

**Date: February 09, 2024**

**BSE Limited**  
Listing & Compliance Department  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort  
Mumbai - 400001.

**Scrip: 514418**

**The National Stock Exchange of India Limited**  
Listing & Compliance Department  
Exchange Plaza, C-1 Block G,  
Bandra Kurla Complex,  
Bandra (E), Mumbai - 400051

**Symbol: MANORG**

Dear Sir/Madam,

**Sub: Investor Presentation for quarter ended December 31, 2023 under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations')**

Pursuant to Regulation 30 of the Listing Regulations, we hereby enclose a copy of Investor Presentation for the quarter ended December 31, 2023.

This Investor Presentation may also be accessed on the website of the Company at [www.mangalamorganics.com](http://www.mangalamorganics.com).

Request you to kindly take the same on record.

Thanking you,

Yours faithfully,  
For Mangalam Organics Limited

**Nitin Kore**  
Company Secretary & Compliance Officer

Encl: As above

 **Mangalam**  
Organics Limited







— — — — —  
Your pure devotion  
deserves only the purest  
of camphor  
— — — — —



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**Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.**

# Company Overview



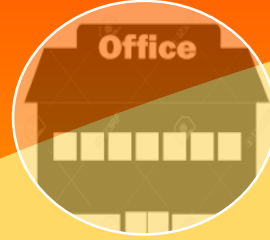
**Founded**  
**1946**



**Years**  
**Experience**  
**77+**



**Employees**  
**320+**



**Branches**  
**7+**



**Products**  
**100+**



## Who We Are ?

Mangalam Organics Limited is a pioneer in the field of pine chemistry. It is a leading manufacturer of terpene and rosin derivatives.

## Our Legacy

Our operations are led by an experienced management team, with over five decades of experience in the pine chemicals industry.

## Our wide Footprint

Turpentine, our principal raw material to manufacture Camphor, is procured from across the globe: Brazil, Argentina, Chile, USA, Russia, Indonesia, Vietnam, China, Portugal, and Spain, among other countries. Domestic sale of Camphor and Synthetic Resins takes place through our network of 8 offices across India. Our products are also exported to Europe, USA, African, Middle Eastern and Southeast Asian countries.

## What We Manufacture

Terpene Chemistry Camphor, Dipentene, Sodium Acetate  
Synthetic Resins Terpene Phenolic, Alkyl Phenolic, Rosin-based Resins

## Our Mission

To continue to strive and innovate to meet the growing requirements of our valued customers.



## Our Business Model



## Our Journey

### Business-to-Business

### Business-to-Consumer

Business-to-Business					Business-to-Consumer				
Trading	Manufacturing	Expansion	Listing	Diversification	Brand Establishment	Product Portfolio	Brand Strengthening	Listing	Expansion
<b>1946</b>	<b>1949</b>	<b>1988</b>	<b>1994</b>	<b>2007</b>	<b>2013</b>	<b>2017</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Late Ramgopal Dujodwala (founder of Mangalam Organics Ltd.) commenced Trading in Rosin	Late Ramgopal Dujodwala established a Rosin and Turpentine manufacturing unit at Hoshiarpur, followed by a unit at Una, Faridabad, and one in J&K	Facility built for manufacture of Rosin and Turpentine at Khopoli (Maharashtra)	Facility built for manufacture of Camphor and MOL listed on BSE Limited	Kamal Dujodwala took over as Chairman. Set up a new division to manufacture Synthetic Resins	Commenced manufacturing and retailing of Mangalam Camphor Tablets	Commenced manufacturing and retailing of homecare products based on Camphor under "Campure"	Established Mangalam Brands Private Limited to focus on Brands 'Mangalam' and 'Campure'	Mangalam Organics Ltd. got listed on NSE	Successfully completed the expansion to manufacture 10,000 MT of Camphor

# Our Business Segments

## B2B - Terpene

**Camphor:** Religious use, healthcare products, hygiene products

**Dipentene:** Paints, cleaning and degreasing agents

**Sodium Acetate:** Textile and dyes industry, Leather tanning

**Isobornyl Acetate:** Fragrance and flavor

**Isoborneol:** Fragrance and flavor

## B2B – Synthetic Resin

**Terpene Phenolic Resin – Adhesives**  
Alkyl Phenolic Resin - Rubber Products  
i.e., Tyres

**Rosin Ester - Paint and varnish material industry, thermoplastic compounds for road marking, hot melts and glues susceptible to pressure, insulation finishes**

