

# INVESTOR PRESENTATION

Q4 & FY24



**bajaj** CONSUMER CARE

# BCCL Portfolio



# Bajaj Consumer Care – Product Range

## Almond Drops Hair Oil



## Coconut Range



## Amla Range



## No Marks Range



## AD Skin & Hair Care Range



## Ethnic Range



## Digital First Brands

### 100% Pure



### Natyv Soul



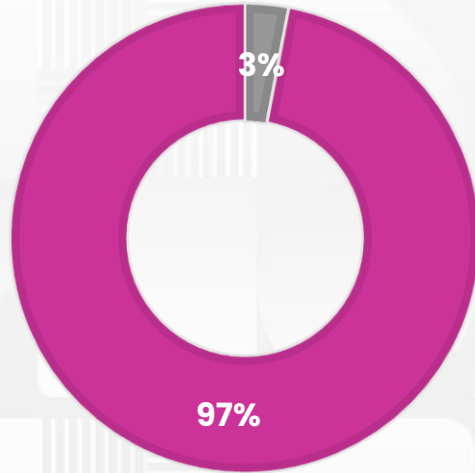
# Strategic Directions



# India & International Business

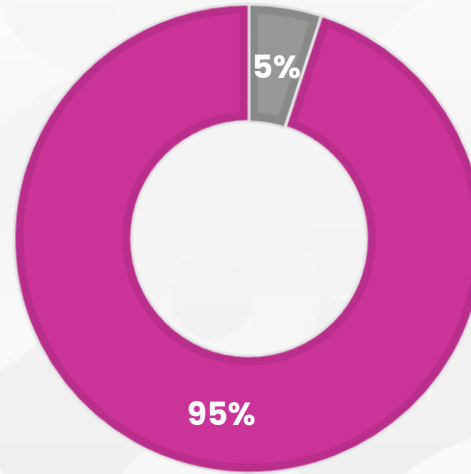
**FY 22**

INR 24.8 Crore

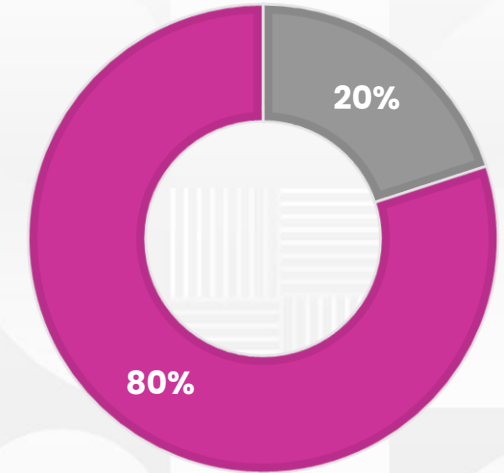


**FY 24**

INR 47.4 Crore



**FY 29**



■ India ■ International

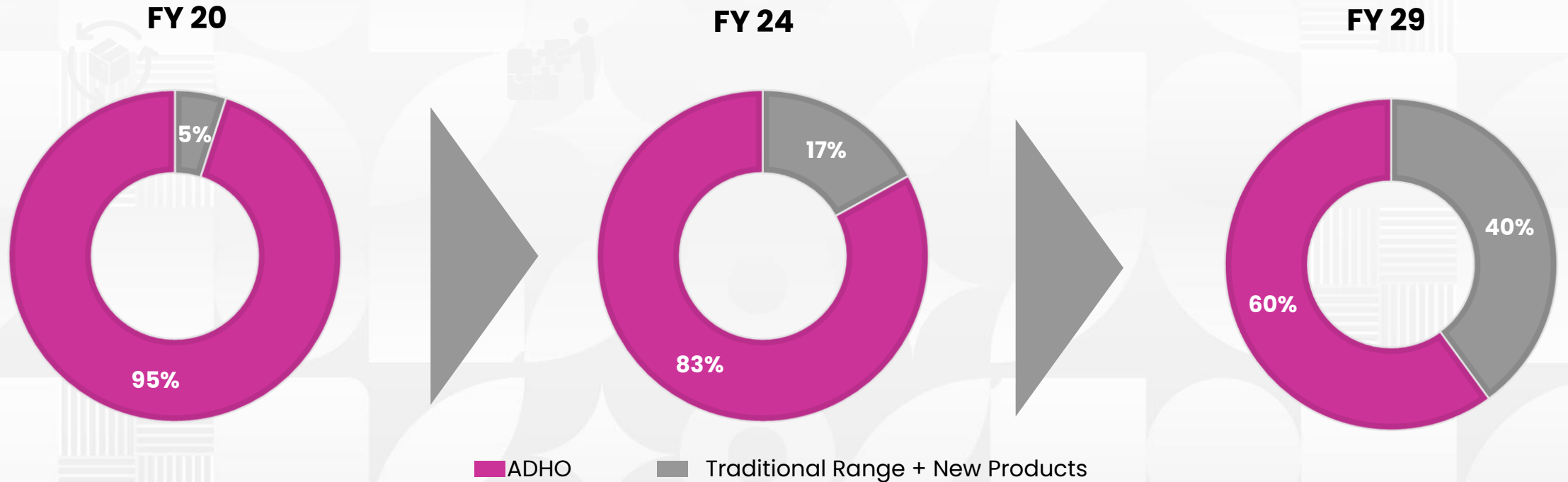
## India

- Continuous improvement of Sales Processes and Route-to-Market blueprints with IT enablement
- Distribution scale up in East, West and South Markets through expanded portfolio in hair and skin care range
- Organized trade to continue scale up with presence across key players in Modern Trade and E-Commerce

## International

- IB expansion journey started in FY 22. Topline has since almost doubled in last 2 years
- Local manufacturing & a robust team for direct distribution set up in Bangladesh.
- Strengthen presence in Middle East, South East and Export markets
- Full fledged operations and New localized products planned in key markets

