

Sat Kartar Shopping Ltd

Revolutionizing Wellness with Ayurveda

Investor Presentation H2FY25



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CHARAKA SAMHITA

The Foundation of Ayurveda

Charak Samhita is an ancient and foundational text in the field of Ayurveda, the traditional system of medicine that originated in India over 3,000 years ago. Attributed to the sage Charaka, the text is one of the earliest and most comprehensive compilations of Ayurvedic knowledge, composed between the 2nd century BCE and the 2nd century CE.

Our offerings are rooted in the Charak Samhita, an authoritative Ayurvedic text that aligns with the National AYUSH Mission (NAM).

At Sat Kartar, we've embraced the ancient wisdom of Charak Samhita as the foundation for our Vision and Mission, guiding our authentic Ayurvedic approach:

VISION

To be a global leader in Ayurveda, bridging traditional practices with contemporary health needs.

We aim to set new standards in personalized wellness, enhancing life quality worldwide through our unique, effective solutions.

MISSION

Revolutionize wellness with personalized Ayurvedic solutions, merging traditional wisdom and modern lifestyles. Focus on niche therapeutic areas, delivering premium quality and exceptional service, striving to become a global synonym for innovative, effective health products.

A lush forest scene with tall, slender trees. Sunlight filters through the canopy, creating a warm, golden glow and long shadows on the forest floor. The ground is covered in a thick layer of vibrant green moss and fallen leaves. A semi-transparent text box is overlaid on the right side of the image.

Ayurveda, **The Science of Life**

ABOUT SAT KARTAR

Delivering
Quality
Ayurveda,
Backed by
Science and
Scale.



At **Sat Kartar Shopping**, we are dedicated to empowering individuals to embrace a healthier, more balanced lifestyle through the timeless wisdom of Ayurveda. As a modern Ayurveda healthcare company, we blend traditional Ayurvedic knowledge with contemporary research to deliver natural wellness solutions that are both effective and trustworthy.

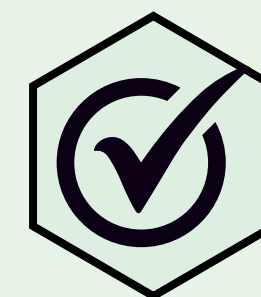
From herbal remedies to daily wellness essentials, every product reflects our commitment to quality, innovation, and authenticity. We take pride in being a consumer-centric brand, offering thoughtfully crafted Ayurvedic solutions that meet today's wellness needs.

We are more than a brand; we are your partner in a healthier journey, inspired by Ayurveda and backed by science.



Manufacturing Alliances:

We have manufacturing contracts with **4 facilities**



Our product formulations are approved by:

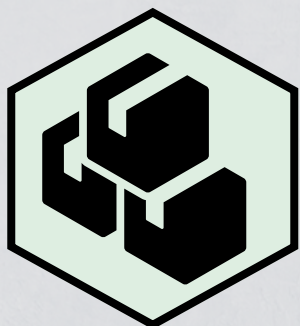
1. Ministry of AYUSH
2. Rashtriya Ayurveda Vidyapeeth
3. National Research Development Corporation
4. Central Council for Research in Ayurvedic Sciences