## B2C - Retail Operations

**CamPure - Homecare and personal care products based on Camphor**

**Mangalam - Camphor tablets for pious uses Private Labelling Initiatives**

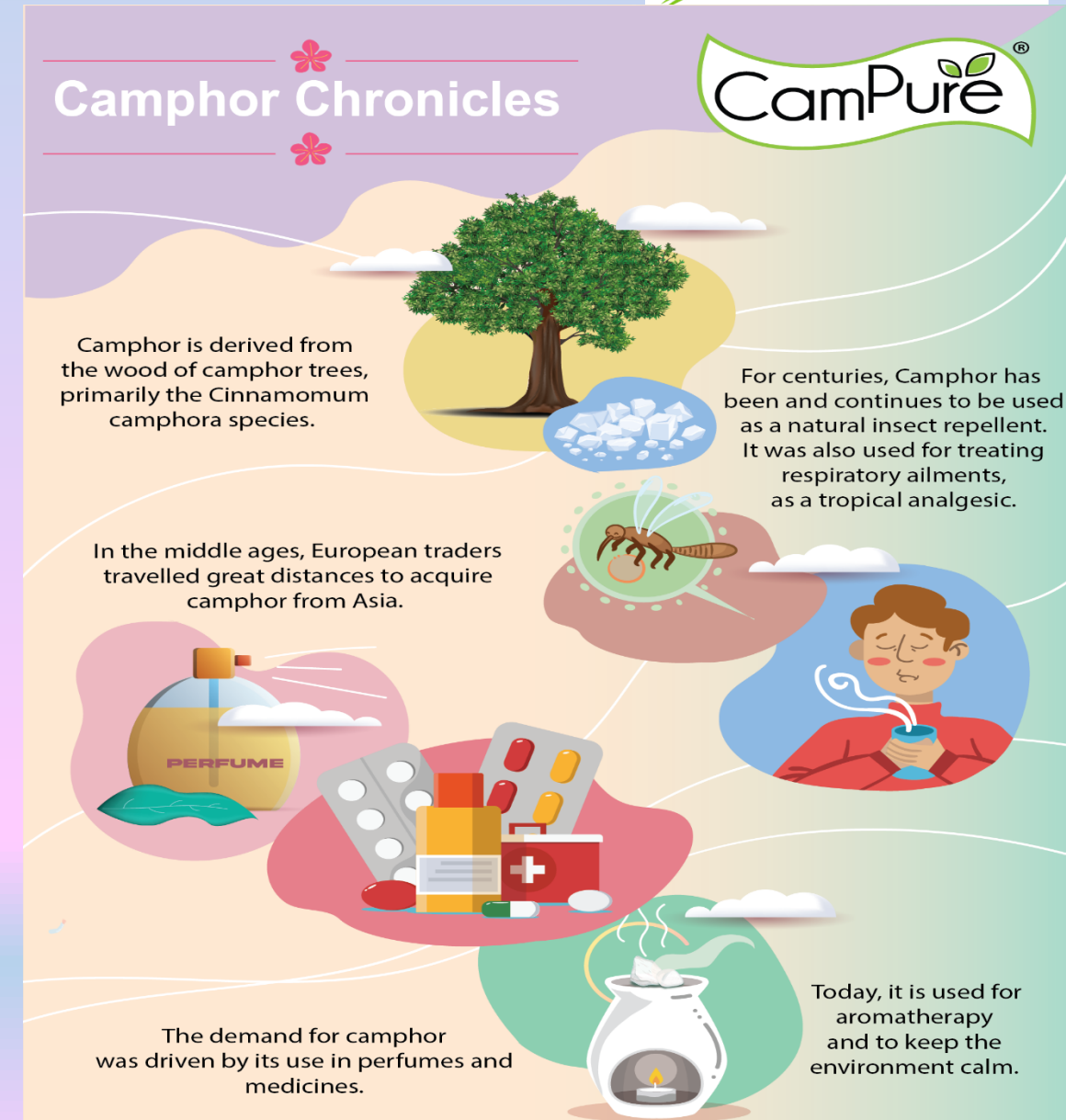
## Camphor Chronicles

A creation with a rich history and vibrant future an organic product made from the extract of the pine tree. While in the Indian domestic market, Camphor is widely used for religious purposes, it has usage far and wide across countries globally.

Camphor also plays a vital role as the active ingredient in several orthopaedic, skin and congestion-related pharmaceuticals and leading pharmaceutical companies are increasingly purchasing Camphor with more R&D being done on Camphor-based formulations.

On the hygiene side, Camphor is replacing naphthalene and PDCB in the West and is gaining increasing share of the homecare market.

Going forward, it is estimated that India will start using camphor for innovative hygiene products as in the pictures above.





**With immense spiritual and health benefits, Bhimseni camphor is the most beneficial for your body and soul.**

**Bhimseni Camphor is known by many names, including Pacha Kapoor, Nagi karpura, Patri Kapoor, and Desi Kapoor.**



Invite  
positivity and  
prosperity  
into your  
home



**The many crucial qualities of this camphor make it the most powerful of all camphor forms.**

**Bhimseni camphor has been around for generations. Valued in Ayurveda for its purity and medicinal powers, it is often recommended by most Ayurvedic practitioners to treat various conditions. It repels microorganisms and germs, purifying the air around us. When burnt, it releases a fragrance, making it a powerful insect repellent.**

**It can be used to treat colds and coughs, helps with breathing problems, various skin and hair problems as well as helps treat toothaches.**

## WHY IS CAMPURE CAMPHOR CONE & AIR PURIFIER GIFT BOX A PERFECT GIFT FOR ALL?



“Almost everything tends to become ordinary after a point, which is why we are here to share a little secret with you - the mystery of a perfect gift.”

An ideal gift not just for him or her but for practically anyone of any age group and preference.



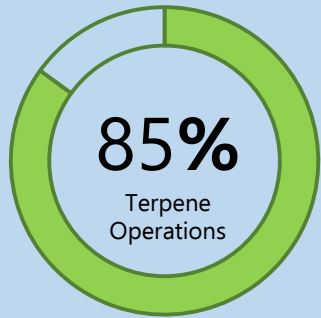
What is it?  
It's our **Camphor Products Gift Box.**



“Delivering Happiness, peace & joy.”

# Our Product Portfolio – B2B

## Revenue break-up



■ 1st Qtr ■ 2nd Qtr



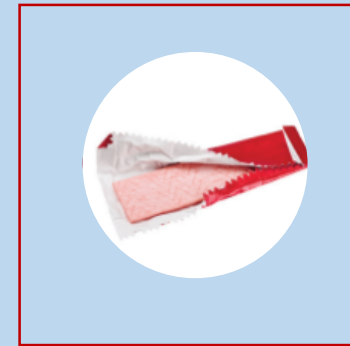
## Business-to-Business

### Terpene



Camphor | Dipentene | Sodium Acetate

### Synthetic Resin



Terpene Phenolic Resin | Alkyl  
Phenolic Resin | Rosin Esters

Note: The retail percentage has reduced in the standalone revenue because the retail business of Mangalam Organics Limited has been transferred to its wholly owned subsidiary Mangalam Brands Private Limited in FY 2022-23

## Business-to-Consumer



**CamPure - Homecare and personal care products based on Camphor**  
**Mangalam - Camphor tablets for pious uses**  
**Private Labelling Initiatives**

# Our Key Clientele

## Terpene Operations



## Synthetic Resin Operations



## Retail Operations



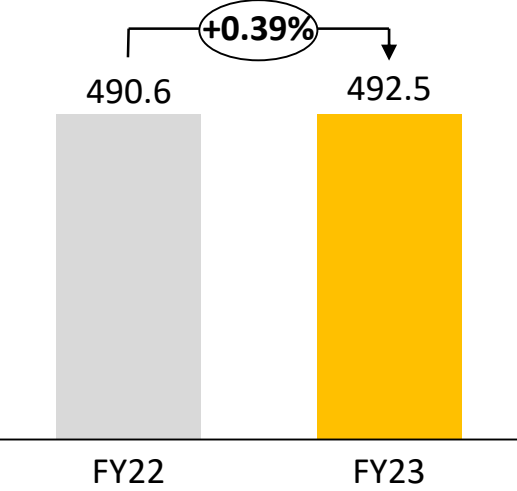
# Financials



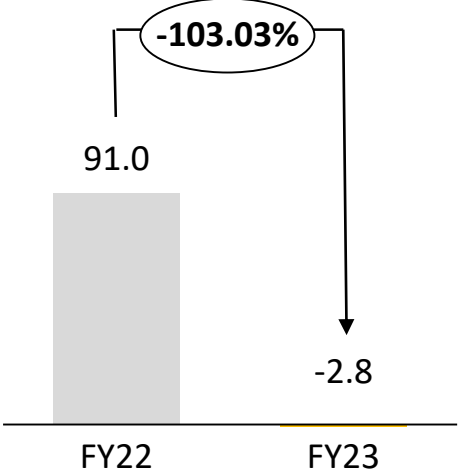
# FY23 Consolidated Financial Performance



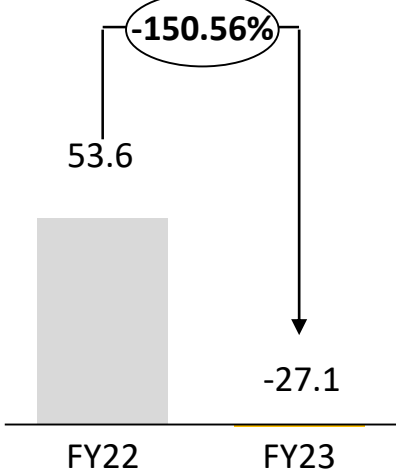
Revenues (Rs. Crs)



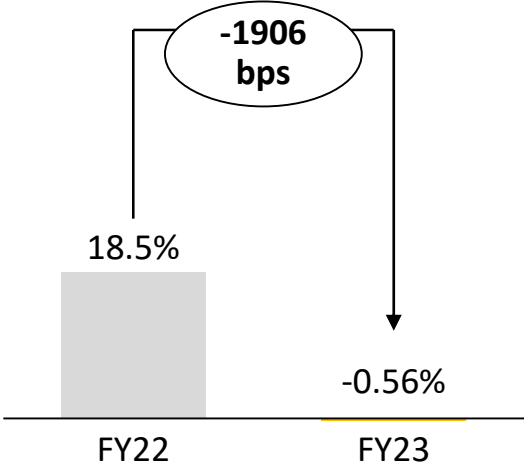
EBITDA (Rs. Crs)



