

CONSUMER BRANDS

CONTRIBUTION TO GROUP

Revenue

39.0%

Profit Before Tax

53.7%

Capital Employed

31.1%

Carbon Footprint

50.1%

Employees

43.1%

Home and Personal Care (HPC) Sri Lanka

A leading FMCG player with a presence in many need spaces including hair care, skin care, baby care, oral care, laundry, feminine hygiene and beauty.

Consumer Brands - International

Established in Bangladesh with a portfolio predominantly focused on Hair Oil category under the 'Kumarika' brand.

Learning Segment

'Atlas' is the market leader in school and office stationery in Sri Lanka with an islandwide market presence.

Revenue

Rs. 45,998 Mn

(FY 24: Rs. 50,750 Mn)

EBITDA

Rs. 7,621 Mn

(FY 24: Rs. 8,150 Mn)

ROCE

38.2%

(FY 24: 39.9%)

Training Hours

21,520 Hrs

(FY 24: 17,365 Hrs)

Water Usage

48,702 m3

(FY 24: 53,815 m3)

Carbon Footprint

5,310 Mt

(FY 24: 8,088 Mt)

CHALLENGES

HOME AND PERSONAL CARE

- Cost of living pressures increased number of consumers seeking low priced alternatives
- Currency appreciation led to negative pricing impact on revenue
- Increased retailer bargaining power led to inventory challenges with higher demands for rebates and discounts
- Competitive pressure intensified, especially in the discount segment from local players leveraging pricing flexibility
- Higher proportion of promoted volumes in key categories

CONSUMER BRANDS - INTERNATIONAL

- Macro economic challenges including high inflation and currency depreciation together with political instability impacting consumer confidence in Bangladesh
- Increasing cost of inputs creating margin pressure
- Customers preferring value-for-money options
- Proposed US tariffs impacting exports to the US market resulting in an adverse impact to the country's economy

LEARNING

- Low barriers to entry prompting an influx of competitors offering value-for-money products in certain commoditised product categories
- Raw material price fluctuations due to volatility in world market prices and exchange rates
- Volume contractions observed across market segments

ACTION

HOME AND PERSONAL CARE

- Market share gains in the beauty and personal care categories supported by differentiated marketing strategies and RTM improvements
- Gains in the personal wash market share driven by relaunches and product innovations, helping to strengthen its market position
- Cost optimization initiatives carried out across the value chain
- received the Authorised Economic Operator (AEO) Tier 1 Certification from Sri Lanka Customs

CONSUMER BRANDS - INTERNATIONAL

- Further expand distribution to reach more households currently reach at 16% +.
- Using R&D to introduce New products better suited to the local market preferences
- Expansion into male grooming segment with 'Vibe' Body sprays

LEARNING

- Move into educational toys segment to address seasonality impacts
- Increasing automation and use of AI in operations
- Use of Foreign Exchange Forward contracts and long term supplier contracts to lock in rates for imports to reduce the impact of exchange rate volatility

WAY FORWARD

HOME AND PERSONAL CARE

- Accelerate the integration of automation and AI across the business
- Drive portfolio growth through category expansion and market penetration initiatives
- Capitalise on opportunities for product premiumization through innovation and strategic brand development
- Strengthen pricing strategies to optimize competitiveness and profitability
- Implement factory modernisation initiatives to upgrade manufacturing facilities, enhancing efficiency and capacity

CONSUMER BRANDS - INTERNATIONAL

- Increase product and brand footprint
- Venture into new high potential emerging markets
- Targeting opportunities presented by increasing urbanisation and the large and expanding middle income segment.

LEARNING

- Increase exports and tie ups with overseas brands
- Venture into new markets through acquisitions
- Increase automation and upgrade manufacturing facilities
- Expand the educational aids range and move into adjacent spaces

Revenue

Rs. 45,998 Mn

(FY 24: Rs. 50,750 Mn)

EBITDA

Rs. 7,621 Mn

(FY 24: Rs. 8,150 Mn)

ROCE

38.2%

(FY 24: 39.9%)

Training Hours

21,520 Hrs

(FY 24: 17,365 Hrs)

Water Usage

48,702 m3

(FY 24: 53,815 m3)

Carbon Footprint

5,310 Mt

(FY 24: 8,088 Mt)

CHALLENGES

HOME AND PERSONAL CARE

- Cost of living pressures increased number of consumers seeking low priced alternatives
- Currency appreciation led to negative pricing impact on revenue
- Increased retailer bargaining power led to inventory challenges with higher demands for rebates and discounts
- Competitive pressure intensified, especially in the discount segment from local players leveraging pricing flexibility
- Higher proportion of promoted volumes in key categories