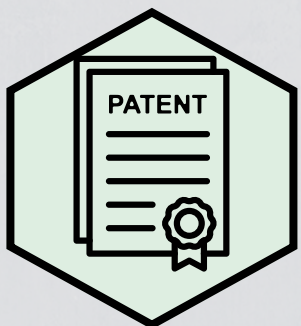
SAT KARTAR: A SNAPSHOT



1000+
Team Strength



60+
SKUs



Formulations are
approved by the
Ministry of AYUSH



16+
Remedial
Solutions



750+
Call Executives



Pan-India Presence



97.6%
ROE



98.3%
ROCE



In-House R&D



20,000
Daily Unique
Leads

OUR CARE AND SUPPORT TO YOUR PROBLEMS

REMEDIES TO 16+ PROBLEMS



Sexual
Wellness



Diabetes



Piles
Care



De-
Addictions



Bone &
Joints

80%

Revenue
Contribution



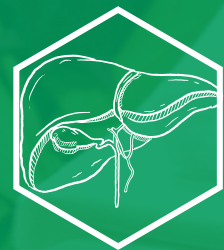
PCOS
PCOD



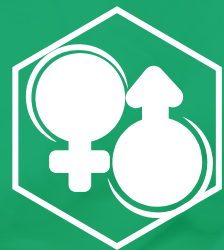
Respiratory
Support



Hair
Care



Liver
Care



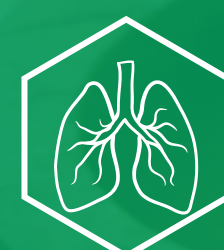
Infertility
Support



Mind
Care



Immune
Support



Lungs
Care



Personal
Care

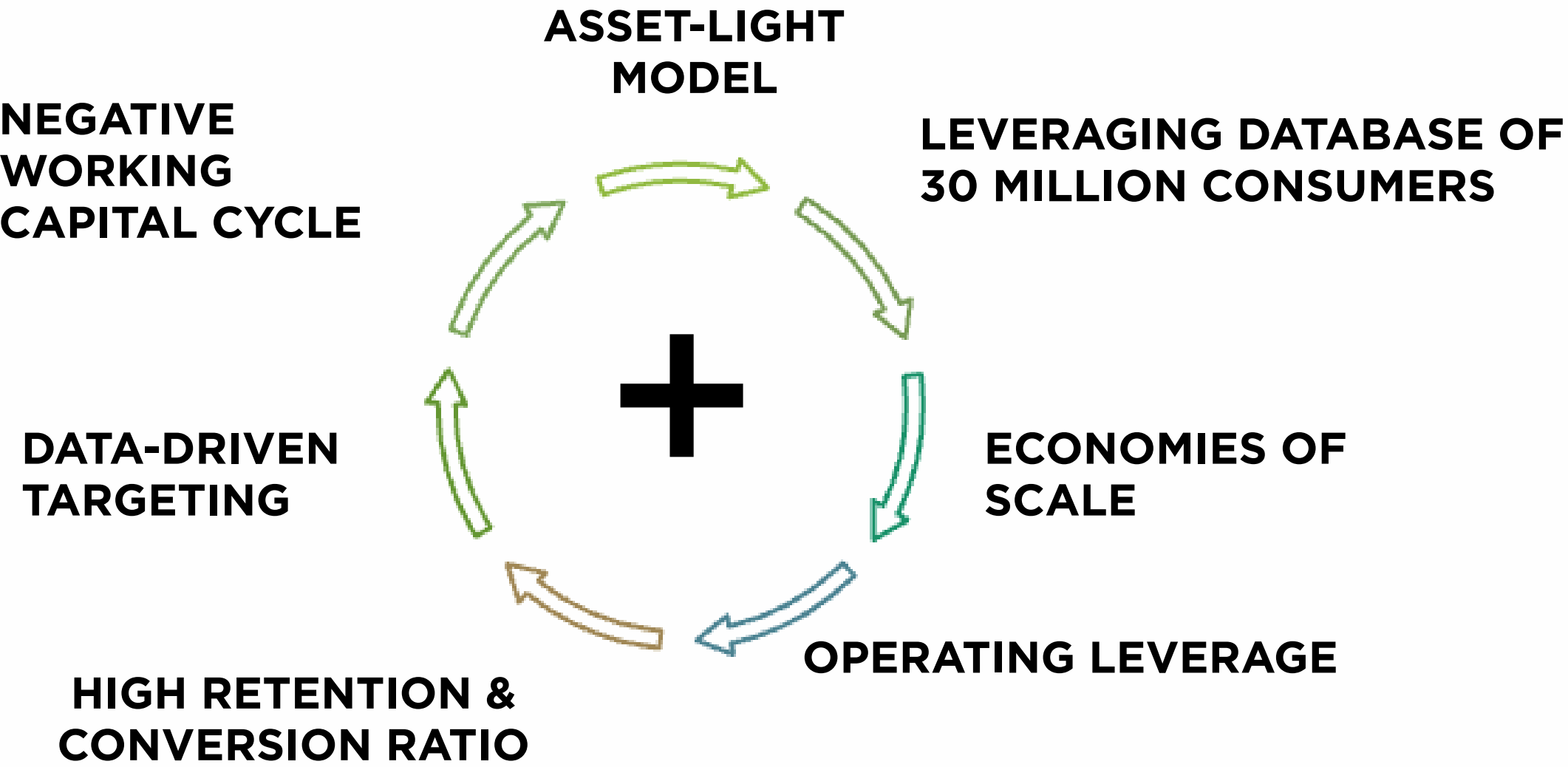
20%

Revenue
Contribution

SAT KARTAR'S GROWTH FORMULA

Cash Efficiency + Scale = Profitable Growth

- 
 Company's major focus is to be asset light and generate **higher cashflows**.
- 
 Grow without heavy assets keeping **capital free and margins strong**
- 
More scale = better cost efficiencies and higher profitability per unit.
- 
 Fixed costs stay stable, but revenues multiply; **amplifying margins**
- 
25% Repeat Customers drive predictable, low-cost revenue.
- 
 We get paid before we spend, turning operations into a **cash-generating engine**.



PROFITS = CASHFLOW

A PAN-INDIA TEAM DRIVING GROWTH IN NATURAL WELLNESS

750+ Strong Workforce

Delhi Team: 530+
Noida Team: 230+

Multilingual Reach

Languages:

- Hindi
- Kannada
- Tamil
- Telugu

PAN-India Coverage
End-to-end support
Local cultural fluency

Leveraging the
Database of 30 Million Consumers

Ayurveda First

A dedicated focus on Ayurveda makes us a trusted player in the natural wellness space.

Multilingual Support Teams

We connect with people in their vernacular languages building trust, comfort, and clarity.

Multi-Channel Sales Model

D2C-led sales across our website, e-commerce platforms, TV, Google & Meta apps.

Consumer-Centric Execution

Streamlined delivery and feedback loops ensure high satisfaction and retention.

“A Team That Speaks Wellness in Every Vernacular Language.”

