



SAHS LIFESCIENCES PVT LTD

(ISO 9001-2008 & ISO 22000- 2005)

About the industry, where SAHS do business

- One of the most organized and fast growing Industry in India
- With CAGR of 10% to 12% from last 10 years
- Annual turn over of the Industry is INR 90,000 Crores
- Fast urbanization and improvement in income make more demand for Quality Protein Sources. This is also one of the reason for fast growth of this industry
- This industry comprises of all – Veterinary, finance, engineering, food processing technology etc.,

- *Why Poultry Industry grown and will grow at 10 to 12% in future also?*
- Because of urbanization – the agricultural land getting shrink and its being biggest challenge for any nation to fed their citizen with quality protein with available cultivable space.
- Poultry can be grow at any land and convert unfit protein for human into quality protein (in lesser space)
- Egg contains 6% protein but sold at Rs. 4 (where as pulses sold at Rs.100 / Kg contains only 30 – 32%, means 30% protein egg sold at Rs.30)

- India stands 1st in world milk production
- Becoming more organized industry
- Farmers start using pellet nutritive supplements for their high milk yielding animals
- Market growing across India at the phase of 5 – 6%
- Estimated feed and additive market of dairy in India is INR. 40,000 Crores

- Fast growing segment in animal husbandry Industry
- Floating fish nutritional supplements and shrimp feed additive is fast growing market
- Market is more towards Andhra Pradesh, Tamil Nadu, UP, Orissa, WB and Gujarat
- Estimated market size is around INR.50,000 Crores.

- Pet Animal Industry is fast growing Industry in India
- It includes Pet foods, growth tonics, nutritive supplements, shampoos etc.,
- Market is fast growing even in 2 and 3 tier cities
- Expected to reach around INR. 5000 Crores in 2020



About SAHS Business

- Brief about company
- Product range with us
- Geographical presentation
- Strength of company
- Financials
- Future Growth Plan

- SAHS – We are in Animal Nutrition and Health business
- Animal Nutrition and Health business consists of
 1. Poultry (Including all type of meat/ egg laying birds)
 2. Dairy
 3. Aqua
 4. Pet animal

- Started in 2009 as SAI ANIMAL HEALTH SOLUTION, initially dealt with biosecurity products in particular part of Haryana
- With strength of quality product, determined service model, slowly expanded the area across Haryana and out of Haryana.
- In 2012, company entered into manufacturing segment and year on year spread across the nation (and renamed as SAHS LIFESCIENCES PVT LTD) – *SAHS is abbreviation of Sai Animal Health Solution*
- Now working in 7 states with 6 production units

- The company's major revenue comes from Poultry Industry as of now
- From FY 2016 – 17, SAHS started the product range in dairy, Aqua also
- Company started expanding its foot prints in Dairy, Aqua and Pet segment also
- Started sending material to African countries from 2015 – 16 (Consignment get supplied to Tanzania and Uganda through dealers from Hyderabad)
- The company extended its wings upto Port Blair in India

Products deal with

Neutraceuticals and Medicaments

- Water Soluble medicines and growth promoters
- Biosecurity Products
- Feed nutritional supplements and feed additives (For Poultry, Dairy, Aqua)

Premix Concentrates

- Blend of feed additives, provide with dilution ratios, which get converted into feed
- Otherwise called as “FORMULA BALANCERS”, without which feed will not get completed

Ready Feed

- Complete feed (Poultry, Cattle and Aqua)

At present there are 31 Product line with company

- Globally all products are sold in the name of “SAHS”
- Few of leading brand names of our products – SAHS – Innomix ; SAHS – I Max; SAHS – Optigain etc.,

Geographical Presentation

Offices	States Covered	Manufacturing Facility detailed
Noida	Corporate Office	
Greater Noida	Entire UP, Part of Rajasthan	2 Production Units are there – One is PREMIX PLANT, where entire medicines get manufactured Another plant is for Premix concentrate. (Machines are owned by company)
Karnal (Haryana)	Entire Punjab, Haryana, JK, Himachal	Feed Production Unit (Toll manufacturing facility)
Hazipur (Patna, Bihar)	Entire Eastern part of India	Feed Production Unit (Toll manufacturing facility)
Jabalpur (MP)	Covers entire MP, Chhattisgarh	Feed Production Unit (Toll manufacturing facility)
Pune (MH)	Entire West India	Feed and Concentrates Production unit (Machines owned by company)
Hyderabad (TS)	Entire TS, AP	Feed and Concentrates Production unit (Machines owned by company)
Coimbatore (TN)	Entire TN, KAR ,Kerala and Andhaman	Feed Production Unit (Toll manufacturing facility)