# Grow the Core (Almond Drops Hair Oil) and Broad base Portfolio



## Almond Drops Hair Oil

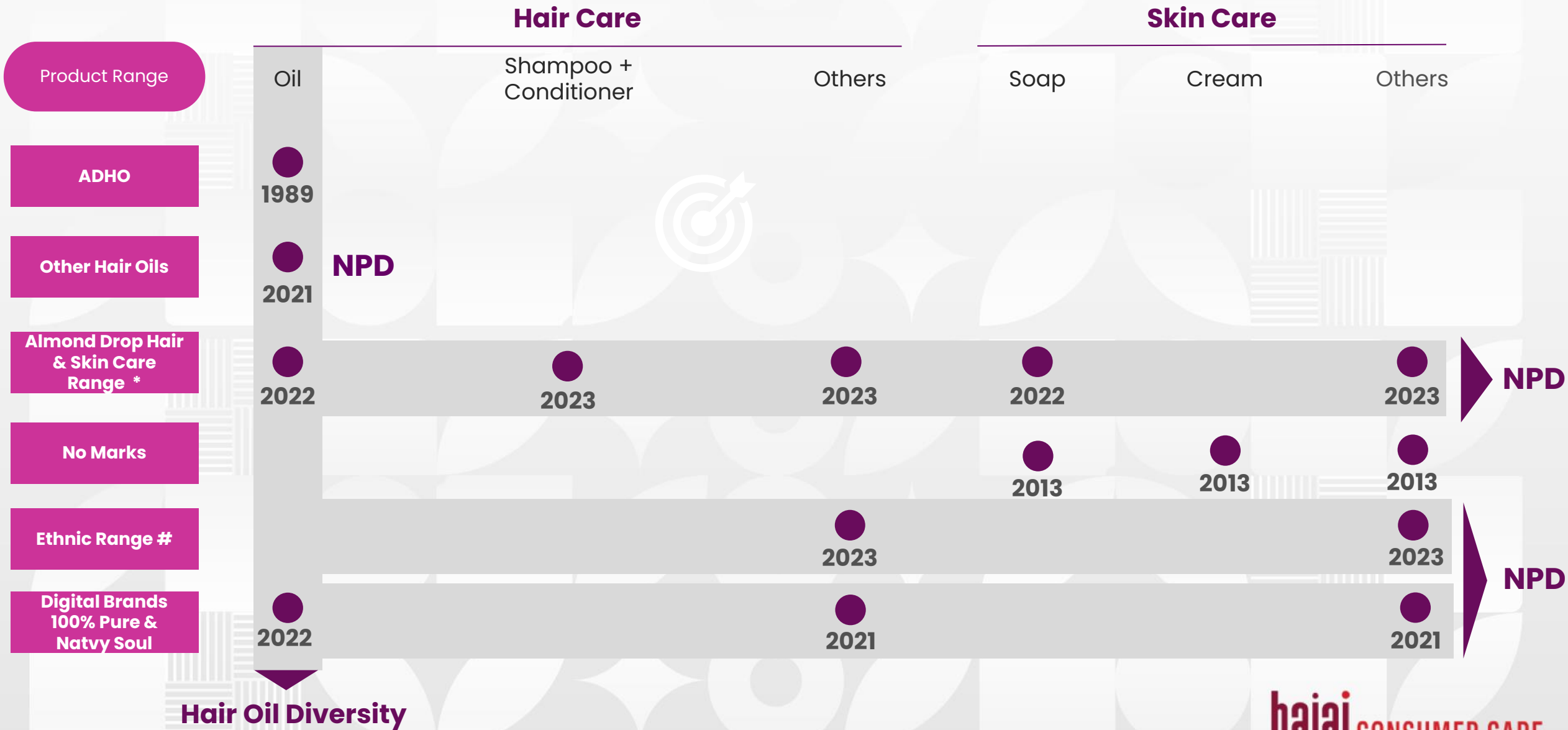
- Capture a larger market share and fortify position in Hair Care
- Cater to diverse consumer needs
- Reposition ADHO to make it relevant to new age consumers
- Premiumization through new variants

## Strategic Directions for New Products

- Leverage Bajaj brand in other Hair Oils and Traditional Indian Beauty Categories through Ethnic Range
- Extend Almond Drop equity in Hair & Skin Care products
- Prioritize categories based on 'Right to Win' & Market Attractiveness

Explore select inorganic growth opportunities

# Diversification Journey



## Hair Oil Diversity

# includes Henna and Gulabjal

\* includes Argan Oil, Body Lotion and Hair Serum

## ESG Goals

Theme	Indicators	ESG Targets	FY 24 actuals
Water consumption	Ltrs/kl of oil consumed	50% reduction by FY 26	<b>52%</b>
Water recharge	% of water recharged to ground as percentage of consumption in terms of potential created	500% of consumption of water by FY 26 (5 times water positive)	<b>25%</b>
Energy intensity in operations	T CO2 equivalent per kl of oil produced	Reduce carbon intensity by 25% in operations by FY 27 in Scope 1 and 2	<b>18%</b>
Carbon neutrality in operations	T CO2 neutrality	Net zero in operations by FY 30 for Scope 1 and 2	<b>51%</b>
Plastic recyclability	% age of plastic usage	100% of all packaging material to be recyclable, recompostable or reusable by FY 27	<b>95%</b>
EPR compliance	%age of plastic used which is recycled/coprocessed/end of life through approved agencies	100% from the year FY 24	<b>100%</b>

**ESG Targets are set with FY22 as the base year**



# Q4 & FY24 Performance



# Executive Summary – Standalone



## Topline

**Q4 FY24:** INR 230.2 Crs  
-4.6% YoY

**FY24:** INR 951.6 Crs  
+ 1.4% YoY

**Consol :** INR 968.0 Crs  
+2.0% YoY



## Gross Margin

**Q4 FY24:** 54.7%  
+62 bps YoY

**FY24:** 54.3%  
+91 bps YoY



## EBITDA

**Q4 FY24:** INR 37.3 Crs  
16.2% of Sales

**FY24:** INR 162.6 Crs  
17.1% of Sales  
+11.2% YoY



## Profit After Tax

**Q4 FY24:** INR 37.3 Crs  
16.2% of Sales

**FY24:** INR 158.8 Crs  
16.7% of Sales  
+13.6% YoY

**Volume growth flat in Q4 FY24 and 6.2% growth for FY24**

# MARKETING



# Brand Performance Highlights

FY24  
Saliency  
83%

## ADHO



FY24  
Saliency  
15%

- Strong double digit (15%) growth in alternate channels due to sustained investments and customer specific marketing interventions in Q4.
- Volume growth of 0.9% for FY24 backed by initiatives to drive improved value in mid and large packs

## New Products



- Value growth of 26% in Q4 FY24 and 12M FY24
- Bajaj 100% Pure Coconut Oil scaling up; growth of 31% and 36% for Q4 & FY24 respectively
- Almond Drops Skin & Hair Care range registered a growth of 23% and 16% for Q4 & FY24.
- New Launches scaling up well

Traditional Products Saliency – 2%

# ADHO Review

## Brand Performance

- Registered low single digit value decline for FY24
- Large packs performed better; grew by 2% in FY24

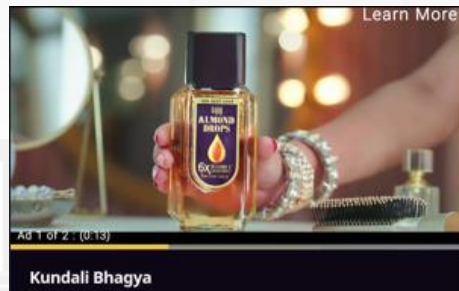
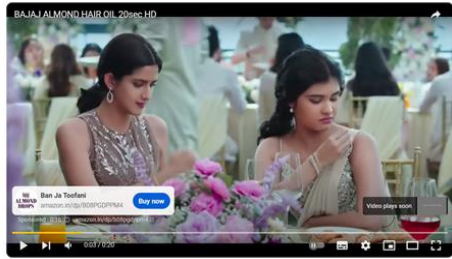
## Key Actions in Q4

- Strong Media presence across Mediums – TV, Digital, Print and On Ground Activation. ADHO SOV is highest at 15% for HSM(U+R)
- Sustained Investment Behind Visibility on E-Commerce & Modern Trade Channels



# Almond Drops Digital Media Initiatives

## Programmatic Advertising



Precise Targeting of competition users in selected pin codes

Reach: 2 crores

CTR of 1.2%

(Benchmark in CPG category is 1% max) Targeting

## Influencer Marketing



400 Influencers deployed in Q4 (Amazon Affiliate Influencers, KOL, Micro & Nano), reached out to 1.5 Crore Consumers

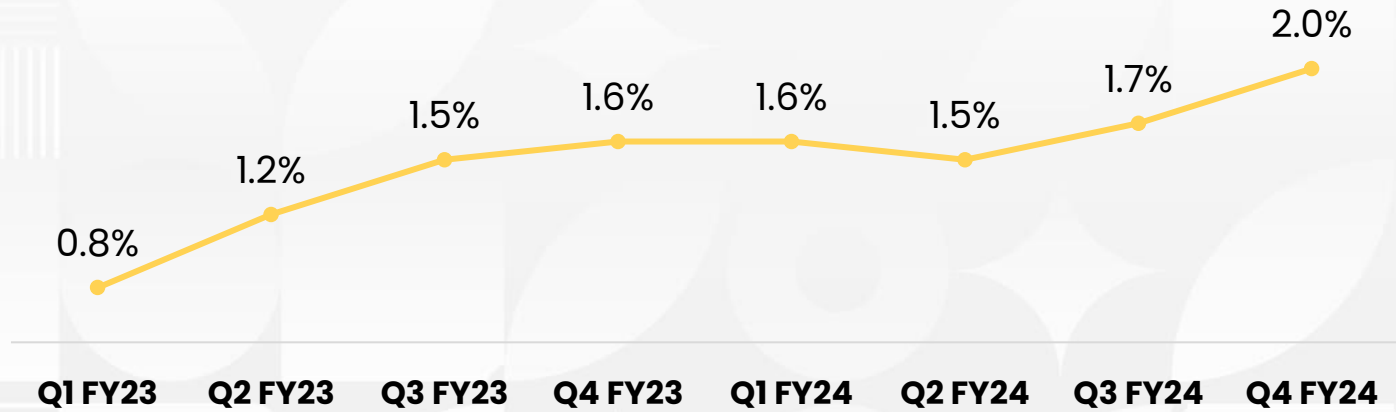
## Driving Social Conversations via Topical Content