CONSUMER BRANDS - INTERNATIONAL

- Macro economic challenges including high inflation and currency depreciation together with political instability impacting consumer confidence in Bangladesh
- Increasing cost of inputs creating margin pressure
- Customers preferring value-for-money options
- Proposed US tariffs impacting exports to the US market resulting in an adverse impact to the country's economy

LEARNING

- Low barriers to entry prompting an influx of competitors offering value-for-money products in certain commoditised product categories
- Raw material price fluctuations due to volatility in world market prices and exchange rates
- Volume contractions observed across market segments

ACTION

HOME AND PERSONAL CARE

- Market share gains in the beauty and personal care categories supported by differentiated marketing strategies and RTM improvements
- Gains in the personal wash market share driven by relaunches and product innovations, helping to strengthen its market position
- Cost optimization initiatives carried out across the value chain
- received the Authorised Economic Operator (AEO) Tier 1 Certification from Sri Lanka Customs

CONSUMER BRANDS - INTERNATIONAL

- Further expand distribution to reach more households currently reach at 16% +.
- Using R&D to introduce New products better suited to the local market preferences
- Expansion into male grooming segment with 'Vibe' Body sprays

LEARNING

- Move into educational toys segment to address seasonality impacts
- Increasing automation and use of AI in operations
- Use of Foreign Exchange Forward contracts and long term supplier contracts to lock in rates for imports to reduce the impact of exchange rate volatility

WAY FORWARD

HOME AND PERSONAL CARE

- Accelerate the integration of automation and AI across the business
- Drive portfolio growth through category expansion and market penetration initiatives
- Capitalise on opportunities for product premiumization through innovation and strategic brand development
- Strengthen pricing strategies to optimize competitiveness and profitability
- Implement factory modernisation initiatives to upgrade manufacturing facilities, enhancing efficiency and capacity

CONSUMER BRANDS - INTERNATIONAL

- Increase product and brand footprint
- Venture into new high potential emerging markets
- Targeting opportunities presented by increasing urbanisation and the large and expanding middle income segment.

LEARNING

- Increase exports and tie ups with overseas brands
- Venture into new markets through acquisitions
- Increase automation and upgrade manufacturing facilities
- Expand the educational aids range and move into adjacent spaces

Revenue

Rs. 45,998 Mn

(FY 24: Rs. 50,750 Mn)

EBITDA

Rs. 7,621 Mn

(FY 24: Rs. 8,150 Mn)

ROCE

38.2%

(FY 24: 39.9%)

Training Hours

21,520 Hrs

(FY 24: 17,365 Hrs)

Water Usage

48,702 m3

(FY 24: 53,815 m3)

Carbon Footprint

5,310 Mt

(FY 24: 8,088 Mt)

CHALLENGES

HOME AND PERSONAL CARE

- Cost of living pressures increased number of consumers seeking low priced alternatives
- Currency appreciation led to negative pricing impact on revenue
- Increased retailer bargaining power led to inventory challenges with higher demands for rebates and discounts
- Competitive pressure intensified, especially in the discount segment from local players leveraging pricing flexibility
- Higher proportion of promoted volumes in key categories

CONSUMER BRANDS - INTERNATIONAL

- Macro economic challenges including high inflation and currency depreciation together with political instability impacting consumer confidence in Bangladesh
- Increasing cost of inputs creating margin pressure
- Customers preferring value-for-money options
- Proposed US tariffs impacting exports to the US market resulting in an adverse impact to the country's economy

LEARNING

- Low barriers to entry prompting an influx of competitors offering value-for-money products in certain commoditised product categories
- Raw material price fluctuations due to volatility in world market prices and exchange rates
- Volume contractions observed across market segments

ACTION

HOME AND PERSONAL CARE

- Market share gains in the beauty and personal care categories supported by differentiated marketing strategies and RTM improvements
- Gains in the personal wash market share driven by relaunches and product innovations, helping to strengthen its market position
- Cost optimization initiatives carried out across the value chain
- received the Authorised Economic Operator (AEO) Tier 1 Certification from Sri Lanka Customs

CONSUMER BRANDS - INTERNATIONAL

- Further expand distribution to reach more households currently reach at 16% +.
- Using R&D to introduce New products better suited to the local market preferences
- Expansion into male grooming segment with 'Vibe' Body sprays

LEARNING

- Move into educational toys segment to address seasonality impacts
- Increasing automation and use of AI in operations
- Use of Foreign Exchange Forward contracts and long term supplier contracts to lock in rates for imports to reduce the impact of exchange rate volatility

WAY FORWARD

HOME AND PERSONAL CARE

- Accelerate the integration of automation and AI across the business
- Drive portfolio growth through category expansion and market penetration initiatives
- Capitalise on opportunities for product premiumization through innovation and strategic brand development
- Strengthen pricing strategies to optimize competitiveness and profitability
- Implement factory modernisation initiatives to upgrade manufacturing facilities, enhancing efficiency and capacity

CONSUMER BRANDS - INTERNATIONAL

- Increase product and brand footprint
- Venture into new high potential emerging markets
- Targeting opportunities presented by increasing urbanisation and the large and expanding middle income segment.