- The biggest strength of the company is its Promoter (Dr. Ravindran), who understands the market and customer needs well and able to provide solution through ***innovative Products*** and ***robust service***
- Even though there are many companies in this field (Like Pfizer, Ranbaxy, Nicolas etc), no company is able to provide ***“Customized and Consolidated Solution to customers”***, which SAHS able to give.
- Month by month we are increasing the customer base through this model
- The customer retention is more than 95%
- 75% of the sales comes from Innovative Products

Financial Mile Stone of SAHS



Financial Year	Annual Turn Over (In Crores)	Growth % (YoY)
2009 – 10	0.02	
2010 - 11	0.10	400%
2011 - 12	0.43	330%
2012 – 13	1.92	346%
2013 – 14	5.10	165%
2014 – 15	11.04	116%
2015 – 16	27.85	152%
2016 – 17 (Est)	75.00	169%

From 1st April 2016 to 23rd Feb 2017 – the actual sales of SAHS is Rs. 67.52 Crores

Projected Topline of SAHS



Financial Year	Annual Turn Over (In Crores)	Growth % (YoY)
2016 – 17	75.00	Actual Sale till Feb + Est Mar
2017 – 18	150.00	Estimated to grow at phase of 75% on YoY basis (This figure is based on back work of products, uncovered areas)
2018 – 19	250.00	
2019 – 20	375.00	
2020 – 21	500.00	
2021 – 22	700.00	

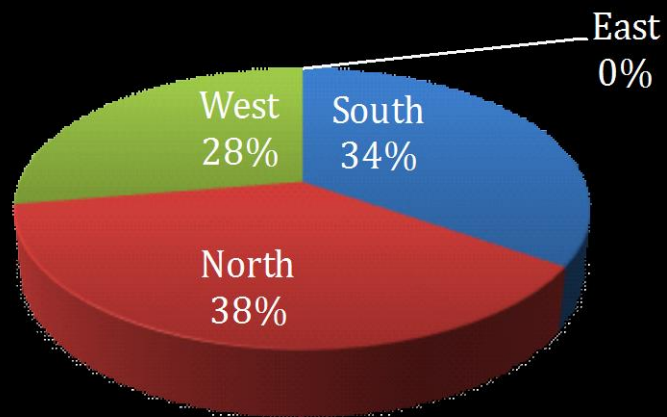
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Projected Gross and Net Margins.....

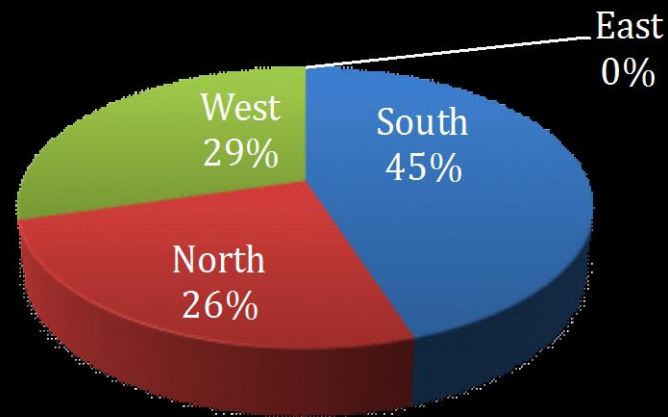
Financial Year	Annual Turn Over (In Crores)	Gross Margin (In Cr)	Net Profit (In Cr)
2016 – 17	75.00	23.25	3.08
2017 – 18	150.00	48.10	8.25
2018 – 19	250.00	81.25	16.25
2019 – 20	375.00	121.00	18.00
2020 – 21	500.00	162.50	27.50
2021 – 22	700.00	231.00	42.10