HEALING ACROSS BHARAT



We operate and ensure availability of our products **all over India**



We deliver to the parts of the country even where e-commerce fails to deliver



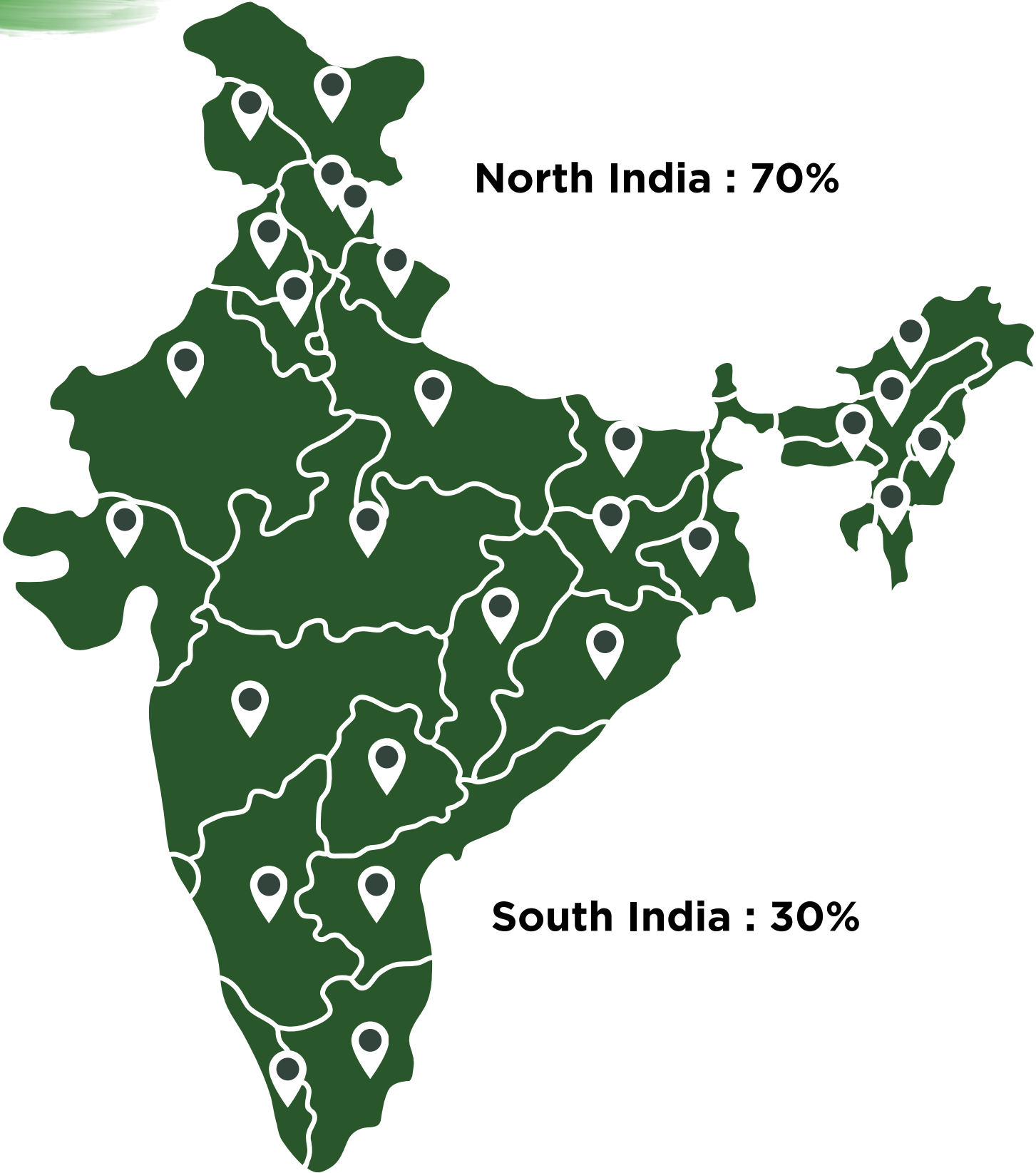
We serve to **more than 11,600** Pincodes across India



Our marketing channels spread across **Google, Meta and Television**



We communicate and serve in more than **10+** Languages in India



North India : 70%

South India : 30%

Our highest revenue comes from:

Tamil Nadu	23%
Uttar Pradesh	9%
Maharashtra	9%
Karnataka	8%
Telangana	6%



OUR GROWTH STRATEGY

Leveraging Consumer Data to Personalize, Predict, and Perform

Hyper-Personalized Wellness Journeys

Using our robust database of over 30 million consumers, we segment customers by ailments, age, region, and behavior to deliver precise Ayurvedic recommendations—driven by AI and predictive analytics.

Real-Time Vernacular Engagement at Scale

With a 700+ member calling team fluent in multiple Indian languages, we convert leads faster and build trust through culturally and linguistically relevant interactions across Bharat.

Lead Intelligence Engine for Conversion Optimization:

Our proprietary data engine actively tracks customer behavior and feedback loops, enabling smarter retargeting, higher conversion ratios, and improved LTV (lifetime value) per user.

Demand Forecasting & Inventory Alignment:

We use analytics to forecast regional demand patterns and align inventory and fulfillment to consumer needs—minimizing wastage and ensuring faster delivery in both urban and rural zones.