LEARNING

- Increase exports and tie ups with overseas brands
- Venture into new markets through acquisitions
- Increase automation and upgrade manufacturing facilities
- Expand the educational aids range and move into adjacent spaces

Revenue

Rs. 45,998 Mn

(FY 24: Rs. 50,750 Mn)

EBITDA

Rs. 7,621 Mn

(FY 24: Rs. 8,150 Mn)

ROCE

38.2%

(FY 24: 39.9%)

Training Hours

21,520 Hrs

(FY 24: 17,365 Hrs)

Water Usage

48,702 m3

(FY 24: 53,815 m3)

Carbon Footprint

5,310 Mt

(FY 24: 8,088 Mt)

CHALLENGES

HOME AND PERSONAL CARE

- Cost of living pressures increased number of consumers seeking low priced alternatives
- Currency appreciation led to negative pricing impact on revenue
- Increased retailer bargaining power led to inventory challenges with higher demands for rebates and discounts
- Competitive pressure intensified, especially in the discount segment from local players leveraging pricing flexibility
- Higher proportion of promoted volumes in key categories

CONSUMER BRANDS - INTERNATIONAL

- Macro economic challenges including high inflation and currency depreciation together with political instability impacting consumer confidence in Bangladesh
- Increasing cost of inputs creating margin pressure
- Customers preferring value-for-money options
- Proposed US tariffs impacting exports to the US market resulting in an adverse impact to the country's economy

LEARNING

- Low barriers to entry prompting an influx of competitors offering value-for-money products in certain commoditised product categories
- Raw material price fluctuations due to volatility in world market prices and exchange rates
- Volume contractions observed across market segments

ACTION

HOME AND PERSONAL CARE

- Market share gains in the beauty and personal care categories supported by differentiated marketing strategies and RTM improvements
- Gains in the personal wash market share driven by relaunches and product innovations, helping to strengthen its market position
- Cost optimization initiatives carried out across the value chain
- received the Authorised Economic Operator (AEO) Tier 1 Certification from Sri Lanka Customs

CONSUMER BRANDS - INTERNATIONAL

- Further expand distribution to reach more households currently reach at 16% +.
- Using R&D to introduce New products better suited to the local market preferences
- Expansion into male grooming segment with 'Vibe' Body sprays

LEARNING

- Move into educational toys segment to address seasonality impacts
- Increasing automation and use of AI in operations
- Use of Foreign Exchange Forward contracts and long term supplier contracts to lock in rates for imports to reduce the impact of exchange rate volatility

WAY FORWARD

HOME AND PERSONAL CARE

- Accelerate the integration of automation and AI across the business
- Drive portfolio growth through category expansion and market penetration initiatives
- Capitalise on opportunities for product premiumization through innovation and strategic brand development
- Strengthen pricing strategies to optimize competitiveness and profitability
- Implement factory modernisation initiatives to upgrade manufacturing facilities, enhancing efficiency and capacity

CONSUMER BRANDS - INTERNATIONAL

- Increase product and brand footprint
- Venture into new high potential emerging markets
- Targeting opportunities presented by increasing urbanisation and the large and expanding middle income segment.

LEARNING

- Increase exports and tie ups with overseas brands
- Venture into new markets through acquisitions
- Increase automation and upgrade manufacturing facilities
- Expand the educational aids range and move into adjacent spaces

Revenue

Rs. 45,998 Mn

(FY 24: Rs. 50,750 Mn)

EBITDA

Rs. 7,621 Mn

(FY 24: Rs. 8,150 Mn)

ROCE

38.2%

(FY 24: 39.9%)

Training Hours

21,520 Hrs

(FY 24: 17,365 Hrs)

Water Usage

48,702 m3

(FY 24: 53,815 m3)

Carbon Footprint

5,310 Mt

(FY 24: 8,088 Mt)

CHALLENGES

HOME AND PERSONAL CARE

- Cost of living pressures increased number of consumers seeking low priced alternatives
- Currency appreciation led to negative pricing impact on revenue
- Increased retailer bargaining power led to inventory challenges with higher demands for rebates and discounts
- Competitive pressure intensified, especially in the discount segment from local players leveraging pricing flexibility
- Higher proportion of promoted volumes in key categories