Reach of 1.7 Crores plus generating buzz amongst the target audience with trending Content

# Bajaj 100% Pure Coconut Oil

Market Share - Coconut



- Market share and Distribution continued to Ramp up with good progress across markets
- Good Market Shares achieved in Traditional Bajaj Stronghold states



# Bajaj 100% Pure Coconut Oil Initiatives

## Outdoor Visibility



Hoardings deployed in 2 markets; Mumbai and Kolkata

## TVC & OTT



TVC + OTT media done for Maharashtra in Q4 SOV of 34% in Coconut Category for Maharashtra

## Reliance Scale up



300ml SKU launched for reliance. Scaled up to 800 Reliance stores pan India during Hair Fest



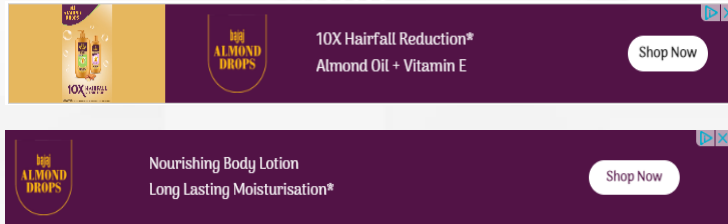
# Almond Drops Hair & Skin Care Range



- Bajaj Almond Drops Shampoo, Conditioner and Lotion continue to scale up in Q4
- Launch of Bajaj Almond Drops Summer Lotion in March
- Shampoo and Lotion were supported with Extensive Sampling & Digital Media in MT & E-commerce

# Almond Drops Hair & Skin Care Range Initiatives

## Digital Campaigns



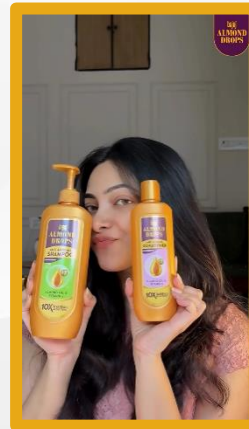
### Reach

2 Cr people reached out for lotion and 1.8 Cr for Shampoo through targeted Advertising

### Clicks

Overall, 6.1 lakh traffic generated towards E-Commerce sites

## AD Shampoo Affiliate Influencer Marketing



### Objective

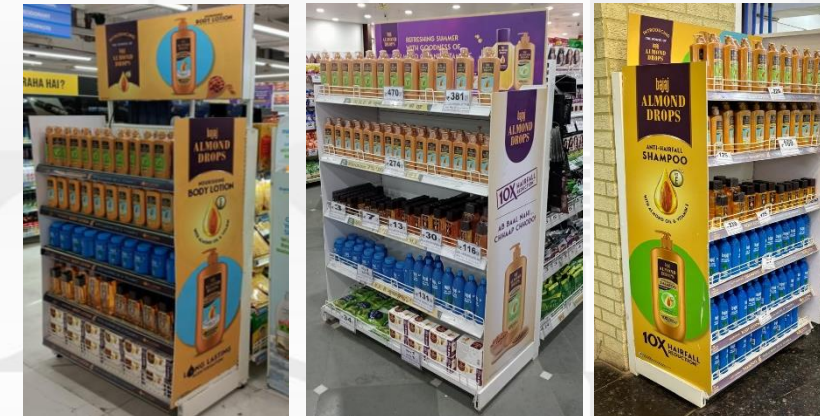
To drive awareness for Shampoo and Lotion via Flipkart, Amazon and Myntra affiliate marketing

Reach – 37 lac; Creators – 30

## MT Activation



Long-term store visibility in 25 RIL stores across India



Multibrand Endcap visibility in 33 stores across India

## Ethnic Range - Bajaj Henna

- Test market of Hyperlocal BTL campaign to promote Henna packs in Varanasi
- During the activity, engaged with over 3000 people and sold over 30000 units
- Initiative to be replicated in different cities across UP



## Ethnic Range - Bajaj Gulabjal

- Launch across GT completed
- Response in GT has been promising as there is a clear competitive advantage over Dabur across Packs



**SALES**



# Channel Performance Highlights



## General Trade

- Declined by mid-single digit in Q4 on secondary basis
- Decline in Rural lower than previous 3 quarters
- Secondary sales higher by 17 Crores in FY24 due to inventory correction at Distributors



## Organized Trade

- Registered growth of 11% for Q4 & 22% for FY24. Saliency at 24% for FY24
- Modern Trade grew by 7% for Q4 & 22% for FY24
- E-Commerce registered a growth of 26% for Q4 and 27% for FY24
- Canteen business grew by 4% in Q4 and 18% in FY24



## International Business

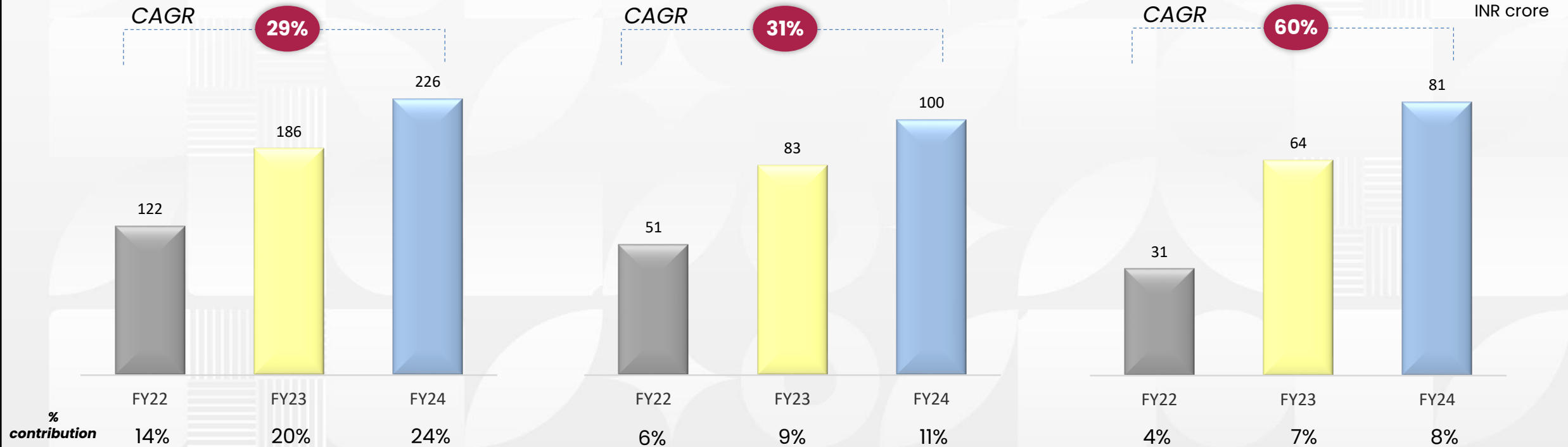
- On a consolidated basis, IB grew by 4% in Q4 & 24% in FY24
- Middle East & Africa grew by 11% in FY24
- Bangladesh scaling up well, registered a growth of 68% in FY24
- RoW registered 22% growth in FY24