Feedback-Driven Product Innovation

Consumer interaction data is continuously looped into product development—allowing us to launch new SKUs faster, aligned to evolving needs and preferences across regions.



WAY FORWARD



We're maximizing the value of our **unique customer database** by implementing personalized engagement strategies.



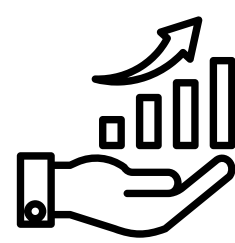
We're penetrating the most **underserved regions** of India, ensuring Ayurveda reaches **every pincode**, no matter how remote.



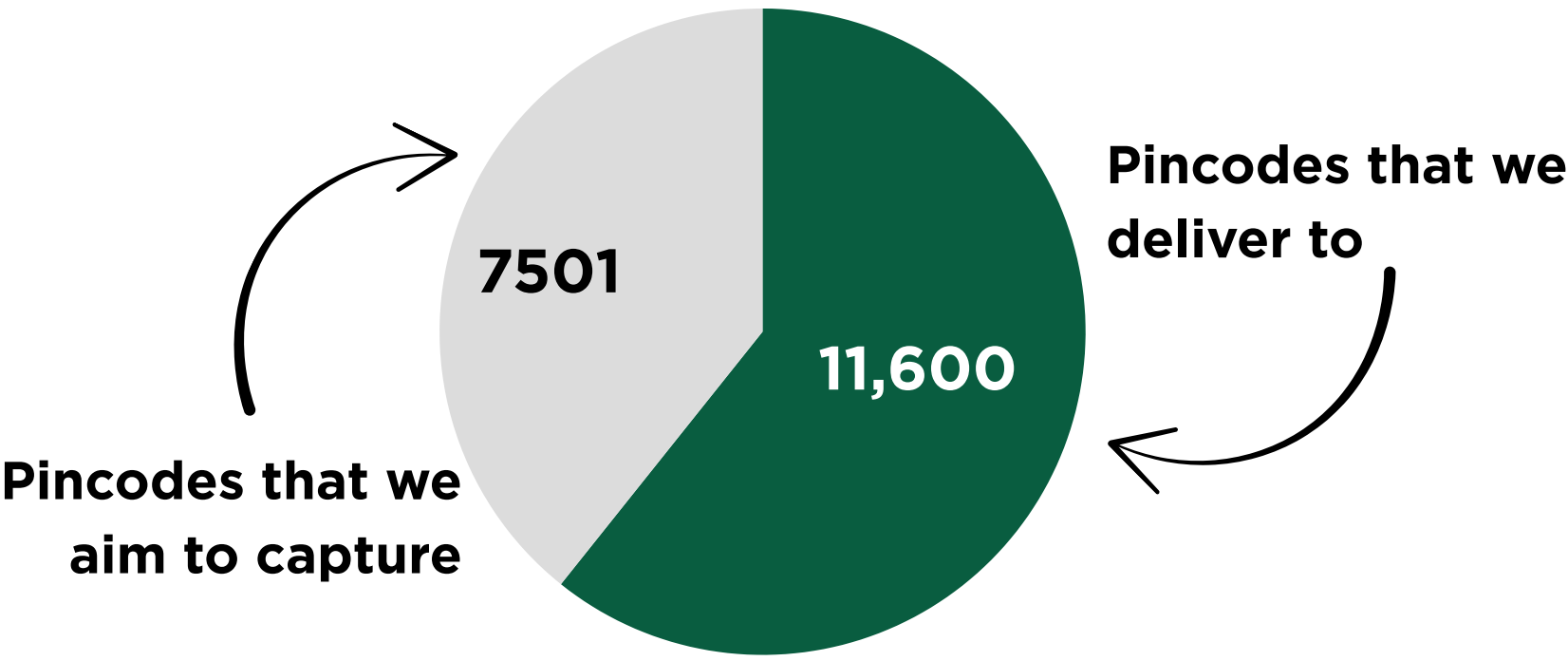
We aim to strategically increase the **marketing spend** as a percentage of revenue to fuel sustainable growth.



We're bringing **specialized medical consultants** into our network to enhance credibility and service quality.



We're expanding into complementary wellness verticals to **diversify our offerings** and capture new **high margin** market segments.