CONSUMER BRANDS - INTERNATIONAL

- Macro economic challenges including high inflation and currency depreciation together with political instability impacting consumer confidence in Bangladesh
- Increasing cost of inputs creating margin pressure
- Customers preferring value-for-money options
- Proposed US tariffs impacting exports to the US market resulting in an adverse impact to the country's economy

LEARNING

- Low barriers to entry prompting an influx of competitors offering value-for-money products in certain commoditised product categories
- Raw material price fluctuations due to volatility in world market prices and exchange rates
- Volume contractions observed across market segments

ACTION

HOME AND PERSONAL CARE

- Market share gains in the beauty and personal care categories supported by differentiated marketing strategies and RTM improvements
- Gains in the personal wash market share driven by relaunches and product innovations, helping to strengthen its market position
- Cost optimization initiatives carried out across the value chain
- received the Authorised Economic Operator (AEO) Tier 1 Certification from Sri Lanka Customs

CONSUMER BRANDS - INTERNATIONAL

- Further expand distribution to reach more households currently reach at 16% +.
- Using R&D to introduce New products better suited to the local market preferences
- Expansion into male grooming segment with 'Vibe' Body sprays

LEARNING

- Move into educational toys segment to address seasonality impacts
- Increasing automation and use of AI in operations
- Use of Foreign Exchange Forward contracts and long term supplier contracts to lock in rates for imports to reduce the impact of exchange rate volatility

WAY FORWARD

HOME AND PERSONAL CARE

- Accelerate the integration of automation and AI across the business
- Drive portfolio growth through category expansion and market penetration initiatives
- Capitalise on opportunities for product premiumization through innovation and strategic brand development
- Strengthen pricing strategies to optimize competitiveness and profitability
- Implement factory modernisation initiatives to upgrade manufacturing facilities, enhancing efficiency and capacity

CONSUMER BRANDS - INTERNATIONAL

- Increase product and brand footprint
- Venture into new high potential emerging markets
- Targeting opportunities presented by increasing urbanisation and the large and expanding middle income segment.

LEARNING

- Increase exports and tie ups with overseas brands
- Venture into new markets through acquisitions
- Increase automation and upgrade manufacturing facilities
- Expand the educational aids range and move into adjacent spaces

Revenue

Rs. 45,998 Mn

(FY 24: Rs. 50,750 Mn)

EBITDA

Rs. 7,621 Mn

(FY 24: Rs. 8,150 Mn)

ROCE

38.2%

(FY 24: 39.9%)

Training Hours

21,520 Hrs

(FY 24: 17,365 Hrs)

Water Usage

48,702 m3

(FY 24: 53,815 m3)

Carbon Footprint

5,310 Mt

(FY 24: 8,088 Mt)

CHALLENGES

HOME AND PERSONAL CARE

- Cost of living pressures increased number of consumers seeking low priced alternatives
- Currency appreciation led to negative pricing impact on revenue
- Increased retailer bargaining power led to inventory challenges with higher demands for rebates and discounts
- Competitive pressure intensified, especially in the discount segment from local players leveraging pricing flexibility
- Higher proportion of promoted volumes in key categories

CONSUMER BRANDS - INTERNATIONAL

- Macro economic challenges including high inflation and currency depreciation together with political instability impacting consumer confidence in Bangladesh
- Increasing cost of inputs creating margin pressure
- Customers preferring value-for-money options
- Proposed US tariffs impacting exports to the US market resulting in an adverse impact to the country's economy

LEARNING

- Low barriers to entry prompting an influx of competitors offering value-for-money products in certain commoditised product categories
- Raw material price fluctuations due to volatility in world market prices and exchange rates
- Volume contractions observed across market segments

ACTION

HOME AND PERSONAL CARE

- Market share gains in the beauty and personal care categories supported by differentiated marketing strategies and RTM improvements
- Gains in the personal wash market share driven by relaunches and product innovations, helping to strengthen its market position
- Cost optimization initiatives carried out across the value chain
- received the Authorised Economic Operator (AEO) Tier 1 Certification from Sri Lanka Customs

CONSUMER BRANDS - INTERNATIONAL

- Further expand distribution to reach more households currently reach at 16% +.
- Using R&D to introduce New products better suited to the local market preferences
- Expansion into male grooming segment with 'Vibe' Body sprays

LEARNING

- Move into educational toys segment to address seasonality impacts
- Increasing automation and use of AI in operations
- Use of Foreign Exchange Forward contracts and long term supplier contracts to lock in rates for imports to reduce the impact of exchange rate volatility