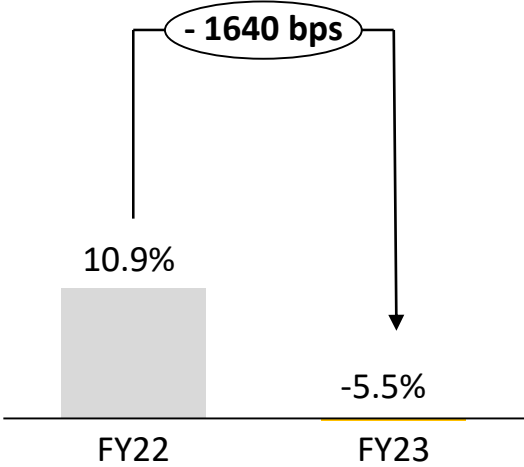
PAT (Rs. Crs)



EBITDA Margin (%)



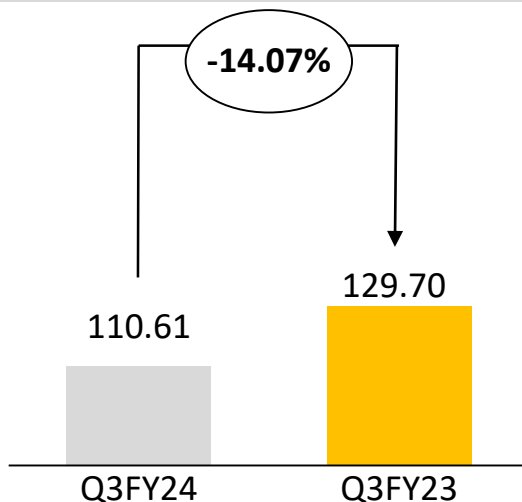
PAT Margin (%)



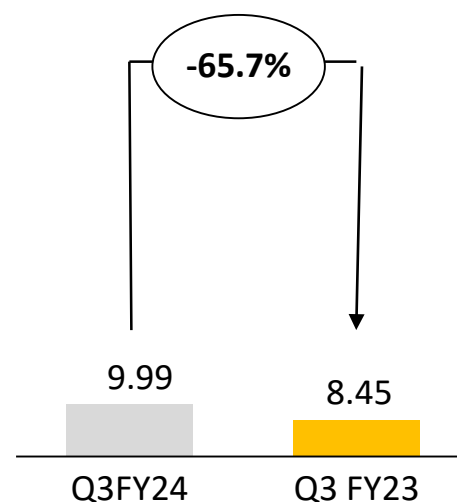
- Revenue growth of 0.39% in FY23 vs FY22.
- Increase in input costs lead to decline in profitability for the year.
- Company continues its efforts on improving efficiencies and margins going forward.

# YOY FY24 Consolidated Financial Performance

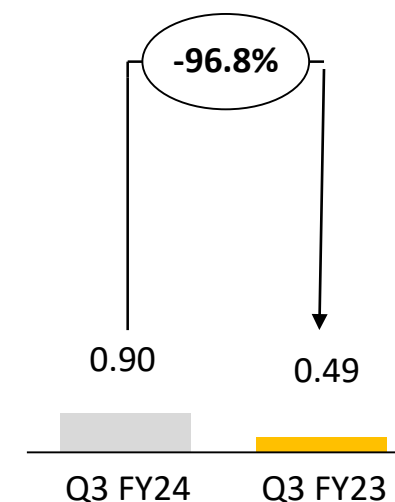
### Revenues (Rs. Crs)



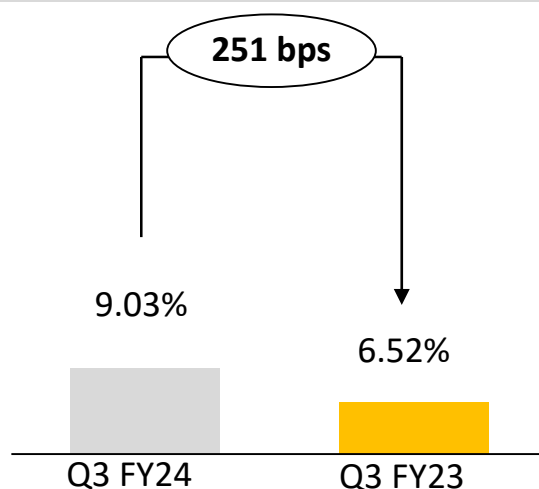
### EBITDA (Rs. Crs)



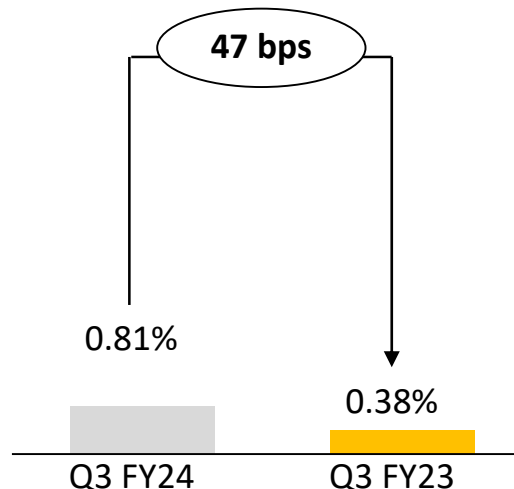
### PAT (Rs. Crs)



### EBITDA Margin (%)



### PAT Margin (%)



Revenue de-growth of 14.07% in Q3 FY24 vs Q3 FY23.

- Decrease in various input costs lead to increase in profitability for the quarter end.
- Company continues its efforts on improving efficiencies and margins going forward.
- We have Successfully commissioned the additional capacity at Khopoli.



# Q3 FY24 Consolidated Profit & Loss Statement

Particulars (Rs. Crs)	Q3 FY24	Q3 FY23	Y-o-Y (%)	Q2 FY24	Q-O-Q	FY23	FY22	Y-o-Y (%)
<b>Revenue from Operations</b>	<b>110.61</b>	<b>129.7</b>	-14.7	<b>168.9</b>	-34.5	<b>492.53</b>	<b>490.6</b>	0.39
Cost of Materials Consumed	63.66	97.6		74.24		409.41	284.3	
Purchase of stock in trade	0.3	0.24		0.38		6.46	5.2	
Changes in Inventories of finished goods, work in progress and stock-in trade	-5.63	-17.59		48.09		-72.65	-12.6	
<b>Gross Profit</b>	<b>52.28</b>	<b>49.45</b>	5.7	<b>46.19</b>	13.2	<b>149.31</b>	<b>213.7</b>	-30.13
<b>GP %</b>	<b>47.27</b>	<b>38.13</b>		<b>27.35</b>		<b>30.31</b>	<b>43.56</b>	
Employee Benefits Expense	10.58	9.35		9.23		34.7	29.7	
Other Expenses	31.71	31.65		27.35		117.37	93	
<b>EBITDA</b>	<b>9.99</b>	<b>8.45</b>	-65.7	<b>9.61</b>	4.0	<b>-2.76</b>	<b>91</b>	-103.03
<b>EBITDA %</b>	<b>9.03</b>	<b>6.52</b>		<b>5.69</b>		<b>-0.56</b>	<b>18.55</b>	
Other Income	0.04	0.64		0.07		0.47	1.3	
Depreciation and Amortisation Expense	5.18	4.3		5.13		17.55	15	
<b>EBIT</b>	<b>4.85</b>	<b>4.79</b>	-77.0	<b>4.55</b>	6.6	<b>-19.84</b>	<b>77.3</b>	-125.67
Finance Costs	3.82	3.83		3.81		13.79	4.2	
<b>PBT</b>	<b>1.03</b>	<b>0.96</b>	7.3	<b>0.74</b>	39.2	<b>-33.63</b>	<b>73.1</b>	-146.01
Total Tax Expense	0.13	0.47		0.03		-6.53	19.5	
<b>Profit for the year</b>	<b>0.9</b>	<b>0.49</b>	-96.8	<b>0.71</b>	32.4	<b>-27.1</b>	<b>53.6</b>	-150.56
<b>PAT %</b>	<b>0.81</b>	<b>0.38</b>		<b>0.42</b>		<b>-5.5</b>	<b>10.9</b>	
<b>EPS</b>	<b>1.05</b>	<b>0.57</b>		<b>0.83</b>		<b>-31.63</b>	<b>62.68</b>	