# Organised Trade – Strong growth story

## Organised Trade

## Modern Trade

## E-Commerce



### Key Takeaways:

- Contribution of 24% in Organised Trade is in-line with Industry, with growth primarily driven by Modern Trade and E-commerce.
- BCCL has witnessed business expansion with established customers like Reliance, Dmart, Flipkart, and Amazon, and has engaged with new clients, including Myntra, Meesho, Citymall, Nykaa, and Blinkit
- Canteens and institutional channels, especially the Central Police Canteen, have reported significant double-digit growth

# MT Business| Execution of Multi-brand assets

AD Lotion led Endcap



AD Shampoo Visibility



## CNO Video and Static Ads

← Hair oil 🔍 🛒

Sort By Filter Brand Discount Price

Lowest Price Premium Brands 20% or more 1 Day Deliv

**Ad** bajaj 100% PURE COCONUT OIL 00:12

**bajaj**

100% PURE COCONUT OIL 600 ₹184

100% PURE COCONUT OIL ₹207

100% PURE COCONUT OIL ₹261

**bajaj**

100% PURE COCONUT OIL

Fresh Fragrance

100% Pure

Bajaj 100% Pure Coconut Oil 600 ml

★★★★★ 9,110

₹140<sup>94</sup> prime

## AD Shampoo and Winter Body Lotion Ads across Ecom

Amazon Pay GET ₹500 Send Money

Keep shopping for Men's beard & ...

Keep sh Idols &

Scan any QR Recharge & Bills

**THE ALMOND DROPS**

THIS WINTER GET LONG LASTING MOISTURISATION\*

UP TO 50% OFF

Shop Now

**Flipkart** Grocery

Brand Mall OFF 🔍 Search for products

Sponsored

**THE ALMOND DROPS**

Anti-hairfall Shampoo and Conditioner

10X HAIRFALL REDUCTION\*

₹184

₹207

\*T&C Apply

Search Amazon.in 🔍 🛒

Amazon Pay GET ₹500 Send Money

Keep shopping for Clocks

Keep sh Hi-fi & I

Scan any QR Recharge & Bills

**THE ALMOND DROPS**

ANTI-HAIRFALL SHAMPOO

10X HAIRFALL REDUCTION\*

UP TO 50% OFF\* SHOP NOW

**Flipkart** Grocery

Search grocery products

Home Categories Top Offers One Time Offers

**THE ALMOND DROPS**

Nourish Your Hair & Skin with Almond Oil & Vitamin E

Up to 50% Off

#SuperFoodForYou

5% Instant Discount + 5% Cashback\* With Flipkart Axis Bank Credit card

## Myntra Promotion on AD Range

**FEATURED BRANDS<sup>+</sup>**

**THE ALMOND DROPS**

UP TO 50% OFF

Infocus Trend Alley Occasion Wear Beauty A >

Explore Handbags Headphones Watches Ku

**Festive Days**

Nourish Your Hair & Skin with Almond oil & Vitamin E

#SuperFoodForYou

**THE ALMOND DROPS**

UP TO 50% OFF



# E-Commerce: ADHO Media Execution across all retailers

← hair oil

prime Filters

Indulekha Avimeeherbal Growth Sesa Ayurvedic

0:00

बूंद-बूंद में पोषण

Sponsored

Bajaj Almond Drops Hair Oil, 650ml, Hair Oil, 6X Vitamin E,...

4.3 ★★★★★ (22,137)  
4K+ bought in past month

₹318 (₹48.92/100 ml) M.R.P: ₹435

(27% off)  
Get up to 5% back + rewards worth...  
Save 5% more with Subscribe & Save

hair oil

6 MINS

Bajaj Almond Drops Almond Hair Oil 475 ml

₹280  
₹305

ADD

6 MINS

Parachute Advansed Gold Coconut Hair Oil 400 ml

₹170  
₹235

ADD

2X Less hairfall\*  
Up to 25% off\*\*

Navratna Cool Hair Oil (200 ml)

6 MINS

₹143  
₹150

ADD

Western Wear Women Ethnic Kid's We

2X<sup>+</sup> HAIRFALL REDUCTION

UP TO 35% OFF

NOT-TO-MISS BRANDS

#BanJaToofani Combo Exclusive Offer

UP TO 55% OFF

Flipkart Grocery

Brand Mall OFF Search for products

Samsung Smart TVs 43" 4K & 55" 4K UHD From ₹23,999\*

wrangler, Lee, Killer Jeans Under ₹899

Sponsored

★ TOP BRAND ★

Iss Diwali #BanJaToofani

Min. 30% Off\*

# International Business

## Bangladesh

- Revenue up by 68% in FY24

## Sales and Marketing Activities

- Own distribution started in Q4. Warehouses, logistics and sales team are in place; transition executed smoothly
- ADHO Promotion
  - Regular visibility on Digital
  - Consumer research initiated for TVC
  - First print campaigns executed in Ramzan month.



**ESG**



# ESG – Focus on resource optimization and reduction in wastage



## Reduced consumption of Water

- Guwahati- 28% reduction in specific water consumption per litre of product at YTD level over last year. Major Initiatives include Water Conservation initiatives and reuse of water schemes
- Paonta Sahib- 50% reduction in specific Water Consumption reduction per litre of product at YTD level. Major Initiatives include Water Conservation initiatives, installation of STP, and reuse of water schemes

## Reduced consumption of Energy through energy optimization and energy efficiency improvement initiatives in manufacturing

- Reduction in specific energy consumption by 19% in Guwahati. Paonta maintained at similar levels as last year

## Reduced wastage of Laminates through machine automation

- Laminate wastage reduction of 14% in Guwahati and 35% in Paonta over the previous year

