharmaceuticals imports are regulated by the MOH
- The government’s National Health Development plan is focused to promote increased use of generics and generics substitution in pharmacies.

## Business Overview

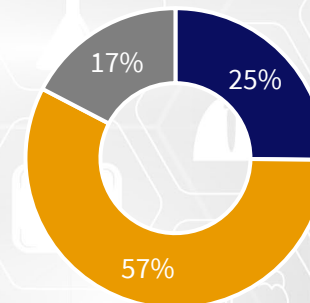
- A well entrenched player in the Angolan pharmaceuticals market.
- The business has a front-end logistics network of 19 facilities totalling 1,10,000 sq.ft. and a fleet of 20 vehicles.
- The warehouses are located strategically ensuring swift and hassle- free transition of the goods across the country.
- Advertisement of pharmaceuticals drugs is not allowed in Angola.
- The products are typically procured from India, China, and Portugal and ratio vary from time to time.

## Product Sourcing Mix % as of FY21



■ India ■ China ■ Portugal

## Product Sourcing Mix % as of Q2FY22



■ India ■ China ■ Portugal

Pharmaceuticals Business:

# Leading Pharmaceuticals Player in Guatemala



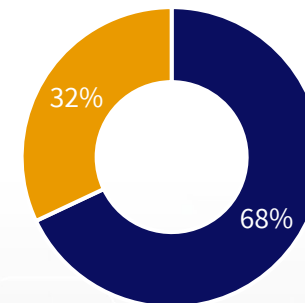
## Industry Snapshot

- Guatemala is part of the Latin American-Dominican Republic Free Trade Agreement (CAFTA-DR) which includes the United States and 6 Latin American countries.
- Guatemala witnessed pharmaceutical imports worth US\$ 687million in CY2020.

## Business Overview

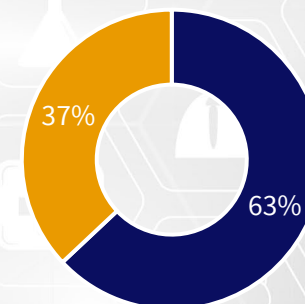
- Guatemala is a niche market for pharmaceuticals.
- It takes 12-15 months from the date of submission of technical dossiers to secure pharmaceutical product registrations from the Ministry of Health.
- The Company has a front-end distribution model with one warehouse aggregating 10,000 sq.ft and one heavy vehicle.
- The products are typically procured from India and China in a ratio of 70:30 and vary from time to time.

## Product Sourcing Mix % as of FY21



■ India ■ China

## Product Sourcing Mix % as of Q2FY22



■ India ■ China



Pharmaceuticals Business:

# Leading Pharmaceuticals Player in Dominican Republic



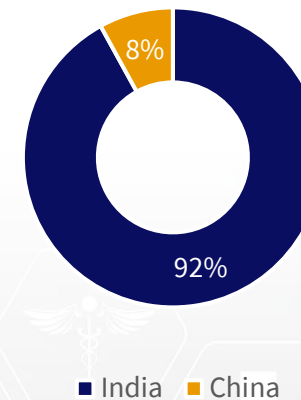
## Industry Snapshot

- Dominican Republic is part of the Central American-Dominican Republic Free Trade Agreement (CAFTA-DR) which includes the United States and 6 Central American countries.
- Dominican Republic witnessed pharmaceuticals imports worth US\$ 945million in CY2019.
- The Dominican Republic government has shown deep interest in developing the National Health System in both private and public sectors.

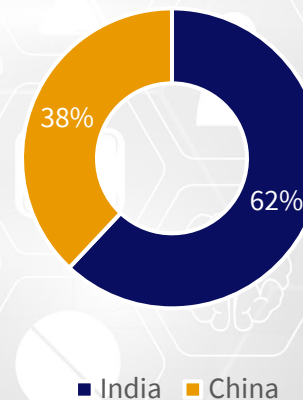
## Business Overview

- Dominican Republic is an established market for pharmaceuticals.
- It takes 12-15 months from the date of submission of technical dossiers to secure pharmaceuticals product registrations from the Ministry of Health.
- The Company has a front-end distribution model with one warehouse aggregating 10,000 sq.ft and one vehicle.
- Balaxi sells its products in Haiti and Venezuela from its depot in Dominican Republic. This has created a strong recall for the Balaxi brand name in these two countries.
- The products are typically procured from India and China.