Region wise Sale %age Break-up of Sales

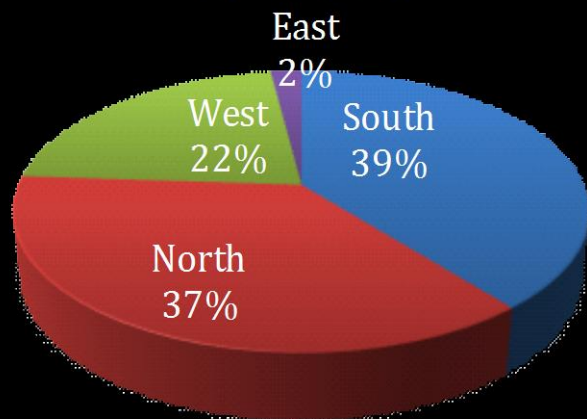
FY 2014-15



FY 2015-16

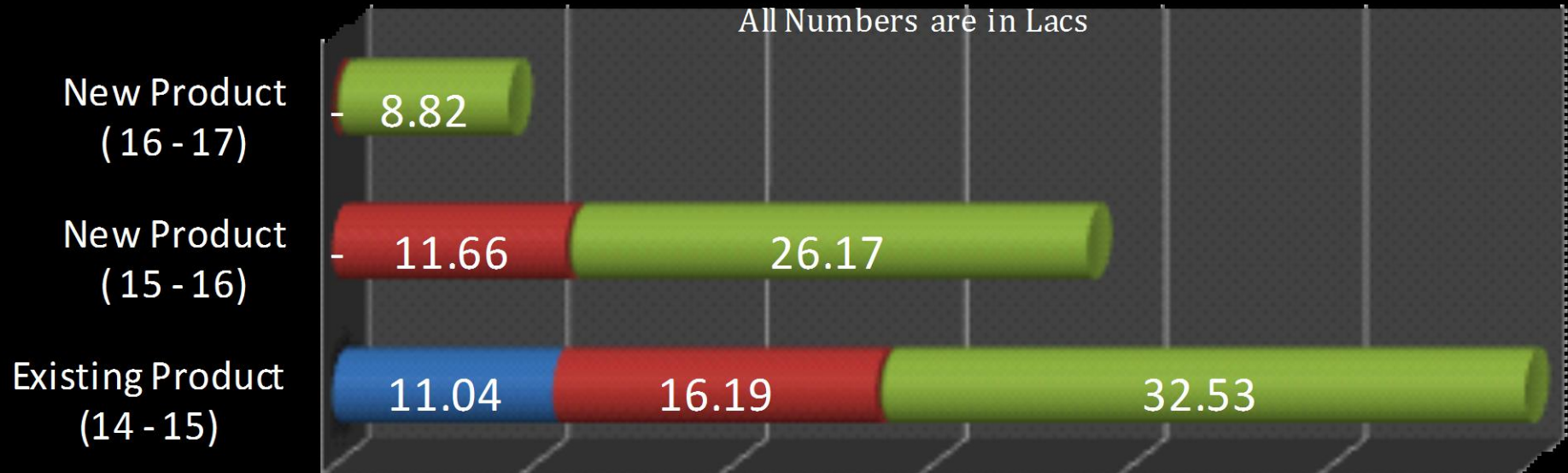





FY 2016-17



Year	South	North	West	East
FY 14-15	34%	38%	28%	0%
FY 15-16	45%	26%	29%	0%
FY 16-17	39%	37%	22%	2%

Produce category wise Sale %age Break-up



	Existing Product (14 - 15)	New Product (15 - 16)	New Product (16 - 17)
 FY 2014-15	11.04	-	-
 FY 2015-16	16.19	11.66	-
 FY 2016-17	32.53	26.17	8.82

How we will grow in future?

A diagram showing three blue rounded rectangular boxes arranged horizontally, each containing a growth strategy. These boxes are set against a large, light blue arrow pointing to the right, which serves as a background for the strategies.

Constantly increasing the innovative product ranges by our R&D

Increasing the new customer base (Both Nationally and Internationally) by geographical expansion

If we even maintain the existing growth phase of (last 3 years average) by 2021 SAHS will cross 700 Crores top line

How the projected future growth of SAHS get justified



Poultry

- At present 95% of the revenue comes from Poultry segment
- Every year projected to grow at 25% in existing business from existing territory (Conservative Picture) by addition of more customers

Poultry

- By geographical expansion on yearly basis with same segment of products will bring 50% growth
- International business and new products will bring 50% growth

Other Segments

- Dairy business annual projected growth of 20%
- Aqua business annual projected growth of 25%
- Pet animal business annual projected growth of 5%

- The Gross Margin and Net Margin are more and above industry standards
- In 2015 -16, the net margin was lesser (even after good gross margin) because of massive investment has been made on manpower, infrastructure, machineries, logistic vehicles, software etc. This has done to accelerate the growth and its need of an hour (These expenses may reduce net profit margin slightly for 1 or 2 FY but this expenses considered as an investment)

How Net Margin will increase?

