

Amrutanjan Healthcare Limited - Growing Inorganically - Fundamental Company Report

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Abstracts

Amrutanjan Healthcare Limited - Growing Inorganically - Fundamental Company Report Including Financial, Business, Recent Development, Industry Overview, Competitors and Key Risk Analysis

Today AHL is one of the famous names in Indian pain balm segment. It is the third largest player in the pain balm segment. The company produces a wide range of ayurvedic and allopathic products. Amrutanjan Pain Balm (Yellow Balm) is the flagship brand of the company with a rich heritage of over 100 years.

The products of the company are mainly classified into three; they are (i) pain balm (ii) cough & cold care and (iii) health & home care. Recently AHL made its entry into the non-alcoholic beverage segment through an acquisition.

AHL's business is segmented into two (i) Over the Counter (OTC) and (ii) Chemicals. The company's OTC products include Amrutanjan Pain Balm (Ayurvedic), Hero Super Balm, Dragon Liquid Balm and Dermal Ointment 16 grams. OTC Divisions is located in Chennai, Tamil Nadu and Andhra Pradesh. More than 90% of the company's revenue comes from this segment. The chemical segment of the company provides Pharmaessence Chemistry Services. Pharmaessence Chemistry Services Division, which is located in Tamil Nadu.

The company exports its products to eight countries and is registered with thirteen more countries. The products of AHL are available in Gulf, African, South-East and Asian countries.

Contents

- 1. SYNOPSIS**
- 2. FINANCIAL PERFORMANCE**
- 3. RECENT DEVELOPMENTS**
- 4. BUSINESS**
- 5. INDUSTRIAL OVERVIEW**
- 6. FINANCIALS**
- 7. OUT LOOK & CONCLUSION/ VALUATION**
- 8. PEER COMPARISON**
- 9. KEY RISKS**

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