# HUMAN RESOURCES



# Great Place to Work Survey 2023 - 2024

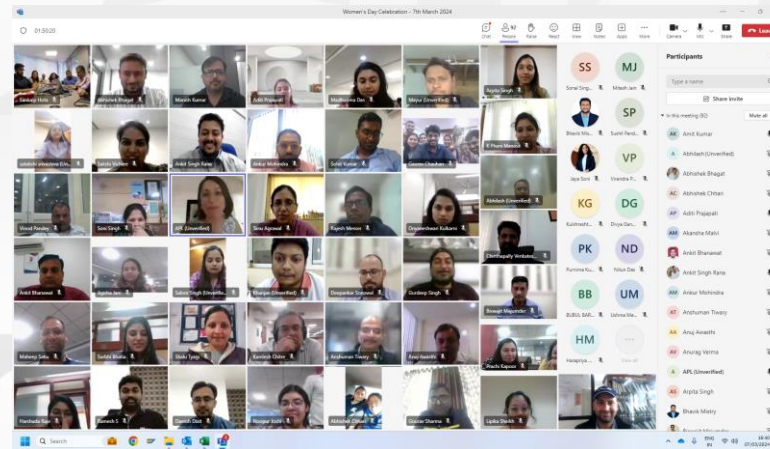


# People Engagement

## Townhall



## Women's Day celebration



## Holi Celebration

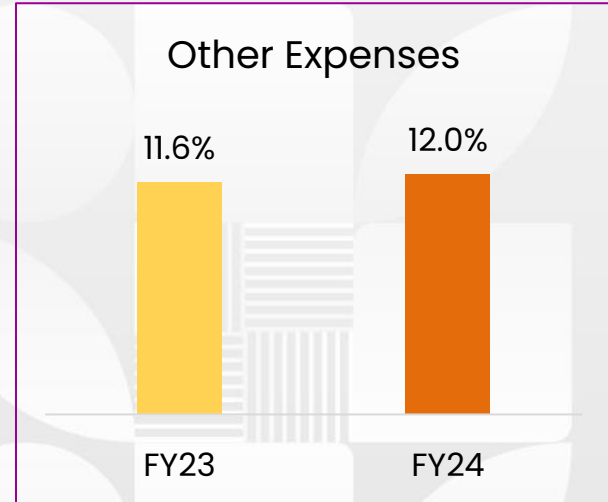
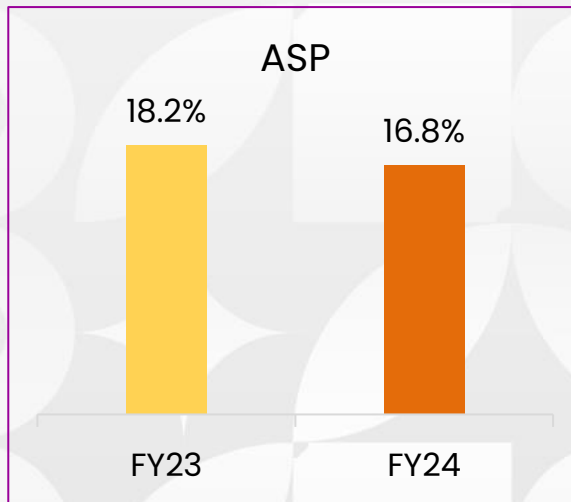
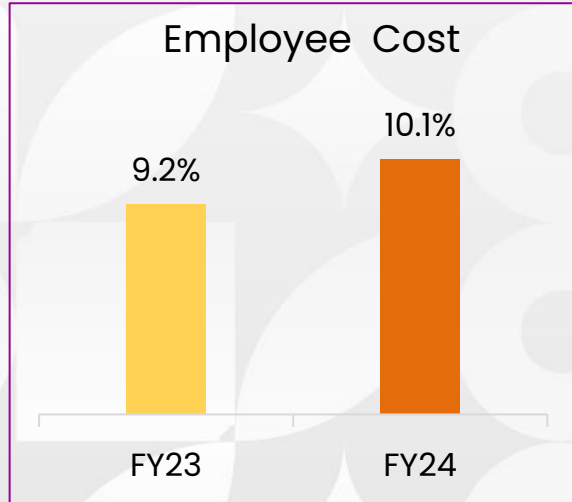
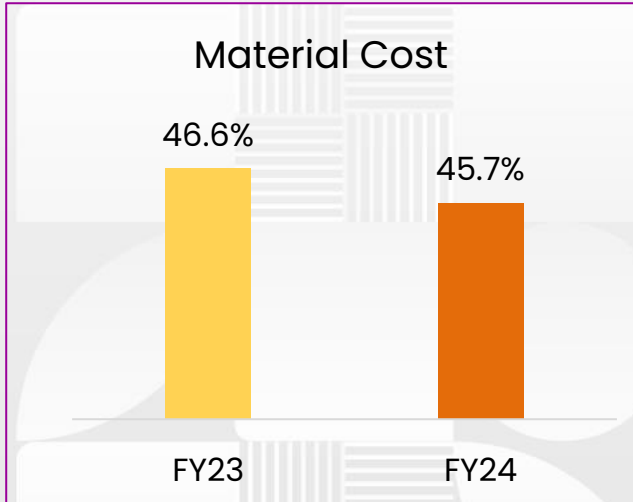
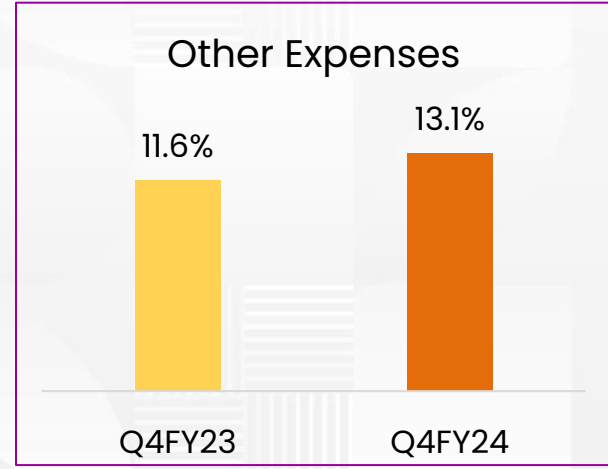
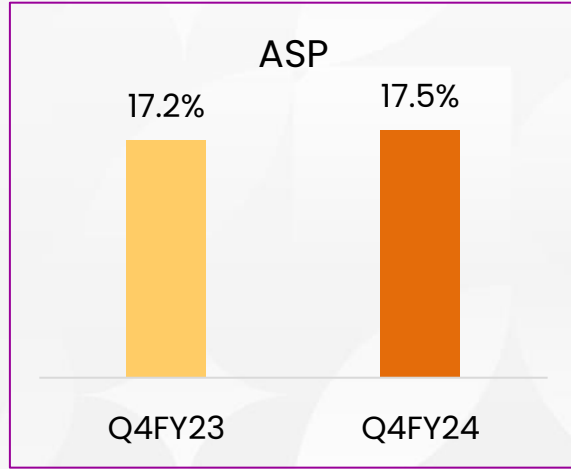
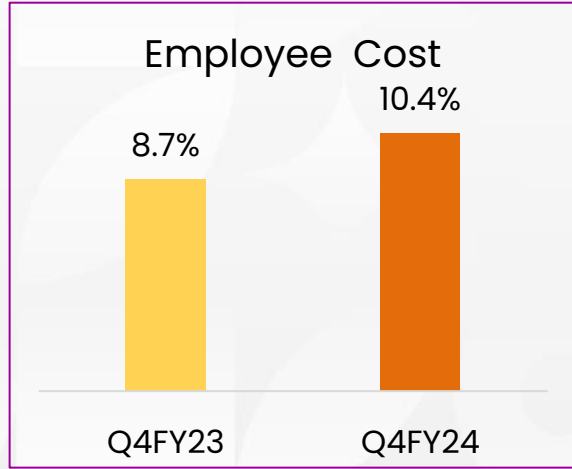
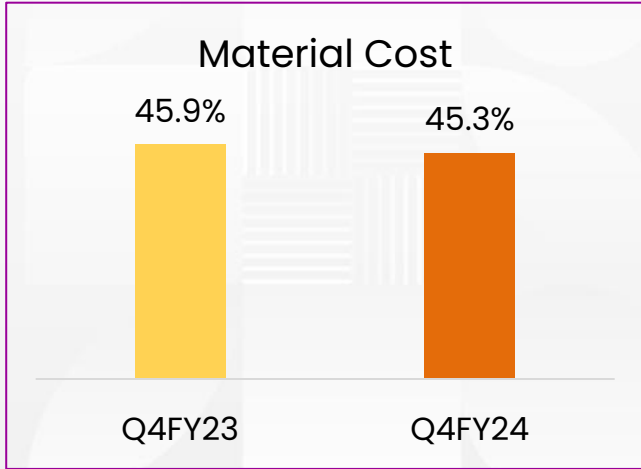