# Profit & Loss Statement (Audited) as on March 2023

Particulars (Rs. Crs)	FY23	FY22	FY21	FY20
<b>Revenue from Operations</b>	<b>492.5</b>	<b>490.6</b>	<b>338.2</b>	<b>374.5</b>
Cost of Materials Consumed	409.4	284.3	147.1	209.7
Purchase of stock in trade	6.5	5.2	3.9	4.0
Changes in Inventories of finished goods, work in progress and stock-in trade	-72.7	-12.6	-27.6	-4.7
<b>Gross Profit</b>	<b>149.3</b>	<b>213.7</b>	<b>214.9</b>	<b>165.5</b>
<b>GP %</b>	<b>0.3</b>	<b>0.4</b>	<b>0.6</b>	<b>0.4</b>
Employee Benefits Expense	34.7	29.7	26.9	25.5
Other Expenses	117.4	93.0	60.2	53.7
<b>EBITDA</b>	<b>-2.8</b>	<b>91.0</b>	<b>127.8</b>	<b>86.3</b>
<b>EBITDA %</b>	<b>0.0</b>	<b>0.2</b>	<b>0.4</b>	<b>0.2</b>
Other Income	0.5	1.4	1.0	1.0
Depreciation and Amortisation Expense	17.6	15.0	13.5	9.0
<b>EBIT</b>	<b>-19.8</b>	<b>77.4</b>	<b>115.3</b>	<b>78.4</b>
Finance Costs	13.7	4.2	1.0	5.2
<b>PBT before exceptional items</b>	<b>-33.5</b>	<b>73.2</b>	<b>114.3</b>	<b>73.2</b>
<b>Exceptional items</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>-10.3</b>
<b>PBT</b>	<b>-33.5</b>	<b>73.2</b>	<b>114.3</b>	<b>62.9</b>
Total Tax Expense	-6.5	19.5	29.7	15.4
<b>Profit for the year</b>	<b>-27.0</b>	<b>53.7</b>	<b>84.6</b>	<b>47.6</b>
<b>PAT %</b>	<b>-0.1</b>	<b>0.1</b>	<b>0.3</b>	<b>0.1</b>
<b>EPS</b>	<b>--31.6</b>	<b>62.7</b>	<b>98.8</b>	<b>55.5</b>

# Consolidated Balance Sheet (Audited) as on March 2023

Equity & Liabilities (Rs. Crs)	Mar-23	Mar-22
Equity Share Capital	9	9
Other Equity	267	296
<b>Total Equity</b>	<b>276</b>	<b>304</b>
<b>Financial liabilities</b>		
Borrowings	41	52
Provisions	3	3
Deferred tax Liabilities (Net)	0	5
<b>Total Non-Current Liabilities</b>	<b>44</b>	<b>60</b>
<b>Financial Liabilities</b>		
(i) Borrowings	149	160
(ii) Trade Payables	33	33
(iii) Other Financial Liabilities	0	0
Provisions	1	1
Other Current Liabilities	3	3
Current tax Liabilities (net)	0	0
<b>Total Current Liabilities</b>	<b>186</b>	<b>196</b>
<b>Total Liabilities</b>	<b>506</b>	<b>560</b>

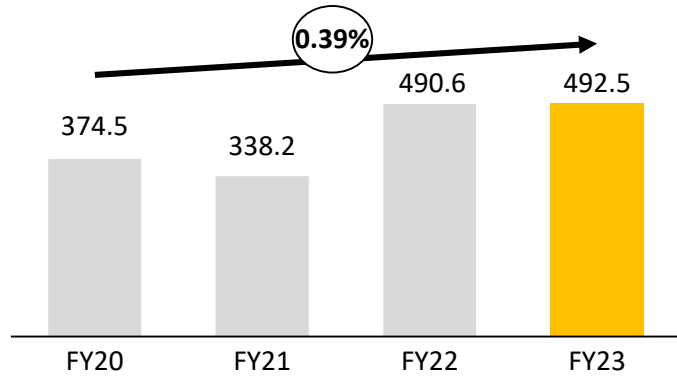
Assets (Rs. Crs)	Mar-23	Mar-22
Property, plant and equipment	227	198
Capital Work-in-Progress	1	8
Financial Assets		
(i) Investments	0	0
(II)Deferred tax Assets (Net)	3	0
(iii) Other Financial Assets	10	10
<b>Total Non-Current Assets</b>	<b>243</b>	<b>216</b>
Inventories	188	244
<b>Financial Assets</b>		
(i) Trade Receivable	47	44
(ii) Cash and Cash Equivalentents	1	1
(iii) Other Bank Balances	0	1
(iv) Other Financial Assets	6	12
Current Tax Assets (net)	3	5
Other Current Assets	16	37
<b>Total Current Assets</b>	<b>75</b>	<b>344</b>
<b>Total Assets</b>	<b>505</b>	<b>560</b>

# Cash Flow Statement (Audited)

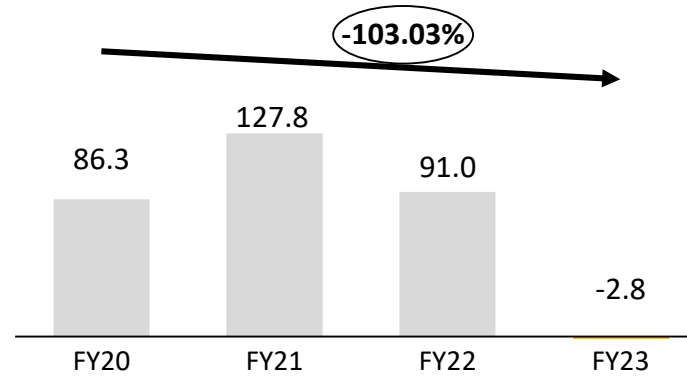
Particulars (Rs. Crs)	FY23	FY22	FY21
Profit before Tax	-34.0	73.1	114.1
<b>Operating Profit before Working Capital Changes</b>	-3.3	91.9	128.0
Changes in Working Capital	79.9	-153.2	-72.1
<b>Cash Generated from Operations</b>	76.6	-61.3	55.8
Direct Taxes paid (net of refund)	0.3	21.8	29.6
<b>Net Cash from Operating Activities</b>	76.9	-83.1	26.3
<b>Net Cash Flow from Investing Activities</b>	-40.8	-99.5	-28.1
<b>Net Cash Flow from Financing Activities</b>	-35.4	182.1	2.3
<b>Net change in cash &amp; cash equivalents</b>	0.6	-0.6	0.4