## Product Sourcing Mix % as of FY21



## Product Sourcing Mix % as of Q2FY22



Ancillary Business:

# Encashing Our On-Ground Infrastructure



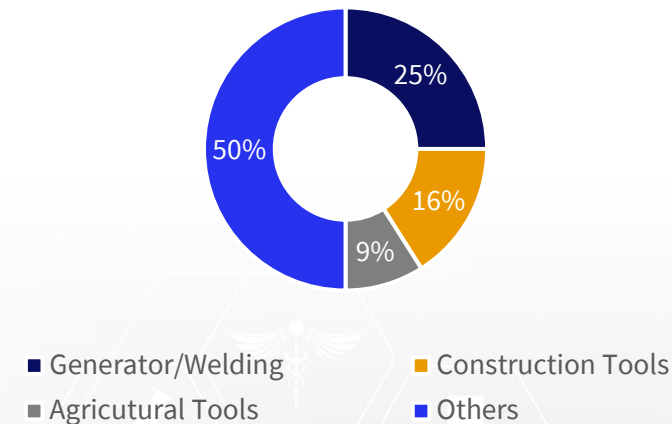
## Industry Snapshot

- Angolan real estate market is largely dependent on state investments.
- Property market continues to be seen as a safe-haven investment in the face of currency devaluation.
- Builder’s Hardware is import dependent although domestic manufacturers do exist for some of the items.
- Wholesalers offer a wide range of products under single roof.
- Retailers purchase goods from the wholesalers on a cash and carry model.
- As China led investments boost the country’s infrastructure spending, demand for builders’ hardware is expected to grow at a fine clip.

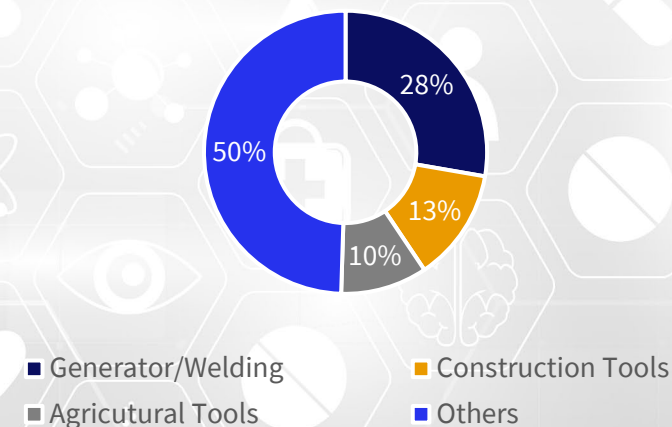
## Business Overview

- The company commenced its operations in 2008.
- The company offers a basket of products under its portfolio comprising of over 300 SKUs.
- The company is well entrenched and operates across 16 districts in the country.
- The company has 15 warehouses aggregating 1,00,000 Sq.ft and a fleet of vehicles to augment last-mile delivery.
- We cater to an extensive network of retailers through our supply chain and logistics capabilities.
- The products are sourced from India and China and sold under our brand name.
- There are multiple product categories ranging from Construction Tools, Electrical Equipment, Agricultural Tools etc.

## Product Mix % as of FY21



## Product Mix % as of Q2FY22



## Branded Consumer Products: An Emerging Business



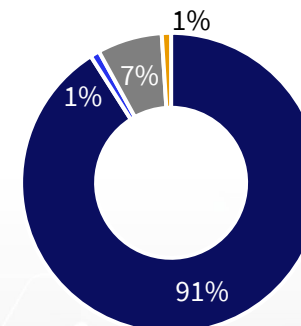
### Industry Snapshot

- Angola is one of the most promising consumer-goods market in Africa.
- Angola imports most of its consumer goods and utilities from countries such as Portugal, Brazil, China and South Africa.
- The biscuits segment witnessed an import of US\$ 37.9 million.
- According to Research & Markets, wholesale and retail of food in Angola contributes over 18% to GDP.
- The food trade in Angola remains dominated by informal channels, with open-air markets, small traditional stores, and street vendors accounting for 70-80% of the market. Heavy investment in supermarkets and shopping malls saw the formal market share of food sales increase from less than 5% in 2000 to 20% - 30% in 2019.

### Business Overview

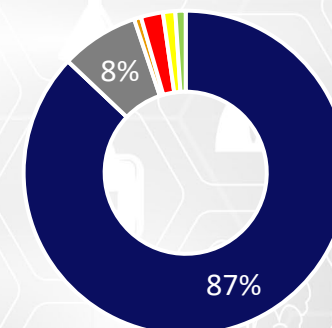
- Balaxi ventured into the branded consumer products business segment in 2019.
- The company has established its presence by selling a wide range of Biscuits and others in 16 districts across Angola.
- The Company has couple of warehouses and a fleet of delivery vans to augment last mile delivery.
- The business follows a strategy of supplying goods to its distributors, supermarkets and general shops.
- Balaxi's sells biscuits under 'YAP' brand which is affordable and has a low to medium income customer demand.
- The company is in process to launch branded consumer products in Mozambique and revenue expected from Q2FY22
- The company has scaled up the branded consumer products business by adding new items such tooth paste, ketchup, candy, mayonnaise to its existing portfolio which has been showing good traction.