- The current infrastructure and manpower is sufficient to take turnover to 250 Crores and need to invest second round by 2018 - 19 for further 3 years growth.
- The Production units (Machines owned by company) are running on average 90% utilization (on 12 hours basis), in same machines 20 hours production per day will fetch only electricity cost and little labour cost, the machinery cost, rent etc reduces per unit cost and increase the net margins further

- The basic raw material used for manufacturing of product varies from single amino acids to various organo components.
- There is a supply chain dept inside the company, they work on principle of – Identification of supplier, quality analysis, vendor approval, then payment terms get discussed (Varies between 15 days to 60 days), material will received, quality checked and taken into production
- *“We can save more money – if we go for cash purchase of major raw materials”*

- Major business from B2B model (with major companies) – around 75% of business
- Rest business comes from B2C model (Through distributor model) and through them cater into retail customers.
- Based on customer credential payment terms varies from 15 to 90 days

- Receiving of material – goes for quality check – usually lab report takes on and average of 4 days.
- So raw material stock will be minimum 21 days (including lab report awaited)
- FG stocks has to get transferred to various godowns also – so considering the demand, transit time and quality check – 15 days stocks will be there
- One week for pipeline stocks

- Company follows the quality norms and awarded ISO 9001 : 2008 certification
- Company follows food safety and security – awarded ISO 22000 : 2005 certification
- Company follows Hazardous control norms and awarded HACCP certification
- Company holds FSSAI certification

The share holding of the company is with

1. Dr. S. Ravindran
2. Ms. Harjeet Kaur

Dr.S.Ravindran:

Academics:

1. Veterinary Sciences
2. Specialization in Cellular Animal Nutrition
3. Master in Business Administration

Experience:

1. Worked in various multinational organization at different levels
2. Last assignment was with Jubilant Life sciences Ltd as Country head for Animal Nutrition Unit (Left job by 2012)
3. Put together Job and business – 17 Years of experience

Dr.S.Ravindran:

Award:

Awarded “Best Technical Consultant at National Level”

Other activities:

Running parallel consultant company called Advanced Poultry Solution” and providing paid consultancy services across India to various multinational company (Both Nationally and Internationally)

Dr.S.Ravindran:

Activities in SAHS:

- Leads group of technical team, which carry out Research and Development of products, runs R&D farms, to test the products before goes to market
- Continuously train and develop the second line technical team
- Most renowned nutritionist in India and develop the product line according to Species, Climate and need of customer
- In **SAHS** looks after Product Development, Quality Assurance and Customer Service, apart from Operations on daily basis

Harjeet Kaur:

Academics:

- Master in Business Administration

Working Experience:

- Worked in various multinational companies in overall operational level
- Last assignment was with Japfa Comfeed India Ltd (Indonesian based Multinational Poultry Company) as Operation Head (Left Job by 2009)
- Collective experience of Job plus business is 14 Years

Harjeet Kaur:

Activity in SAHS :

- Founder Chairperson of SAHS
- Started Sai Animal Health Solution with single employee in 2009, worked from scratch level and built this organization to current level
- Looks after human resources, Purchase, Customer relations, accounts, business strategy and overall operations of company

Senior Management Team (Other than Promoters)



Name	Designation	Education Qualification	Responsibility
Mr. Suresh Kumar	Director	B.E (Mechanical)	<ol style="list-style-type: none">1. Looks after entire production machineries2. Stationed at Pune and take care of West and Central Part Operation
Mr. Narasima Rao	Director	MBA	<ol style="list-style-type: none">1. Stationed at Hyderabad and take care of AP, Telengana Operation
Dr. Rajendran	General Manager	B.V.Sc	<ol style="list-style-type: none">1. Stationed at Coimbatore and take care of TN, Karnataka and kerala operation
Dr. Sanjoy Dey	Dy General Manager	B.V.Sc	<ol style="list-style-type: none">1. Stationed at Noida and take care of North Operation

Senior Management Team (Other than Promoters)

Name	Designation	Education Qualification	Responsibility
Mr. Rakesh Kumar	Asst General Manager	M.Com	1. Looks after company's entire finance and accounts
Mr. Devender Sharma	Asst General Manager	B.E (Mechanical)	1. Looks after Premix Plant production
Mr. Billal Burney	Asst General Manager	LLB	1. Looks after entire legal department
Mr. Devender Singh Rawat	Sr. Manager	MBA - IT	1. Looks after entire IT department of company 2. Looks after soft ware development
Mr. Pulak Kumar Das	Asst General Manager	MBA	1. Looks after East Operation and stationed at Patna

- Capital required to infuse for working capital.
- **INR 340 Crores** required to infuse funds to take the company to next level.
- The amount will be utilized for purchase of raw materials (we will get margin advantage of cash purchase)
- The funds would be required to expand the infrastructure
- To initialize on many fronts required to take the company to the level of INR 2500 Crores.

Company web site – www.sahs.in

More details will be provided on request basis

Thanks