# Performance in Charts (Audited)

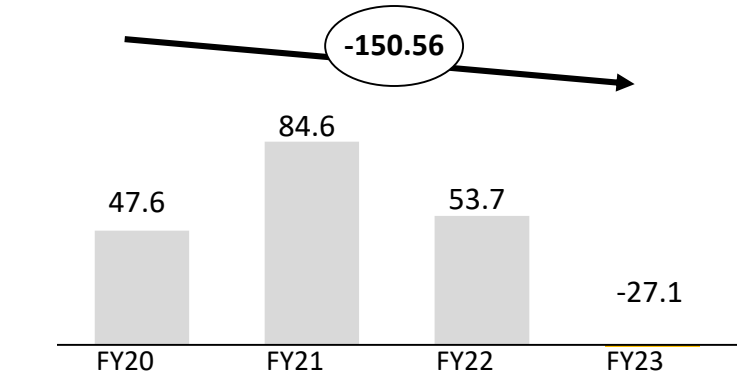
### Revenues (Rs. Crs)



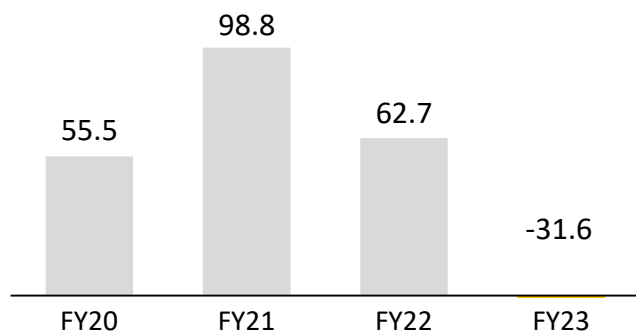
### EBITDA (Rs. Crs)



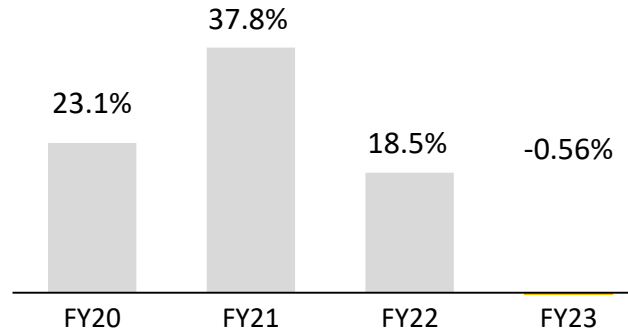
### PAT (Rs. Crs)



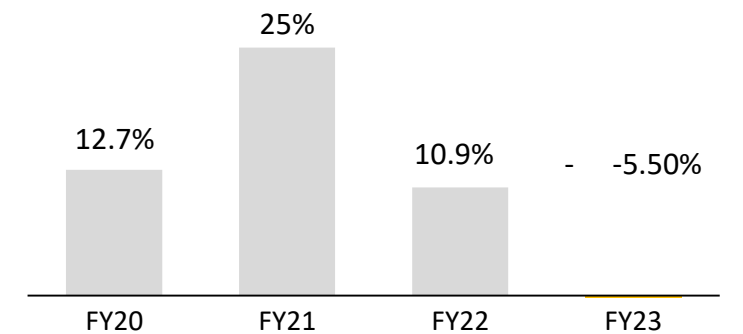
### Earnings Per Share (in Rs)



### EBITDA Margins (%)



### PAT Margins (%)



# Transformation

*from B2B to B2C*



# Purity of Camphor & its Significance

## Why Camphor?

As written in our Holy books, Pure Camphor symbolises union with God as it burns completely, leaving behind no trace. Pure Camphor dispels negativity, keeps one healthy and attracts prosperity.



## Significance of the Camphor Flame

Camphor flame inspires the devotee to spread warmth and fragrance through one's life, burning away energetically to eventually allow the focus solely on the almighty without any trace of existence or ego.



At the end of the aarti, one places his hands over the flame and touches his eyes and forehead which signifies “may the light which illumined the Lord light up my vision and may my thoughts be as pure and beautiful as this Camphor flame”

## How to check the purity of Camphor?

Pure Camphor burns completely without sparking and does not leave behind any residue or ash.



## AROMATHERAPY BOX

UNWIND AND RELAX IN THE SOOTHING EMBRACE OF BHIMSENI CAMPHOR



Diffuse Mangalam Bhimseni Camphor  
to spread peace, positivity  
and prosperity in your home



## CELEBRATION BOX

DISCOVER THE HEALING POWERS OF  
CAMPHOR AND BHIMSENI

-  SYMBOLIZES WITH GOD
-  ATTRACTS PROSPERITY
-  DESPELS NEGATIVITY
-  RELAXES MIND



-  100% organic
-  Dispels Negativity
-  Long Lasting Flame



Your pure devotion  
deserves only the purest  
of camphor



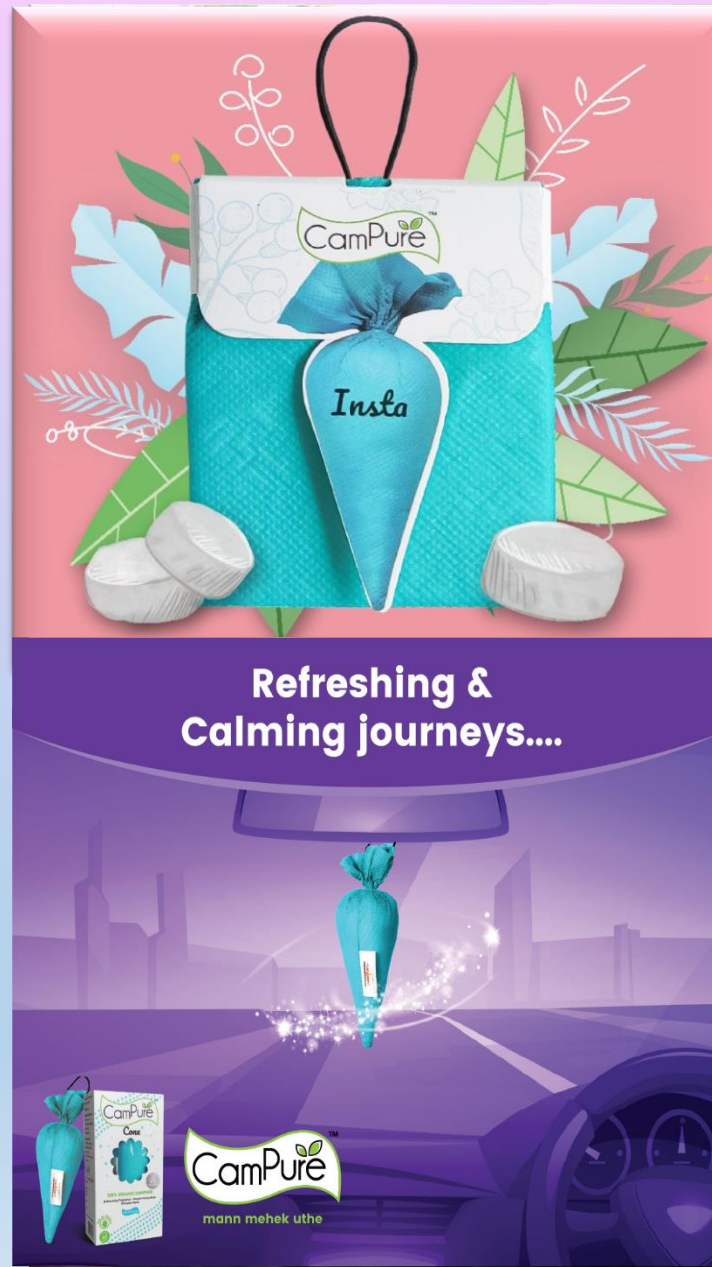


## CamPure

Goodness of camphor is something we've known for centuries, and its usage extends far beyond our prayer rooms.