### Product Mix % as of FY21



■ Biscuits ■ Pasta ■ Toothpaste ■ Sanitiser

### Product Mix % as of Q2FY22



■ Biscuits ■ Pasta ■ Toothpaste  
■ Sanitiser ■ Ketchup ■ Candy

## Strong Management: Leadership Team



### Ashish Maheshwari

Chairman & Managing Director

Founder of the company

First generation entrepreneur and a qualified Chartered Accountant

Commenced business by supplying white labelled pharmaceuticals formulations to various importers

Established Balaxi Group into a conglomerate that spans 4 continents

A person who recognises and appreciates knowledge, discipline, transparency & accountability



### Pranav Maheshwari

Head – Latin America

BBA and Economics Graduate from Emory University, Atlanta

Keen observer, quick learner and leads from the front

Oversees the company's vision for Latin America



### Paridhi Maheshwari

Head – Branded Consumer Products

BBA Graduate from University of Southern California, Los Angeles

Is a stickler for well-defined systems and process

Initiated and Leads the consumer products business for the Company

# Strong Management: Leadership Team



**Amol Mantri**  
CFO

Qualified Chartered Accountant and Certified Public Accountant from USA

Associated with the Balaxi Group since 2012

Inherent talent in designing and implementing systemic processes and checks & balances in all operations of the company

Clear understanding of the company's businesses spread across four continents and seven countries



**Ram Chawla**  
Country Head – Angola

Associated with the Balaxi Group since 2009

Inherently talented in person to person marketing

Natural leader and motivator

Speaks multiple languages

# Strong Management: Dynamic Regional Team



## Angola



**Jignesh Dinesh Kumar Shah**  
Finance Controller



**Laksh Shewakramani**  
Compliance Head

## Guatemala



**Pankaj Singh**  
Head of Operations



**Manish Jumnani**  
Sales Head

## Dominican Republic



**Karan Kapoor**  
Head of Operations



**Bharat Jawarani**  
Sales Head

## Strong Governance: Board of Directors



### Ashish Maheshwari

Chairman & Managing Director

Founder of the company

First generation entrepreneur and a qualified Chartered Accountant

Commenced business by supplying white labelled pharmaceuticals formulations to various importer

Established Balaxi Group into a conglomerate that spans 4 continents

A person who recognises and appreciates knowledge, discipline, transparency & accountability



### Minoshi Maheshwari

Non-Executive Director

Co-Founder of the company

A commerce graduate with 20 years of rich experience in the organization

Instrumental in creating Balaxi Group

A tenacious and persistent approach

A thought leader for the Group

Also heads CSR activities for the group

## Strong Governance: Board of Directors



**Kunal Bhakta**  
Independent Director

A Chartered Accountant with 15 years of experience in the field of Capital Markets

Currently, serves as an investment manager for First Water Capital Fund, a SEBI registered listed markets AIF

Successfully executed multiple M&A, Capital Raise and Investor Relations Strategy Engagements in his earlier roles at Lastaki Advisors

Previously Co Founder at Foster Capital Ventures which invested in PIPE deals



**Gandhi Gamji**  
Independent Director

MBA and BE in Engineering with more than 21 years of experience

Heads a successful business of niche speciality paints and ink chemicals in Africa and GCC

Has been an independent advisor for the Balaxi Group over the past 20 years



**M.S Rao**  
Independent Director

MBA from Asian Institute of Management, Philippines coupled with PG Diploma courses from IIM Ahmedabad, Cornell University and Kansas State University

Joined CGIAR institutions in 2009 as CEO of Cereals System Initiative for South Asia promoted by Bill & Melinda Gates Foundation

Good understanding of global markets and Involved in leading strategy formulation, project leadership, fund raising etc.

Previously associated with ITC as Head – New Initiatives, Agri Business Division where he oversaw business of USD 800 mn



**Purnima Singh Kamble**  
Independent Director

LLB from University of Lucknow

Heads the Firm Fox Mandal Solicitors & Advocates, Hyderabad practice

Has 23 years of experience in the areas of corporate and commercial law including legal consultancy in foreign investment, infrastructure projects, joint ventures, merger and acquisition, capital structuring, land acquisitions, property related issues and civil and commercial litigation

As a special interest in women related issues, Purnima works actively in respect of matters related to Sexual Harassment at workplace for which she conducts various training sessions



# THANK YOU!



**BALAXI**  
BALAXI PHARMACEUTICALS LIMITED

**Balaxi Pharmaceuticals Limited**

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**Chinta Shalini**

Compliance Officer

Email: [secretarial@balaxi.in](mailto:secretarial@balaxi.in)

IR Consultants

**DICKENSON**

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