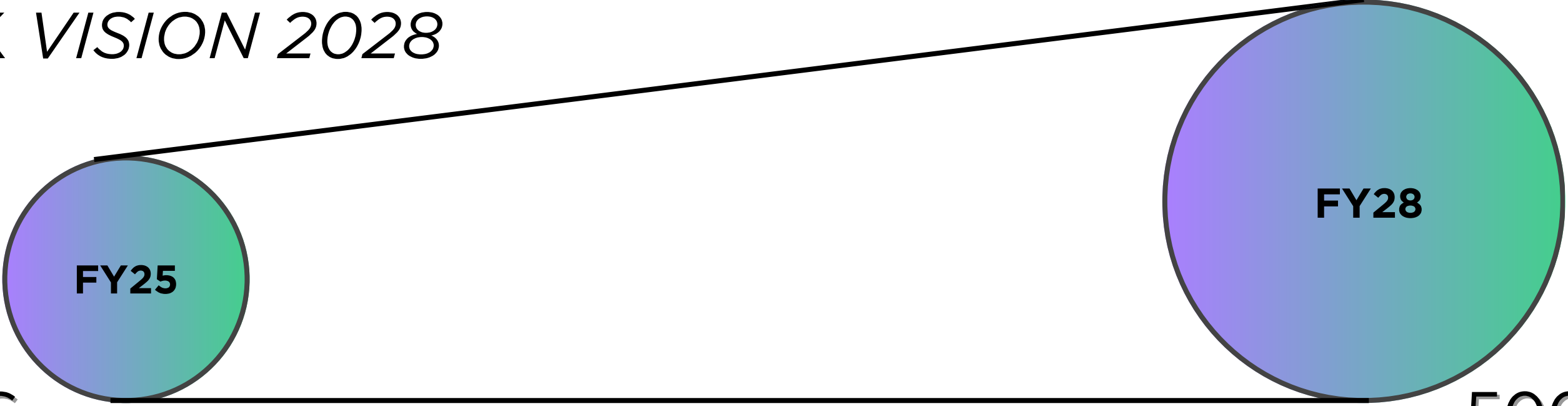
Increasing footprint across India

40-50% CAGR

for 3 Years

OUTLOOK VISION 2028

REVENUE :
163 CRORES
PAT MARGIN:
6%



REVENUE:
500 CRORES
PAT MARGIN:
12%

- ORGANIC GROWTH
- EXPANSION INTO NEW GEOGRAPHY
- FORAY INTO NEW PRODUCTS
- INORGANIC ACQUISITIONS

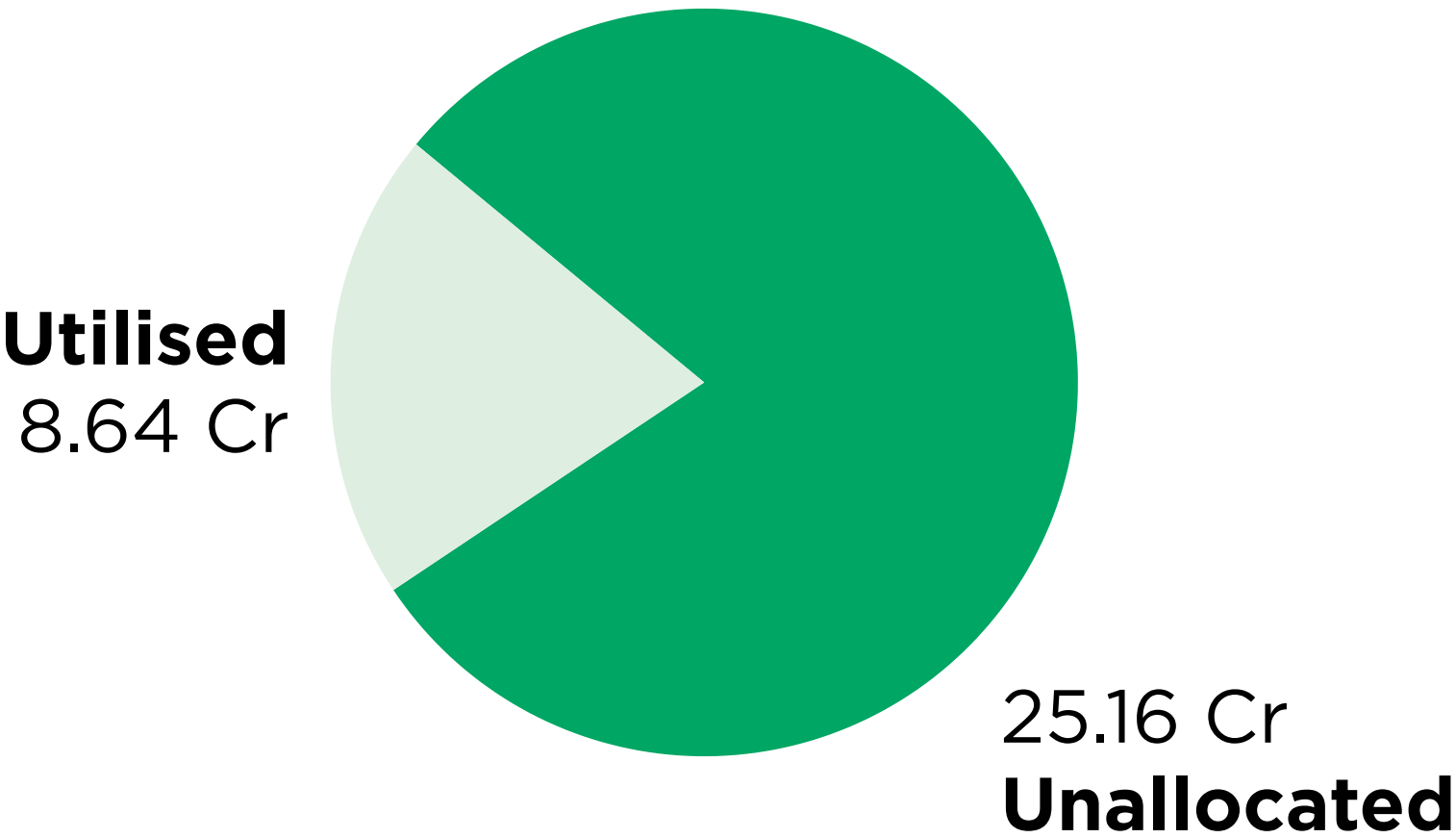
UTILIZATION OF IPO PROCEEDS

FUNDS RAISED DURING IPO AMOUNTED TO 33.8 CRORE

AREAS OF UTILIZATION

- Unidentified Acquisition
- Marketing and Advertisement
- Capital Expenditures
- Investment In Technology
- General Corporate Purposes (GCP)
- IPO Issue expenses