Over the years we heard from countless people who choose camphor as a safe alternative to regular air fresheners. Inspired by such stories, we have launched the **Camphor cones**

We have bring the goodness of camphor in a range of Homecare & Personal Care products



# CamPure over the last year (Brand Strengthening)

**CAMPURE INSTA CONE**

A BREATH OF FRESH AIR

- 100% Organic Fragrance
- Repels Mosquitoes
- Elevates Mood
- Preserves Fabrics

**मी होणार सुपरस्टार**  
जल्लोष डाब्ब्या

Special Partner

Refreshing & Calming journeys...

CamPure  
mann mehek uthe


For a calm air, use CamPure Air fresheners

- 100% organic fragrance
- Wonderful fragrance
- Elevates mood
- Repels mosquitoes


**रंग माझा वेगळा**  
सोम-शनि | 8pm

Powered by CamPure


# Reviews For Our Products




**MANGALAM Bhimseni Camphor 100g Jar - Pack Of 1**  
 ★★★★★ 15,905  
 #1 Best Seller  
**Deal of the Day**  
**₹180** (₹180/100 g)  
 ✓prime  
 List: ₹288 (36% off)




**MANGALAM CamPure Camphor Cone Granule (2 Original & 2 Sandalwood) Pack Of...**  
 ★★★★★ 793  
**Amazon's Choice** in Pooja Camphor  
**Deal of the Day**  
**₹720** (₹360/count)  
 ✓prime  
 Save 2% with coupon  
 List: ₹796 (10% off)




**Mangalam CamPure Camphor Cone (Mogra) Pack of 8 - Room, Car and Air Freshener &...**  
 ★★★★★ 14,104  
**Amazon's Choice** in Fragrant Room Sprays  
**Deal of the Day**  
**₹1,250** (₹1,250/count)  
 ✓prime  
 Save 2% with coupon  
 List: ₹1,592 (21% off)




**Mangalam Camphor Pouch (500g Small Round, Pack of 2)**  
 ★★★★★ 8,072  
**Deal of the Day**  
**₹999** (₹99.90/100 g)  
 ✓prime  
 List: ₹1,508 (33% off)




**MANGALAM CamPure Air Freshener Jasmine & Camphor (Pack of 2) - Refreshing Fragrance...**  
 ★★★★★ 2,113  
**Deal of the Day**  
**₹350** (₹70/100 ml)  
 ✓prime  
 List: ₹398 (12% off)




**Mangalam Camphor Block 250g Pouch**  
 ★★★★★ 11  
**Deal of the Day**  
**₹300** (₹300/count)  
 ✓prime  
 Save 2% with coupon  
 List: ₹428 (29% off)




**MANGALAM Rohak Dhooop Sticks - Sandalwood - 200g (75 Sticks)**  
 ★★★★★ 16  
**Deal of the Day**  
**₹179** ✓prime  
 Save 2% with coupon  
 List: ₹399 (55% off)




**MANGALAM CamPure Camphor Cone (Bhimseni) Pack Of 8 - Room, Car and Air...**  
 ★★★★★ 1,694  
**Amazon's Choice** in Indoor Insect & Pest Control Sprays  
**Deal of the Day**  
**₹1,250** (₹156.25/count)  
 ✓prime




**CamPure Camphor Cone (Original + Lavender) Pack Of 2 - Room, Car and Air Freshener &...**  
 ★★★★★ 625  
**Deal of the Day**  
**₹370** (₹18,500/100 g)  
 ✓prime  
 Save 2% with coupon  
 List: ₹398 (7% off)




**Mangalam Celebration Box - Camphor Tablet 250g Jar, Bhimseni Camphor 250g Jar &...**  
 ★★★★★ 35  
**Deal of the Day**  
**₹999** (₹999/count)  
 ✓prime  
 Save 2% with coupon  
 List: ₹1,474 (32% off)




**Mangalam CamPure Air Freshener Spray (Combo) Pack of 4 - Original Camphor |...**  
 ★★★★★ 464  
**Deal of the Day**  
**₹680** (₹68/100 ml)  
 ✓prime  
 Save 2% with coupon  
 List: ₹796 (15% off)


 **Dr. Moujhuri Nandi**  
 ★★★★★ **Good quality with great aroma.**  
 Reviewed in India on 26 September 2023  
 Scent Name: Camphor Tablet Jar | Size: 100 g (Pack of 1) | **Verified Purchase**  
 Good quality product with great aroma.

Helpful | Report

 **Arijit Barman**  
 ★★★★★ **Good product**  
 Reviewed in India on 27 January 2024  
 Scent Name: Camphor Tablet Jar | Size: 500 gm X Pack of 1 | **Verified Purchase**  
 Full value for money.

Helpful | Report

 **ritu**  
 ★★★★★☆ **Pure and good fragrance**  
 Reviewed in India on 12 January 2024  
 Scent Name: Camphor Tablet Jar | Size: 250 g (Pack of 1) | **Verified Purchase**  
 Good fragrance, mind relaxing



# Amazon Bestsellers

Our most popular products based on sales. Updated frequently.

- Any Department
- Health & Personal Care
  - Household Supplies
    - Dishwashing Supplies
    - Household Cleaners
    - Indoor Insect & Pest Control
    - Laundry
    - Papers, Wraps & Bags
    - Pooja Supplies**

## Bestsellers in Pooja Supplies

#1



MANGALAM Bhimseni Camphor 100g Jar - Pack Of 1

★★★★★ 15,905

₹180.00

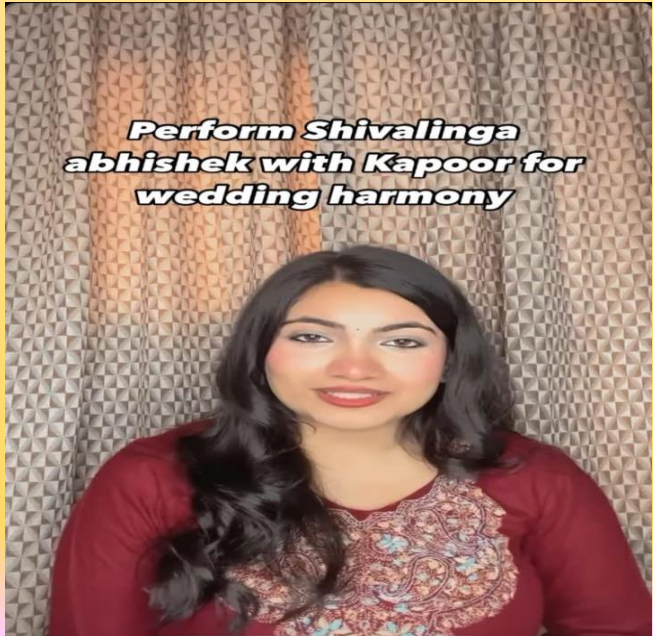
#2



Mangalam Camphor Tablet 100g Jar - Pack of 1

★★★★★ 14,171

₹175.00



# Television Commercial



MUMBAI  
CamPure cone #CalmKare - Car

To watch - [Click here](#)



Mangalam camphor TV commercial advertisement

To watch - [Click here](#)

12,618 views • Premiered Apr 27, 2020

👍 150 🗨️ 269 ➦ SHARE ⌵ SAVE ...



CamPure cone #CalmKare - Study area

To watch - [Click here](#)



CamPure cone #CalmKare - Cupboard

To watch - [Click here](#)



#Campure #Organic #Camphor

CamPure Cone vs Chemical based Air Fresheners (Phool ya Fool ?)