WAY FORWARD

HOME AND PERSONAL CARE

- Accelerate the integration of automation and AI across the business
- Drive portfolio growth through category expansion and market penetration initiatives
- Capitalise on opportunities for product premiumization through innovation and strategic brand development
- Strengthen pricing strategies to optimize competitiveness and profitability
- Implement factory modernisation initiatives to upgrade manufacturing facilities, enhancing efficiency and capacity

CONSUMER BRANDS - INTERNATIONAL

- Increase product and brand footprint
- Venture into new high potential emerging markets
- Targeting opportunities presented by increasing urbanisation and the large and expanding middle income segment.

LEARNING

- Increase exports and tie ups with overseas brands
- Venture into new markets through acquisitions
- Increase automation and upgrade manufacturing facilities
- Expand the educational aids range and move into adjacent spaces

Revenue

Rs. 45,998 Mn

(FY 24: Rs. 50,750 Mn)

EBITDA

Rs. 7,621 Mn

(FY 24: Rs. 8,150 Mn)

ROCE

38.2%

(FY 24: 39.9%)

Training Hours

21,520 Hrs

(FY 24: 17,365 Hrs)

Water Usage

48,702 m3

(FY 24: 53,815 m3)

Carbon Footprint

5,310 Mt

(FY 24: 8,088 Mt)

CHALLENGES

HOME AND PERSONAL CARE

- Cost of living pressures increased number of consumers seeking low priced alternatives
- Currency appreciation led to negative pricing impact on revenue
- Increased retailer bargaining power led to inventory challenges with higher demands for rebates and discounts
- Competitive pressure intensified, especially in the discount segment from local players leveraging pricing flexibility
- Higher proportion of promoted volumes in key categories

CONSUMER BRANDS - INTERNATIONAL

- Macro economic challenges including high inflation and currency depreciation together with political instability impacting consumer confidence in Bangladesh
- Increasing cost of inputs creating margin pressure
- Customers preferring value-for-money options
- Proposed US tariffs impacting exports to the US market resulting in an adverse impact to the country's economy

LEARNING

- Low barriers to entry prompting an influx of competitors offering value-for-money products in certain commoditised product categories
- Raw material price fluctuations due to volatility in world market prices and exchange rates
- Volume contractions observed across market segments

ACTION

HOME AND PERSONAL CARE

- Market share gains in the beauty and personal care categories supported by differentiated marketing strategies and RTM improvements
- Gains in the personal wash market share driven by relaunches and product innovations, helping to strengthen its market position
- Cost optimization initiatives carried out across the value chain
- received the Authorised Economic Operator (AEO) Tier 1 Certification from Sri Lanka Customs

CONSUMER BRANDS - INTERNATIONAL

- Further expand distribution to reach more households currently reach at 16% +.
- Using R&D to introduce New products better suited to the local market preferences
- Expansion into male grooming segment with 'Vibe' Body sprays

LEARNING

- Move into educational toys segment to address seasonality impacts
- Increasing automation and use of AI in operations
- Use of Foreign Exchange Forward contracts and long term supplier contracts to lock in rates for imports to reduce the impact of exchange rate volatility

WAY FORWARD

HOME AND PERSONAL CARE

- Accelerate the integration of automation and AI across the business
- Drive portfolio growth through category expansion and market penetration initiatives
- Capitalise on opportunities for product premiumization through innovation and strategic brand development
- Strengthen pricing strategies to optimize competitiveness and profitability
- Implement factory modernisation initiatives to upgrade manufacturing facilities, enhancing efficiency and capacity

CONSUMER BRANDS - INTERNATIONAL

- Increase product and brand footprint
- Venture into new high potential emerging markets
- Targeting opportunities presented by increasing urbanisation and the large and expanding middle income segment.

LEARNING

- Increase exports and tie ups with overseas brands
- Venture into new markets through acquisitions
- Increase automation and upgrade manufacturing facilities
- Expand the educational aids range and move into adjacent spaces

Revenue

Rs. 45,998 Mn

(FY 24: Rs. 50,750 Mn)

EBITDA

Rs. 7,621 Mn

(FY 24: Rs. 8,150 Mn)

ROCE

38.2%

(FY 24: 39.9%)

Training Hours

21,520 Hrs

(FY 24: 17,365 Hrs)

Water Usage

48,702 m3

(FY 24: 53,815 m3)

Carbon Footprint

5,310 Mt

(FY 24: 8,088 Mt)