Unidentified Acquisitions	5
Marketing and Advertisement	11
Capital Expenditure	8
Investment in Technology	5
GCP	1.25
IPO Expenses	3.55



AREAS OF FURTHER UTILIZATION

- Accelerated Brand Visibility Through Marketing
- Strengthening Infrastructure for Scale
- Expansion Through Targeted Acquisitions
- Diversify and add to our Product Portfolio





Keeping the Spirit of Ayurveda Alive

OUR JOURNEY SO FAR - *From Roots to Reach*



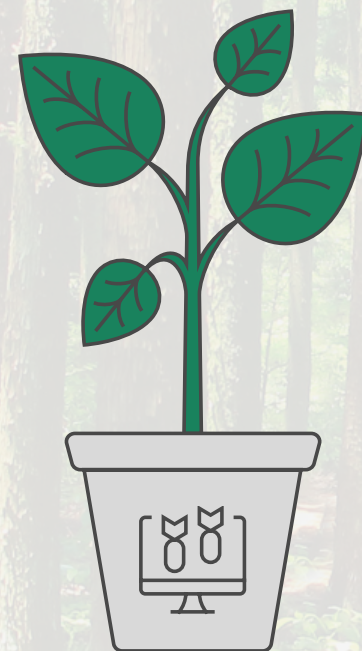
2012

Company
Incorporation



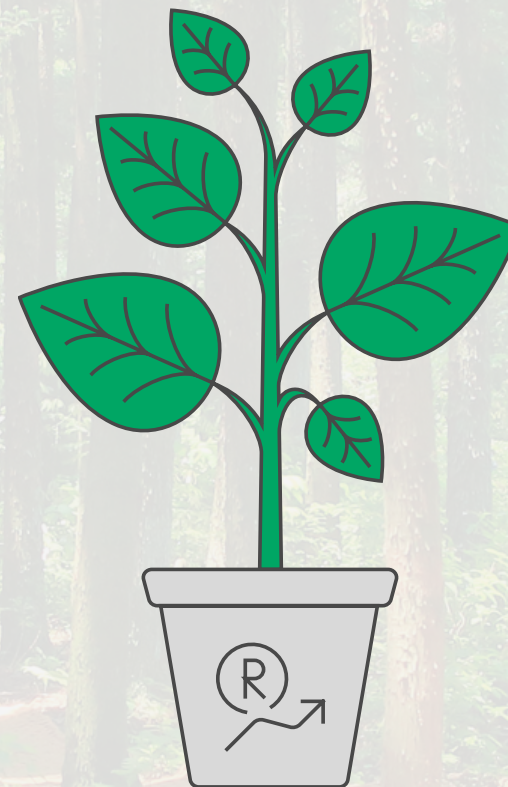
2013-2016

TV Marketing
Push



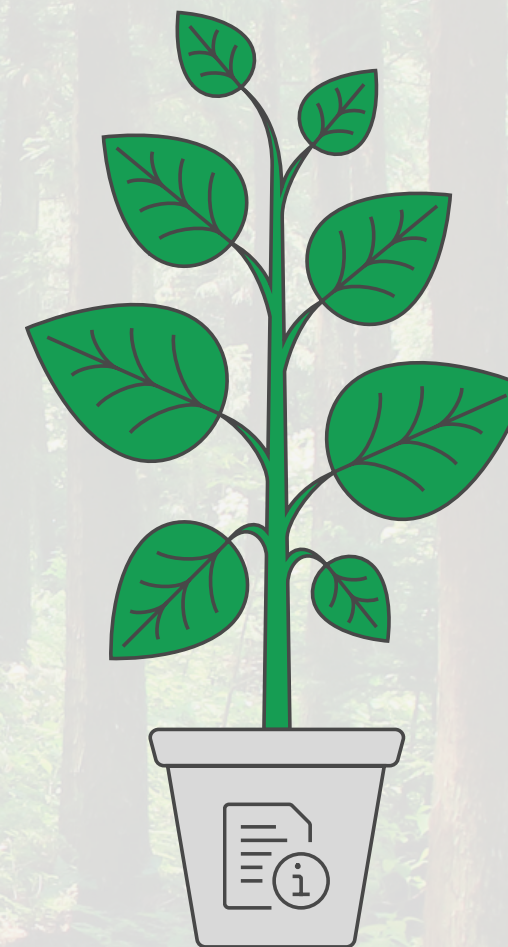
2018

Digital Marketing
Initiation



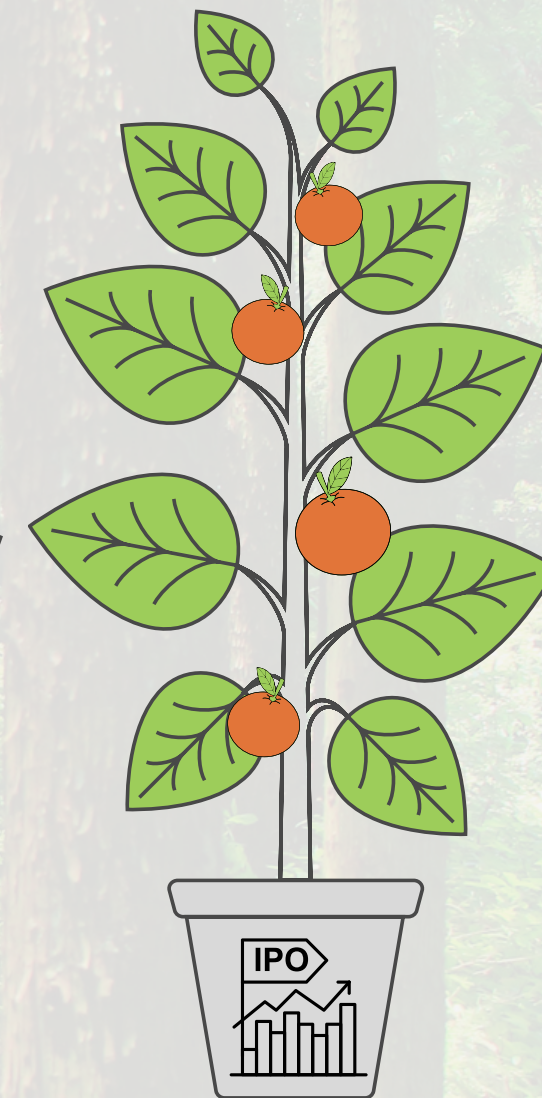
2022

Revenue
Milestone:
50 Crores



2024

IPO Application
post Revenue
milestone of 100
Crores



Jan 2025

IPO Launch

FROM THE PROMOTERS DESK



FY25 was a defining year in our journey of building a business that is not only profitable but built for enduring **scalability** and **capital efficiency**.

At Sat Kartar Shopping Ltd., we are driven by a singular ideology—to create ventures that churn capital efficiently, generate high cash flows, and deliver superior return ratios. Our performance this year reaffirms that commitment. With revenue growth exceeding expectations and profitability continuing to strengthen, we are proud to report that we remain firmly on track to deliver a **CAGR of 40-50%** over the next three years.