To watch - [Click here](#)



To watch - [Click here](#)

# Future Strategy



# 1. B2B – Unlocking the Value of Intermediates

Our endeavour to unlock the saleable value of intermediates and improve the quality of Camphor is on track.



Pine Tree

Gum Turpentine

Pinene

Camphene

Iso Bornyl Acetate

Isoborneol

Camphor

Terpineol

Alpha Campholenic Aldehyde

Iso Bornyl Metha Acrylate

Myrcene

Iso Bornyl Cyclo Hexanol

Dihydro Myrcenol

Camphor Sulphonic Acid

This will enable us to reduce our dependence on market dynamics of a single product, "Camphor" and a single industry, the pious market



Present Operations



Possible Integration Avenues



## 2. B2B – Synthetic Resins – Niche Approach



### Bespoke and Niche Approach

#### Terpene Phenolic Resin

- Increase range of terpene phenols to cater wide needs of customers in domestic market
- Pursue product approvals with global tyre and adhesive customers in the domestic and export market

#### Rosin Modified Resins

- Explore opportunities of import substitution in adhesives and printing ink industry
- Improve quality of products to global standards to unlock export opportunities

#### Alkyl Phenolic Resin

- Understand customer pain points and provide tailormade products
- Introduce wide range of quality products to enable registration with key distributors

# 3. B2C – Future Growth Strategy

## Expansion in Product Portfolio

1

Introduction of new products for the retail markets to increase our market share



## Expansion in Geographical Reach

2

Expand the distribution network; at present, we employ 190 salespeople; this will enable us to penetrate 14 states.

## E-Commerce

4

Strengthening brand and unlocking the power of E-commerce . Our products are available on Amazon, Bigbasket, Jiomart, Flipkart etc.

## Export Opportunity

3

There is huge global market potential for the products we manufacture. We started selling our products in USA & UK

# 4. B2C – Target retail market with e-Commerce

amazon.in | Delivering to Mumbai 400070 | Update location | Health & Personal Care | bhimseni camphor original | Hello, sign in Account & Lists | Returns & Orders | Cart

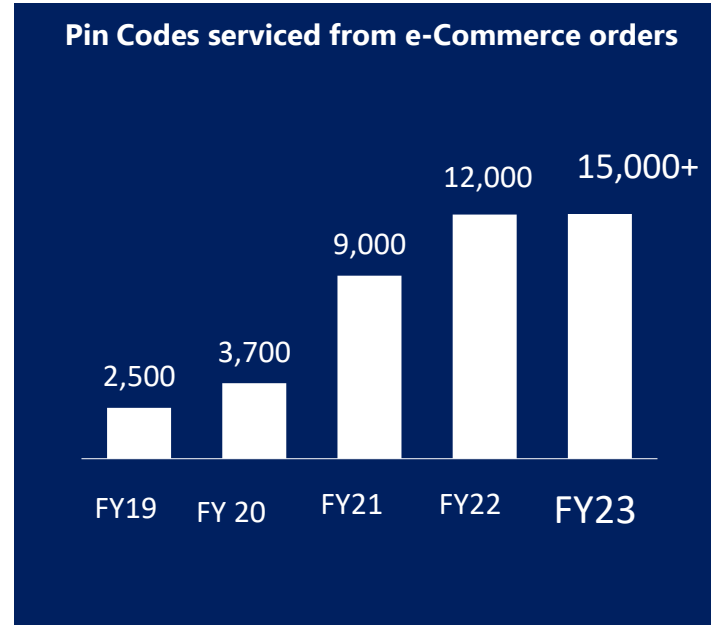
1-24 of 506 results for "bhimseni camphor original"

**Results**  
Price and other details may vary based on product size and colour.

**Inhale Calming Bhimseni Camphor Vapours**  
Shop MANGALAM

**Deal of the Day**  
₹180 prime (36% off)

**Best seller**  
₹387 prime



Flipkart | camphor cone | Showing 1 - 17 of 17 results for "camphor cone"

**Filters**

- CATEGORIES: Automotive Accessories, Car Air Purifiers and A.C., Car Air Fresheners S.R., Car Air Fresheners
- PRICE: ₹398 to ₹1,295
- BRAND: Assured
- CUSTOMER RATINGS: 4+ above, 3+ above, 2+ above, 1+ above
- OFFERS: Special Price, Buy More, Save More
- DISCOUNT: 3% OFF

Products shown include CamPure Cone Sandalwood, CamPure Cone Rose, CamPure Cone Jasmine, and CamPure Cone Original.

**Amazon's Choice**

- MANGALAM CamPure Camphor Cone (Original) Pack Of 2 - Room, Car and Air Freshener &...**  
★★★★☆ 14,129  
3K+ bought in past month
- MANGALAM Campure Camphor Cone Granule (1 Original & 1 Sandalwood) Pack Of 2 - Room, Car And Air Freshener &...**  
★★★★☆ 4,510
- MANGALAM CamPure Camphor Cone (Original) Pack Of 4 - Room, Car and Air Freshener &...**  
Original  
★★★★☆ 3,991
- MANGALAM CamPure Camphor Cone (Bhimseni) Pack Of 2 - Room, Car and Air Freshener &...**  
★★★★☆ 1,694  
700+ bought in past month

JioMart | Deliver to Mumbai 400020 | camphor cone CAMPURE | Sign In

**Products:**

- BHAKTI 2 SHAKTI MAKING WORSHIP SPECIAL CamPure Camphor Cone...**  
₹1,149.00 ₹1,104.00 3% OFF  
Add
- BHAKTI 2 SHAKTI MAKING WORSHIP SPECIAL CamPure Camphor Cone...**  
₹1,149.00 ₹1,104.00 3% OFF  
Add
- BHAKTI 2 SHAKTI MAKING WORSHIP SPECIAL CamPure Camphor Cone...**  
₹1,149.00 ₹1,104.00 3% OFF  
Add

Activate Windows

# Corporate Social Responsibility

Renovation of Healthcare Centre



Renovation of School



# Manufacturing Facility



# Our Manufacturing Facilities

**“The willingness to produce is a choice, the ability to produce is a skill, but the capacity to produce is an intelligent effort.”**