CHALLENGES

HOME AND PERSONAL CARE

- Cost of living pressures increased number of consumers seeking low priced alternatives
- Currency appreciation led to negative pricing impact on revenue
- Increased retailer bargaining power led to inventory challenges with higher demands for rebates and discounts
- Competitive pressure intensified, especially in the discount segment from local players leveraging pricing flexibility
- Higher proportion of promoted volumes in key categories

CONSUMER BRANDS - INTERNATIONAL

- Macro economic challenges including high inflation and currency depreciation together with political instability impacting consumer confidence in Bangladesh
- Increasing cost of inputs creating margin pressure
- Customers preferring value-for-money options
- Proposed US tariffs impacting exports to the US market resulting in an adverse impact to the country's economy

LEARNING

- Low barriers to entry prompting an influx of competitors offering value-for-money products in certain commoditised product categories
- Raw material price fluctuations due to volatility in world market prices and exchange rates
- Volume contractions observed across market segments

ACTION

HOME AND PERSONAL CARE

- Market share gains in the beauty and personal care categories supported by differentiated marketing strategies and RTM improvements
- Gains in the personal wash market share driven by relaunches and product innovations, helping to strengthen its market position
- Cost optimization initiatives carried out across the value chain
- received the Authorised Economic Operator (AEO) Tier 1 Certification from Sri Lanka Customs

CONSUMER BRANDS - INTERNATIONAL

- Further expand distribution to reach more households currently reach at 16% +.
- Using R&D to introduce New products better suited to the local market preferences
- Expansion into male grooming segment with 'Vibe' Body sprays

LEARNING

- Move into educational toys segment to address seasonality impacts
- Increasing automation and use of AI in operations
- Use of Foreign Exchange Forward contracts and long term supplier contracts to lock in rates for imports to reduce the impact of exchange rate volatility

WAY FORWARD

HOME AND PERSONAL CARE

- Accelerate the integration of automation and AI across the business
- Drive portfolio growth through category expansion and market penetration initiatives
- Capitalise on opportunities for product premiumization through innovation and strategic brand development
- Strengthen pricing strategies to optimize competitiveness and profitability
- Implement factory modernisation initiatives to upgrade manufacturing facilities, enhancing efficiency and capacity

CONSUMER BRANDS - INTERNATIONAL

- Increase product and brand footprint
- Venture into new high potential emerging markets
- Targeting opportunities presented by increasing urbanisation and the large and expanding middle income segment.

LEARNING

- Increase exports and tie ups with overseas brands
- Venture into new markets through acquisitions
- Increase automation and upgrade manufacturing facilities
- Expand the educational aids range and move into adjacent spaces

Revenue

Rs. 45,998 Mn

(FY 24: Rs. 50,750 Mn)

EBITDA

Rs. 7,621 Mn

(FY 24: Rs. 8,150 Mn)

ROCE

38.2%

(FY 24: 39.9%)

Training Hours

21,520 Hrs

(FY 24: 17,365 Hrs)

Water Usage

48,702 m3

(FY 24: 53,815 m3)

Carbon Footprint

5,310 Mt

(FY 24: 8,088 Mt)

CHALLENGES

HOME AND PERSONAL CARE

- Cost of living pressures increased number of consumers seeking low priced alternatives
- Currency appreciation led to negative pricing impact on revenue
- Increased retailer bargaining power led to inventory challenges with higher demands for rebates and discounts
- Competitive pressure intensified, especially in the discount segment from local players leveraging pricing flexibility
- Higher proportion of promoted volumes in key categories

CONSUMER BRANDS - INTERNATIONAL

- Macro economic challenges including high inflation and currency depreciation together with political instability impacting consumer confidence in Bangladesh
- Increasing cost of inputs creating margin pressure
- Customers preferring value-for-money options
- Proposed US tariffs impacting exports to the US market resulting in an adverse impact to the country's economy

LEARNING

- Low barriers to entry prompting an influx of competitors offering value-for-money products in certain commoditised product categories
- Raw material price fluctuations due to volatility in world market prices and exchange rates
- Volume contractions observed across market segments

ACTION

HOME AND PERSONAL CARE

- Market share gains in the beauty and personal care categories supported by differentiated marketing strategies and RTM improvements
- Gains in the personal wash market share driven by relaunches and product innovations, helping to strengthen its market position
- Cost optimization initiatives carried out across the value chain
- received the Authorised Economic Operator (AEO) Tier 1 Certification from Sri Lanka Customs

CONSUMER BRANDS - INTERNATIONAL

- Further expand distribution to reach more households currently reach at 16% +.
- Using R&D to introduce New products better suited to the local market preferences
- Expansion into male grooming segment with 'Vibe' Body sprays