# FINANCIALS

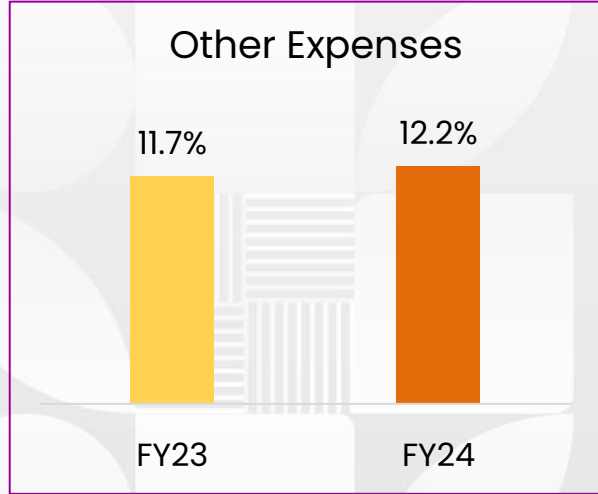
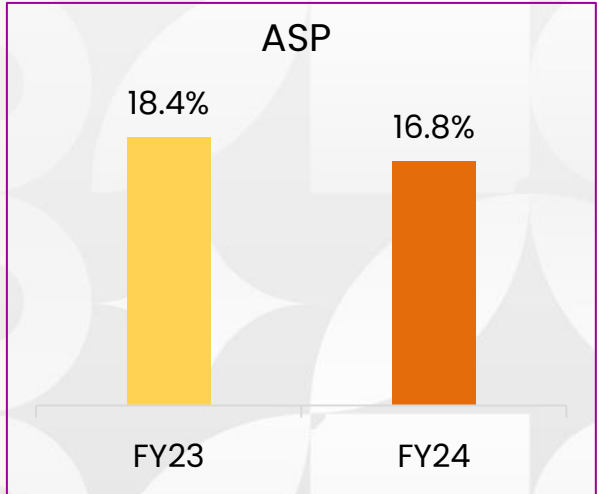
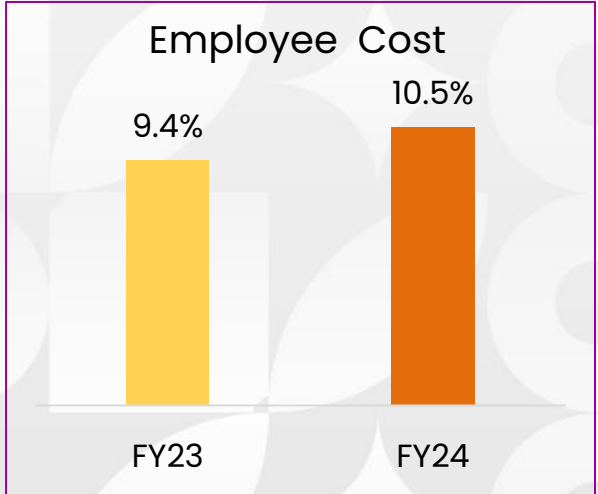
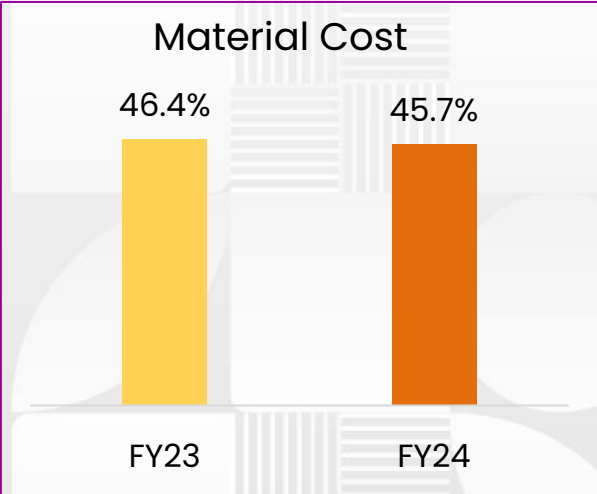
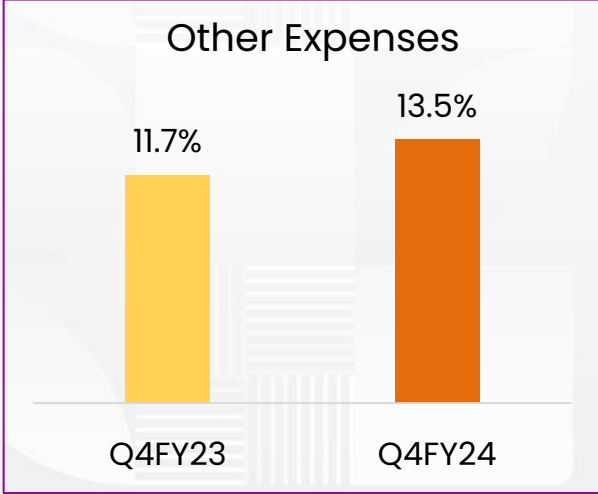
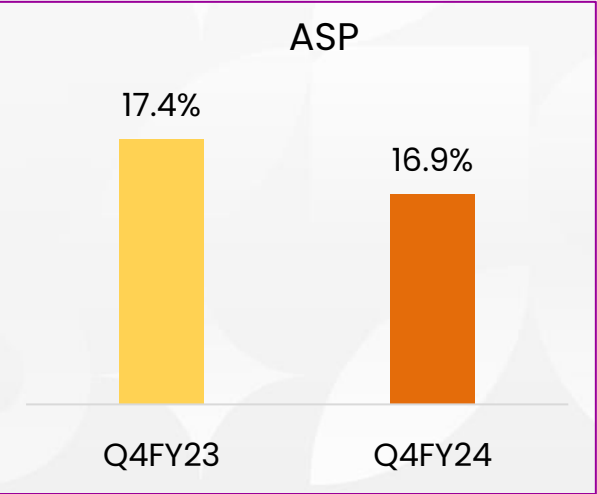
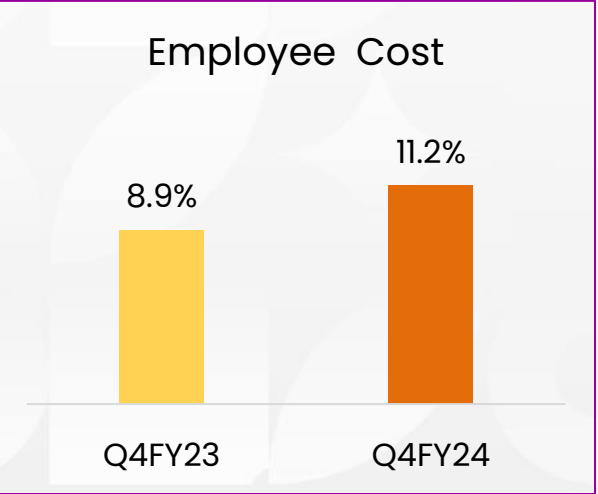
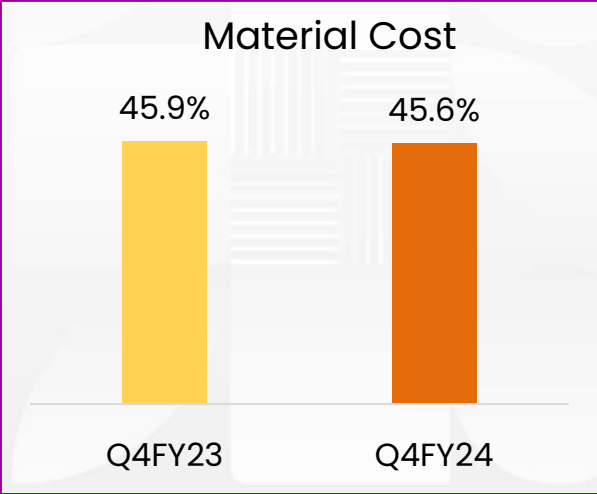