**PRODUCTION FACILITY**  
Our plant is located on the  
Mumbai - Pune expressway in Kumbhivali.

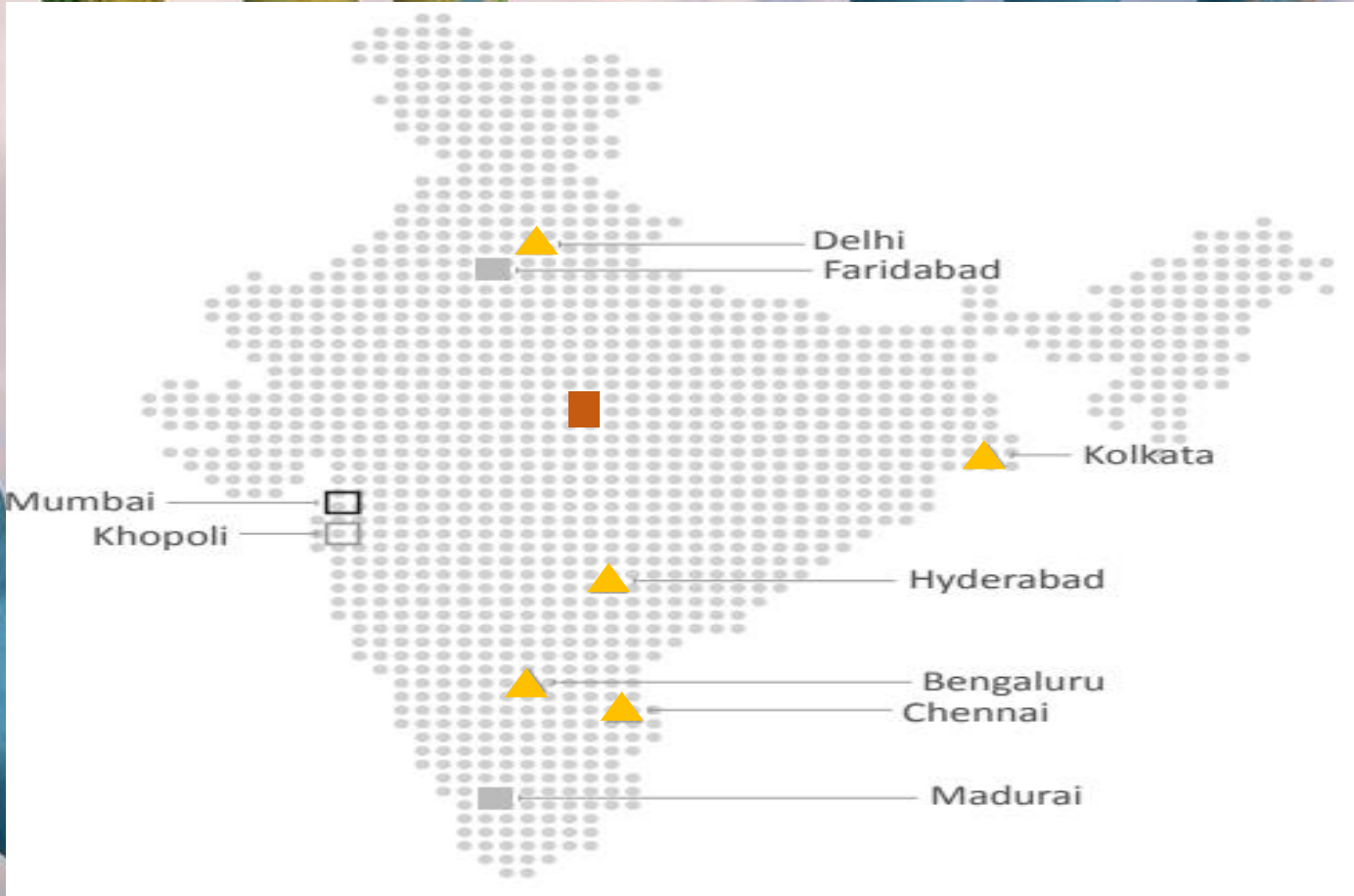
# Our Manufacturing Facilities

**“Our Capacity for production & utilization is a function of our Character and Integrity.”**



**PAN India Presence  
With Growing Export Footprints**

**Our  
Sales  
Network**



- Manufacturing Plant
- Head Office
- ▲ Warehouse & Marketing Office
- Marketing Office

not to scale. For illustrative purpose only.



# Key Management Team



## Mr. Kamalkumar Dujodwala (Chairman)

A Graduate in Science along with training at National Chemical Laboratory, Mr. Kamalkumar Dujodwala brings with him over 40 years of experience in the chemical Industry and has spearheaded commissioning and operations at various facilities across India. He has been the president of the All-India Manufacturers Organization and is presently the Vice President of the Indo-China Chamber of Commerce. Mr. Kamalkumar took over as Chairman of the Company in year 2007.

## Mr. Pannkaj Dujodwala (Managing Director)

Mr. Pannkaj Dujodwala holds an MBA degree from Landsdown College, New Hampshire University, UK and is a Graduate in Commerce. He has been involved in the Pine Chemicals Industry for over 30 years and brings with him wide experience to oversee day-to-day activities at Mangalam Organics Limited.

## Mr. Sharad Kumar Saraf (Independent Director)

Mr. Sharad Kumar Saraf is holding a degree in electronics engineering from the prestigious Indian Institute of Technology, Mumbai and has over 40 years of rich experience in International Trade. He has a year of experience in Industrial training in Germany. Mr. Saraf has founded the Technocraft Industries (India) Ltd. He has also established hi-tech technology park with engineering design services facilities, employing nearly 300 engineers with office in Germany & USA. Mr. Saraf has won the National Trophy for Export Excellence from Prime Minister of India.

## Mrs. Manisha Agarwal (Independent Woman Director)

Mrs. Manisha Agarwal is a qualified Chartered Accountant with a vast experience in financial markets, Personal finance and Recruitment for domestic as well as international corporations. Currently Mrs. Agarwal is handling family investments in Mutual Funds, Bonds, Stocks and other financial instruments. She is actively involved in Portfolio Management for her family members, Private Limited Companies and Family Trusts. She also prepares corporate and personal financial statements, tax return preparation and filing for companies, partnership firms and individuals. She is also involved in the Travel and Tour services business namely Voyapal along with her husband

## Mr. Sanjay Bhiva Kadam (Independent Director)

Mr. Sanjay Bhiva Kadam is a competent Chartered Accountant and B.com graduate, He is a partner in Chartered Accountants firm since 2014 and his firm has associated with various Chartered Accountants/ Company Secretaries Firms with an objective to provide quality and time bound professional services to their clients.

## Mr. Sidharath Singh Sekhon (Independent Director)

Mr. Sekhon obtained degrees of MSc and LLB. He enrolled as an Advocate with Bar Council of Maharashtra and Goa and passed the Civil Services Examination conducted by UPSC for IAS and Allied Services in 1969 and joined the Indian Revenue Service (IRS) Customs and Excise, worked in various field formations including in DGGI. Thereafter, he was appointed as a commissioner in various Custom offices and further as a Member Technical in the CESTAT. He superannuated in 2006 after 37 Years of service in the field of Indirect Taxation and Adjudication Proceeding thereunder. He was awarded the President of India's Certificate for Distinguished Record of Service and he continued his practice as an Advocate/ Consultant in various Courts in the conduct of Customs, Central Excise, Service Tax matters and as a Consultant in this field for last 17 Years.

## **Mr. Sanjay Bhardwaj – Chief Executive Officer**

Sanjay Bhardwaj is a qualified Chartered Accountant. He has been working with the Company in various capacities and departments since last 27 years i.e. from 1st November, 1994 to present. He has successfully handled various portfolios such as production, marketing, finance, human resources planning, etc. during his tenure with the Company.

## **Mr. Shrirang V Rajule – Chief Financial Officer**

Shrirang V Rajule is a Commerce Graduate having 40 years of expertise in Accounts, Finance and Taxation. Mr. Rajule is associated with Mangalam Organics Ltd for over two decades.

## **Mr. Akshay Dujodwala – Chief Strategy Officer**

Mr. Akshay Dujodwala has received his Master's Degree in Business Analytics & Consulting from Warwick Business School, London and a Bachelors' Degree in Banking and Insurance from University of Mumbai. Mr. Dujodwala has also gained an experience by working in firms like Universal Consulting India Pvt Ltd, Enam Securities and ICICI Prudential AMC Ltd. He has been appointed as an Executive of the Company since September 2018 with a responsibility to head Retail Sales and Marketing department. He is instrumental in transforming the company from a B2B to B2C player.

# Thank You



Mangalam Organics Limited

**Mr. Nitin Kore**

+91 22 4920 4089



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[www.mangalamorganics.com](http://www.mangalamorganics.com)

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