LEARNING

- Move into educational toys segment to address seasonality impacts
- Increasing automation and use of AI in operations
- Use of Foreign Exchange Forward contracts and long term supplier contracts to lock in rates for imports to reduce the impact of exchange rate volatility

WAY FORWARD

HOME AND PERSONAL CARE

- Accelerate the integration of automation and AI across the business
- Drive portfolio growth through category expansion and market penetration initiatives
- Capitalise on opportunities for product premiumization through innovation and strategic brand development
- Strengthen pricing strategies to optimize competitiveness and profitability
- Implement factory modernisation initiatives to upgrade manufacturing facilities, enhancing efficiency and capacity

CONSUMER BRANDS - INTERNATIONAL

- Increase product and brand footprint
- Venture into new high potential emerging markets
- Targeting opportunities presented by increasing urbanisation and the large and expanding middle income segment.

LEARNING

- Increase exports and tie ups with overseas brands
- Venture into new markets through acquisitions
- Increase automation and upgrade manufacturing facilities
- Expand the educational aids range and move into adjacent spaces

Revenue

Rs. 45,998 Mn

(FY 24: Rs. 50,750 Mn)

EBITDA

Rs. 7,621 Mn

(FY 24: Rs. 8,150 Mn)

ROCE

38.2%

(FY 24: 39.9%)

Training Hours

21,520 Hrs

(FY 24: 17,365 Hrs)

Water Usage

48,702 m3

(FY 24: 53,815 m3)

Carbon Footprint

5,310 Mt

(FY 24: 8,088 Mt)

CHALLENGES

HOME AND PERSONAL CARE

- Cost of living pressures increased number of consumers seeking low priced alternatives
- Currency appreciation led to negative pricing impact on revenue
- Increased retailer bargaining power led to inventory challenges with higher demands for rebates and discounts
- Competitive pressure intensified, especially in the discount segment from local players leveraging pricing flexibility
- Higher proportion of promoted volumes in key categories

CONSUMER BRANDS - INTERNATIONAL

- Macro economic challenges including high inflation and currency depreciation together with political instability impacting consumer confidence in Bangladesh
- Increasing cost of inputs creating margin pressure
- Customers preferring value-for-money options
- Proposed US tariffs impacting exports to the US market resulting in an adverse impact to the country's economy

LEARNING

- Low barriers to entry prompting an influx of competitors offering value-for-money products in certain commoditised product categories
- Raw material price fluctuations due to volatility in world market prices and exchange rates
- Volume contractions observed across market segments

ACTION

HOME AND PERSONAL CARE

- Market share gains in the beauty and personal care categories supported by differentiated marketing strategies and RTM improvements
- Gains in the personal wash market share driven by relaunches and product innovations, helping to strengthen its market position
- Cost optimization initiatives carried out across the value chain
- received the Authorised Economic Operator (AEO) Tier 1 Certification from Sri Lanka Customs

CONSUMER BRANDS - INTERNATIONAL

- Further expand distribution to reach more households currently reach at 16% +.
- Using R&D to introduce New products better suited to the local market preferences
- Expansion into male grooming segment with 'Vibe' Body sprays

LEARNING

- Move into educational toys segment to address seasonality impacts
- Increasing automation and use of AI in operations
- Use of Foreign Exchange Forward contracts and long term supplier contracts to lock in rates for imports to reduce the impact of exchange rate volatility

WAY FORWARD

HOME AND PERSONAL CARE

- Accelerate the integration of automation and AI across the business
- Drive portfolio growth through category expansion and market penetration initiatives
- Capitalise on opportunities for product premiumization through innovation and strategic brand development
- Strengthen pricing strategies to optimize competitiveness and profitability
- Implement factory modernisation initiatives to upgrade manufacturing facilities, enhancing efficiency and capacity

CONSUMER BRANDS - INTERNATIONAL

- Increase product and brand footprint
- Venture into new high potential emerging markets
- Targeting opportunities presented by increasing urbanisation and the large and expanding middle income segment.