# Standalone - Expenses To Sales Trend



# Consolidated - Expenses To Sales Trend



# Financial Performance – Standalone

In Rs. Crores

Particulars	Q4 FY23	Q4 FY24	YoY%	FY23	FY24	YoY%
<b>Net Sales Value</b>	<b>241.3</b>	<b>230.2</b>	<b>-4.6%</b>	<b>938.1</b>	<b>951.6</b>	<b>1.4%</b>
Other Operating Income	3.2	5.7	78.1%	11.8	16.1	36.5%
<b>Total Operating Income</b>	<b>244.5</b>	<b>235.9</b>	<b>-3.5%</b>	<b>949.9</b>	<b>967.7</b>	<b>1.9%</b>
Cost of Goods sold	110.9	104.3	-5.9%	437.4	435.0	-0.5%
Contribution	130.4	125.8	-3.5%	500.7	516.6	3.2%
<b>% of Sales</b>	<b>54.1%</b>	<b>54.7%</b>		<b>53.4%</b>	<b>54.3%</b>	
Employees Cost	21.0	24.0	14.1%	86.7	96.3	11.1%
Advertisement & Sales Prom.	41.4	40.2	-3.0%	170.8	160.0	-6.3%
Other Expenses	27.9	30.1	7.6%	108.9	113.8	4.5%
<b>EBITDA</b>	<b>43.3</b>	<b>37.3</b>	<b>-13.7%</b>	<b>146.2</b>	<b>162.6</b>	<b>11.2%</b>
<b>% of Sales</b>	<b>17.9%</b>	<b>16.2%</b>		<b>15.6%</b>	<b>17.1%</b>	
Other Income	10.1	11.7		37.1	44.6	
Finance Cost	0.2	0.2		0.9	1.0	
Depreciation and Amortisation	2.3	2.5		8.1	9.5	
Corporate Social Responsibility	1.2	1.1		4.8	4.4	
<b>Profit Before Tax(PBT)</b>	<b>49.7</b>	<b>45.2</b>	<b>-9.1%</b>	<b>169.5</b>	<b>192.4</b>	<b>13.5%</b>
Tax Expenses	8.7	7.9		29.7	33.6	
<b>Profit After Tax(PAT)</b>	<b>41.0</b>	<b>37.3</b>	<b>-9.0%</b>	<b>139.8</b>	<b>158.8</b>	<b>13.6%</b>
<b>% of Sales</b>	<b>17.0%</b>	<b>16.2%</b>		<b>14.9%</b>	<b>16.7%</b>	

# Standalone Balance Sheet as at 31<sup>st</sup> March 2024

In Rs. Crores

Particulars	31.03.2024	31.03.2023
<b>ASSETS</b>		
<b>1. Non-Current Assets</b>		
(a) Property, Plant & Equipment	44.9	45.8
(b) Capital Work in progress	1.4	1.4
(c) Other Intangible Assets	0.7	0.6
(d) Right-of-use asset	7.9	8.8
(e) Financial Assets	-	-
(i) Investments	171.3	166.6
(ii) Others	4.4	3.9
(f) Other non-current assets	0.1	0.3
<b>Sub Total Non Current Assets</b>	<b>230.8</b>	<b>227.4</b>
<b>2. Current Assets</b>		
(a) Inventories	53.7	49.6
(b) Financial Assets	-	-
(i) Investments	585.6	575.0
(ii) Trade Receivables	43.3	30.8
(iii) Cash and Cash Equivalents	15.3	8.7
(iv) Bank Balances other than (iii)	21.6	5.2
(v) Others	0.7	0.0
(c) Current Tax Assets (Net)	0.2	0.1
(d) Other Current Assets	58.3	52.8
<b>Sub Total Current Assets</b>	<b>778.8</b>	<b>722.2</b>
<b>TOTAL ASSETS</b>	<b>1,009.6</b>	<b>949.6</b>

Particulars	31.03.2024	31.03.2023
<b>EQUITY AND LIABILITIES</b>		
<b>1. Equity</b>		
(a) Share Capital	14.3	14.3
(b) Other Equity	851.2	806.6
<b>Total Equity</b>	<b>865.5</b>	<b>820.9</b>
<b>2. Non Current Liabilities</b>		
(a) Financial Liabilities		
(i) Lease Liabilities	4.0	6.1
(b) Provision for Employee Benefit	4.8	3.8
<b>Sub Total Non Current Liabilities</b>	<b>8.8</b>	<b>9.9</b>
<b>3. Current Liabilities</b>		
(a) Financial Liabilities		
(i) Lease Liabilities	4.8	3.2
(ii) Trade Payable		
(a) Total Dues to micro and small enterprises.	3.0	3.5
(b) Creditors Other Than (a)	37.0	41.3
(iii) Other Financial Liabilities	70.0	58.1
(b) Other Current Liabilities	17.4	10.8
(c) Provisions for employee Benefit	3.2	1.8
(d) Current Tax Liabilities (Net)	-	0.2
<b>Sub Total Current Liabilities</b>	<b>135.3</b>	<b>118.9</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>1,009.6</b>	<b>949.6</b>

# Financial Performance – Consolidated

In Rs. Crores

Particulars	Q4 FY23	Q4 FY24	YoY%	FY23	FY24	YoY%
<b>Net Sales Value</b>	<b>246.2</b>	<b>234.2</b>	<b>-4.9%</b>	<b>949.1</b>	<b>968.0</b>	<b>2.0%</b>
Other Operating Income	3.2	5.7	78.1%	11.8	16.1	36.6%
<b>Total Operating Income</b>	<b>249.4</b>	<b>240.0</b>	<b>-3.8%</b>	<b>960.9</b>	<b>984.1</b>	<b>2.4%</b>
Cost of Goods sold	113.0	106.7	-5.6%	439.9	442.0	0.5%
Contribution	133.2	127.5	-4.3%	509.1	525.9	3.3%
<b>% of Sales</b>	<b>54.1%</b>	<b>54.4%</b>		<b>53.6%</b>	<b>54.3%</b>	
Employees Cost	21.8	26.1	19.8%	89.2	101.2	13.4%
Advertisement & Sales Prom.	42.9	39.6	-7.7%	174.5	162.2	-7.0%
Other Expenses	28.8	31.7	9.9%	111.3	119.0	6.9%
<b>EBITDA</b>	<b>42.9</b>	<b>35.8</b>	<b>-16.5%</b>	<b>146.0</b>	<b>159.7</b>	<b>9.4%</b>
<b>% of Sales</b>	<b>17.4%</b>	<b>15.3%</b>		<b>15.4%</b>	<b>16.5%</b>	
Other Income	10.1	11.7		37.1	44.7	
Finance Cost	0.2	0.2		1.0	1.0	
Depreciation and Amortisation	2.4	2.6		8.5	9.9	
Corporate Social Responsibility	1.2	1.1		4.8	4.4	
<b>Profit Before Tax (PBT)</b>	<b>49.2</b>	<b>43.6</b>	<b>-11.5%</b>	<b>168.8</b>	<b>189.0</b>	<b>12.0%</b>
Tax Expenses	8.7	7.9		29.6	33.6	
<b>Profit After Tax (PAT)</b>	<b>40.5</b>	<b>35.5</b>	<b>-12.0%</b>	<b>139.2</b>	<b>155.4</b>	<b>11.7%</b>
<b>% of Sales</b>	<b>16.4%</b>	<b>15.2%</b>		<b>14.7%</b>	<b>16.1%</b>	