What sets Sat Kartar apart is not just our commitment to Ayurveda—but how we deliver it. We are not a generic Ayurvedic brand. We are a data analytics-led wellness platform, leveraging deep consumer insights to take personalized, authentic Ayurvedic solutions to every corner of India. From metros to rural Bharat, our reach has expanded meaningfully, powered by our multilingual teams, D2C capabilities, and sharp digital execution.

Our asset-light model, built around strategic contract manufacturing, continues to be a key strength. It gives us speed, flexibility, and the ability to scale rapidly without locking up capital in infrastructure. This has allowed us to stay agile and focus our resources on what matters most: product innovation, consumer experience, and market expansion.

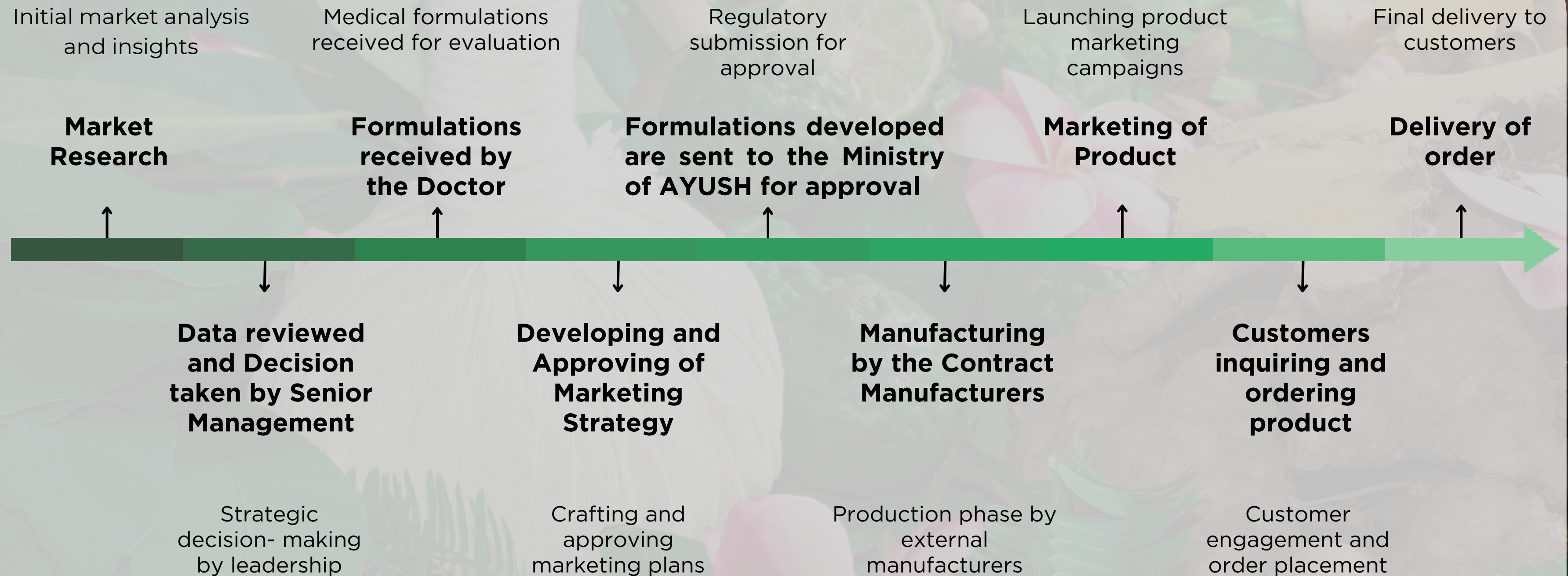
Looking ahead, growth will be driven by a balanced mix of new product launches, geographic expansion, strategic acquisitions, and organic brand momentum. We are evolving into a house of wellness brands, supported by data, powered by technology, and rooted in ancient Ayurvedic wisdom.