LEARNING

- Increase exports and tie ups with overseas brands
- Venture into new markets through acquisitions
- Increase automation and upgrade manufacturing facilities
- Expand the educational aids range and move into adjacent spaces

Revenue

Rs. 45,998 Mn

(FY 24: Rs. 50,750 Mn)

EBITDA

Rs. 7,621 Mn

(FY 24: Rs. 8,150 Mn)

ROCE

38.2%

(FY 24: 39.9%)

Training Hours

21,520 Hrs

(FY 24: 17,365 Hrs)

Water Usage

48,702 m3

(FY 24: 53,815 m3)

Carbon Footprint

5,310 Mt

(FY 24: 8,088 Mt)

CHALLENGES

HOME AND PERSONAL CARE

- Cost of living pressures increased number of consumers seeking low priced alternatives
- Currency appreciation led to negative pricing impact on revenue
- Increased retailer bargaining power led to inventory challenges with higher demands for rebates and discounts
- Competitive pressure intensified, especially in the discount segment from local players leveraging pricing flexibility
- Higher proportion of promoted volumes in key categories

CONSUMER BRANDS - INTERNATIONAL

- Macro economic challenges including high inflation and currency depreciation together with political instability impacting consumer confidence in Bangladesh
- Increasing cost of inputs creating margin pressure
- Customers preferring value-for-money options
- Proposed US tariffs impacting exports to the US market resulting in an adverse impact to the country's economy

LEARNING

- Low barriers to entry prompting an influx of competitors offering value-for-money products in certain commoditised product categories
- Raw material price fluctuations due to volatility in world market prices and exchange rates
- Volume contractions observed across market segments

ACTION

HOME AND PERSONAL CARE

- Market share gains in the beauty and personal care categories supported by differentiated marketing strategies and RTM improvements
- Gains in the personal wash market share driven by relaunches and product innovations, helping to strengthen its market position
- Cost optimization initiatives carried out across the value chain
- received the Authorised Economic Operator (AEO) Tier 1 Certification from Sri Lanka Customs

CONSUMER BRANDS - INTERNATIONAL

- Further expand distribution to reach more households currently reach at 16% +.
- Using R&D to introduce New products better suited to the local market preferences
- Expansion into male grooming segment with 'Vibe' Body sprays

LEARNING

- Move into educational toys segment to address seasonality impacts
- Increasing

CHALLENGES

HOME AND PERSONAL CARE

- Cost of living pressures increased number of consumers seeking low priced alternatives
- Currency appreciation led to negative pricing impact on revenue
- Increased retailer bargaining power led to inventory challenges with higher demands for rebates and discounts
- Competitive pressure intensified, especially in the discount segment from local players leveraging pricing flexibility
- Higher proportion of promoted volumes in key categories

CONSUMER BRANDS - INTERNATIONAL

- Macro economic challenges including high inflation and currency depreciation together with political instability impacting consumer confidence in Bangladesh
- Increasing cost of inputs creating margin pressure
- Customers preferring value-for-money options
- Proposed US tariffs impacting exports to the US market resulting in an adverse impact to the country's economy

LEARNING

- Low barriers to entry prompting an influx of competitors offering value-for-money products in certain commoditised product categories
- Raw material price fluctuations due to volatility in world market prices and exchange rates
- Volume contractions observed across market segments

ACTION

HOME AND PERSONAL CARE

- Market share gains in the beauty and personal care categories supported by differentiated marketing strategies and RTM improvements
- Gains in the personal wash market share driven by relauches and product innovations, helping to strengthen its market position
- Cost optimization initiatives carried out across the value chain
- received the Authorised Economic Operator (AEO) Tier 1 Certification from Sri Lanka Customs

CONSUMER BRANDS - INTERNATIONAL

- Further expand distribution to reach more households currently reach at 16% +.
- Using R&D to introduce New products better suited to the local market preferences
- Expansion into male grooming segment with 'Vibe' Body sprays

LEARNING

- Move into educational toys segment to address seasonality impacts
- Increasing automation and use of AI in operations
- Use of Foreign Exchange Forward contracts and long term supplier contracts to lock in rates for imports to reduce the impact of exchange rate volatility

WAY FORWARD

HOME AND PERSONAL CARE

- Accelerate the integration of automation and AI across the business
- Drive portfolio growth through category expansion and market penetration initiatives
- Capitalise on opportunities for product premiumization through innovation and strategic brand development
- Strengthen pricing strategies to optimize competitiveness and profitability
- Implement factory modernisation initiatives to upgrade manufacturing facilities, enhancing efficiency and capacity

CONSUMER BRANDS - INTERNATIONAL

- Increase product and brand footprint
- Venture into new high potential emerging markets
- Targeting opportunities presented by increasing urbanisation and the large and expanding middle income segment.

LEARNING

- Increase exports and tie ups with overseas brands
- Venture into new markets through acquisitions
- Increase automation and upgrade manufacturing facilities
- Expand the educational aids range and move into adjacent spaces

SLFRS S2 Indicators

Home and Personal Care (Sri Lanka)

No of units of products sold
191,264,167 units

Total weight of products sold
27,397,661 Kg

Number of manufacturing facilities
6

Learning Segment

No of units of products sold
234,507,706 units

Number of manufacturing facilities
2