# Consolidated Balance Sheet as at 31<sup>st</sup> March 2024

In Rs. Crores

Particulars	31.03.2024	31.03.2023	Particulars	31.03.2024	31.03.2023
<b>ASSETS</b>			<b>EQUITY AND LIABILITIES</b>		
<b>1. Non-Current Assets</b>			<b>1. Equity</b>		
(a) Property, Plant & Equipment	106.8	108.0	(a) Share Capital	14.3	14.3
(b) Capital Work in progress	27.8	27.7	(b) Other Equity	816.3	775.4
(c) Goodwill	43.0	43.0	<b>Total Equity</b>	<b>830.6</b>	<b>789.7</b>
(d) Other Intangible Assets	0.7	0.6	<b>2. Non-Current Liabilities</b>		
(e) Right-of-use asset	7.9	8.8	(a) Financial Liabilities		
(f) Other Financial Assets	4.9	4.3	(i) Lease Liabilities	4.0	6.1
(g) Deferred tax assets (net)	0.4	0.3	(b) Provision for Employee Benefit	4.8	3.8
(h) Other non-current assets	0.1	0.3	<b>Sub Total Non Current Liabilities</b>	<b>8.8</b>	<b>9.9</b>
<b>Sub Total Non Current Assets</b>	<b>191.6</b>	<b>193.1</b>	<b>3. Current Liabilities</b>		
<b>2. Current Assets</b>			(a) Financial Liabilities		
(a) Inventories	56.2	51.3	(i) Lease Liabilities	4.8	3.2
(b) Financial Assets			(ii) Trade Payable		
(i) Investments	585.6	575.0	(a) Total Dues to micro and small enterprises.	3.0	3.5
(ii) Trade Receivables	44.0	30.4	(b) Creditors Other Than (a)	37.2	41.5
(iii) Cash and Cash Equivalents	22.7	14.0	(iv) Other Financial Liabilities	78.5	63.6
(iv) Bank Balances other than (iii)	21.6	5.2	(b) Other Current Liabilities	17.5	11.0
(v) Others	0.7	0.0	(c) Provisions for employee Benefit	3.2	1.8
(c) Current Tax Assets (Net)	0.2	0.1	(d) Current tax Liabilities (Net)	0.1	0.2
(d) Other Current Assets	60.8	55.3	<b>Sub Total Current Liabilities</b>	<b>144.2</b>	<b>124.8</b>
<b>Sub Total Current Assets</b>	<b>792.0</b>	<b>731.3</b>	<b>TOTAL EQUITY AND LIABILITIES</b>	<b>983.6</b>	<b>924.4</b>
<b>TOTAL ASSETS</b>	<b>983.6</b>	<b>924.4</b>			

# Board of Directors & Management Committee



# Board of Directors



**Mr. Kushagra Bajaj**

***BCCL Promoter & Non-Executive Chairman***

The Chairman of BCCL since 2007, with over 21 years in the consumer, energy and sugar industry, holds a B.S.c in Economics, Political Philosophy, and Finance from Carnegie Mellon University and a Master's degree in Marketing from Northwestern University, Chicago



**Mr. Jaideep Nandi**

***Managing Director***

With 34 years of experience in the Consumer sector, joined in January 2020 as CEO and became Managing Director from July 2020. Graduated in Mechanical Engineering from Jadavpur University, Kolkata & Post Graduation in Management, Marketing & Finance from IIM, Bangalore



**Mr. Sumit Malhotra**

***Non-Executive, Non-Independent Director***

With 32 years experience in FMCG sector, he was MD of BCCL till June-2020 and now designated as Director and Advisor from July-2020. Holds a Bachelors' degree in Pharmacy with Honours from IIT-BHU & a Post Graduate Diploma in Business Management from IIM-AHM



**Mr. Vimal Chandra Nagori**

***Non-Independent, Non-Executive Director***

Mr. Nagori, holds 35+ years of finance and accounts expertise. He served as CFO & President Finance at Bajaj Consumer Care Limited from 1991 to 2017. His strengths include strategic financial planning, P&L management, organizational reengineering, M&A, and treasury transactions



**Mr. Jagdish Acharya**

***Independent, Non –Executive Director***

With over 40 years' experience, Mr. Jagdish spent 25 years in international markets at Asian Paints and is currently CEO of Paints & Coating Skill Council. Mr. Acharya holds degrees from Mumbai University and IIM Kolkata, with executive programs from IIM Bengaluru and Harvard Business School



**Mr. Anupam Dutta**

***Independent, Non –Executive Director***

With over 30 years' experience, formerly MD/CEO of Allied Blenders, CEO of Football Sports Development Ltd. and MD of Kellogg India. Since May 2017, he' is an entrepreneur and consultant, co-founder of an e-commerce venture Arteastic.in. Graduated from Jadavpur University and holds a management degree from IIM Calcutta



**Mr. K S Narayan**

***Independent, Non –Executive Director***

With over 35 years' experience, Mr. Narayanan held leadership roles at Hindustan Unilever, McCain Foods, Pan India Food Solutions & VKL Seasonings. He's adept in B2B/B2C, Hospitality, Retail, and F&B industries. Currently advising startup boards. Holds degrees from IIT Madras and IIM Calcutta



**Ms. Lilian Jessie Paul**

***Independent, Non –Executive Director***

Joined in 2019 with 27 yrs. of exp. as a marketer. She is the founder of Paul Writer ([www.paulwriter.com](http://www.paulwriter.com)). She was Global Brand Manager of Infosys, headed marketing for iGATE (now a part of CapGemini). Holds Master's degree from IIM Calcutta and a Bachelor's degree in Computer Science & Engineering from NIT



# Management Committee



**D K Maloo**

*Chief Financial Officer*

Dilip Kumar Maloo is a qualified CA & CS professional. He has over 30 years of professional experience. He has spearheaded multiple growth initiatives at BCCL in the last two decades



**Anuj Awasthi**

*Head - Sales*

Joined BCCL in 2021 as Head Organised Trade & International Business. From April 2024, has taken over as Head - Sales. He has a BE in Production Engineering from Shivaji University & MMS from JBIMS, Mumbai with professional experience of 21 years



**Rajesh Menon**

*Head - Supply Chain,  
Operations and IT*

Joined BCCL in 2020. He completed B.Tech from Calcutta University and PGDM from SPJIMR. He has a professional experience of 25 years



**Richard Dsouza**

*Head - Finance*

Joined BCCL in 2021. Richard is a Chartered Accountant & a Certified Information Systems Auditor (CISA) and has a professional experience of 22 years



**Abhishek Prasad**

*Head - Marketing*

Joined BCCL in 2018. He is a BTech from IIT, BHU and MBA from FMS, Delhi. He has 24 years of Marketing and Brand Management experience in FMCG Industry



**Deepak Himan**

*Head - Strategy &  
International  
Business*

Joined in July 23 as Head - Strategy & New Business. From April 2024, is Head - Strategy & International Business. He holds a PGDM in Marketing from S.P. Jain Institute of Management and Research and an M.Sc in Information Systems from BITS, Pilani with a professional experience of 20 years

# Management Committee



**Apoorva Kapoor**

*Head - Human Resources*

Joined BCCL in July 23 heading the Human Resources function. She passed her MBA from SCMHRD and brings with herself 20 years of experience



**Vivek Mishra**

*Head - Legal*

Joined BCCL in 2021. Vivek is a Law Graduate from Lucknow University and a qualified Company Secretary with professional experience of over 13 years



**Mohan Chavan**

*Head - R&D*

Joined BCCL in 2022 and has an overall professional experience of around 19 years. He has done his M.Sc. in Organic Chemistry from Mumbai University & Executive MBA in Marketing & Operations from NMIMS



**Naresh Gehlaud**

*Head - Operations*

Joined BCCL in 2018. He is an Electrical Engineer and an MBA in Marketing and has 23+ years of experience



**Pankaj Nigam**

*Head - Information Technology*

Joined BCCL in 2021. Graduated from Kanpur University and has completed Diploma in Computers. He has an overall professional experience of over 24 Years

**THANK YOU**