I remain confident that with our relentless focus on analytics, capital efficiency, and consumer-first thinking, Sat Kartar will continue to outperform delivering both impact and value.

Manprit Singh Chadha

Promoter and Chief Operating Officer

FROM RESEARCH TO DELIVERY: *Our Product Journey*



ASSET LIGHT BUSINESS MODEL

FOCUSING ON ASSET LIGHT BUSINESS MODEL AND HIGHER RETURN RATIOS

Strategic Contract manufacturing

We follow a strategic contract manufacturing approach:

- Partnering with trusted third-party manufacturers who bring scale, compliance, and technical expertise.

Core Focus

- Product innovation rooted in Ayurveda.
- Brand building with emotional consumer connect.
- Digital-first marketing & PAN India distribution.



Quality Assurance

Through robust contracts, we retain control over:

- Proprietary Ayurvedic formulations
- End-to-end quality assurance

Direct-to-Consumer Advantage

We streamline the consumer journey:

- Faster deliveries
- Multilingual customer support
- Feedback-driven improvements

OUR ESTEEMED MANAGEMENT



Manprit Singh Chadha

Promoter and COO

Mr. Manprit Singh Chadha is a Chartered Accountant by profession, with experience of more than 30 years in the corporate and entrepreneurial realms. He has been an alumnus of University of Delhi, completing his graduation in B.Com. (Hons) in 1990 and Chartered Accountancy from the Institute of Chartered Accountants of India in 1994. Mr. Chadha's career in diversified fields such as Biotechnology, Telecom, automobile, Customer Support Centre Operations etc is a testament to his experience and leadership. Before founding Sat Kartar Shopping Limited in 2012, he served as a Financial Controller at Daksh e-services, Business Support Head at Watson Towers, CFO at Bharti Telecom (Airtel) in Seychelles and Pan India Motors Private Limited.



Pranav Singh Chadha

Promoter & Director

Pranav has over 7 years of experience in digital marketing. He started at Sat Kartar Shopping in 2017, advanced through multiple roles, and gained valuable industry exposure at ODN Digital Services (2021-2023) working with major brands like Zydus Wellness and Flipkart. Since returning to Sat Kartar, he has implemented AI-driven remarketing strategies that enhanced customer retention while improving operational efficiency and driving growth.



Simrati Kaur

Promoter & Director

Simrati has more than 4 years of digital marketing experience. A graduate of Indira Gandhi Institute of Technology, she leads end-to-end marketing operations from product development to campaign execution. She specializes in comprehensive marketing strategy formulation, data analysis, and metrics reporting, while directing teams to implement large-scale campaigns aligned with key performance indicators.

BRIDGING ANCIENT WISDOM WITH MODERN SCIENCE

Our team of Medical experts



Dr. Hindika Bhagat

Specialization: Infertility Counselor, Sexual Health, Men's Health, Women's Health

Experience: 7+ years



Dr. Geeta Pathak

Specialization: Stress management, Respiratory Issues, Hair Care and Personal Wellness

Experience: 2+ years



Dr. Pooja Verma

Specialization: Diabetes Management, Joints & Arthritis, Piles Care and Aging & Mobility

Experience: 4+ years



Dr. Meghna Attray

Specialization: Infertility Counselor, Sexual Health, Men's Health, Women's Health

Experience: 4+ years

A top-down view of various Ayurvedic ingredients arranged on a light grey, textured surface. On the left, there are two large, vibrant green leaves. In front of them are two wooden spoons; the one on the left is filled with small, round, brown seeds, and the one on the right holds a mix of dried herbs and small brown seeds. Below the spoons is a small, round, terracotta bowl containing a dark liquid, with a wooden honey dipper resting inside. To the right of the bowl are several cinnamon sticks and two whole nutmegs.

True Legacy Of Ayurveda

What if the answers to modern health problems were already written 5,000 years ago?

Ayurveda helps us reconnect with our roots, our bodies, and nature.

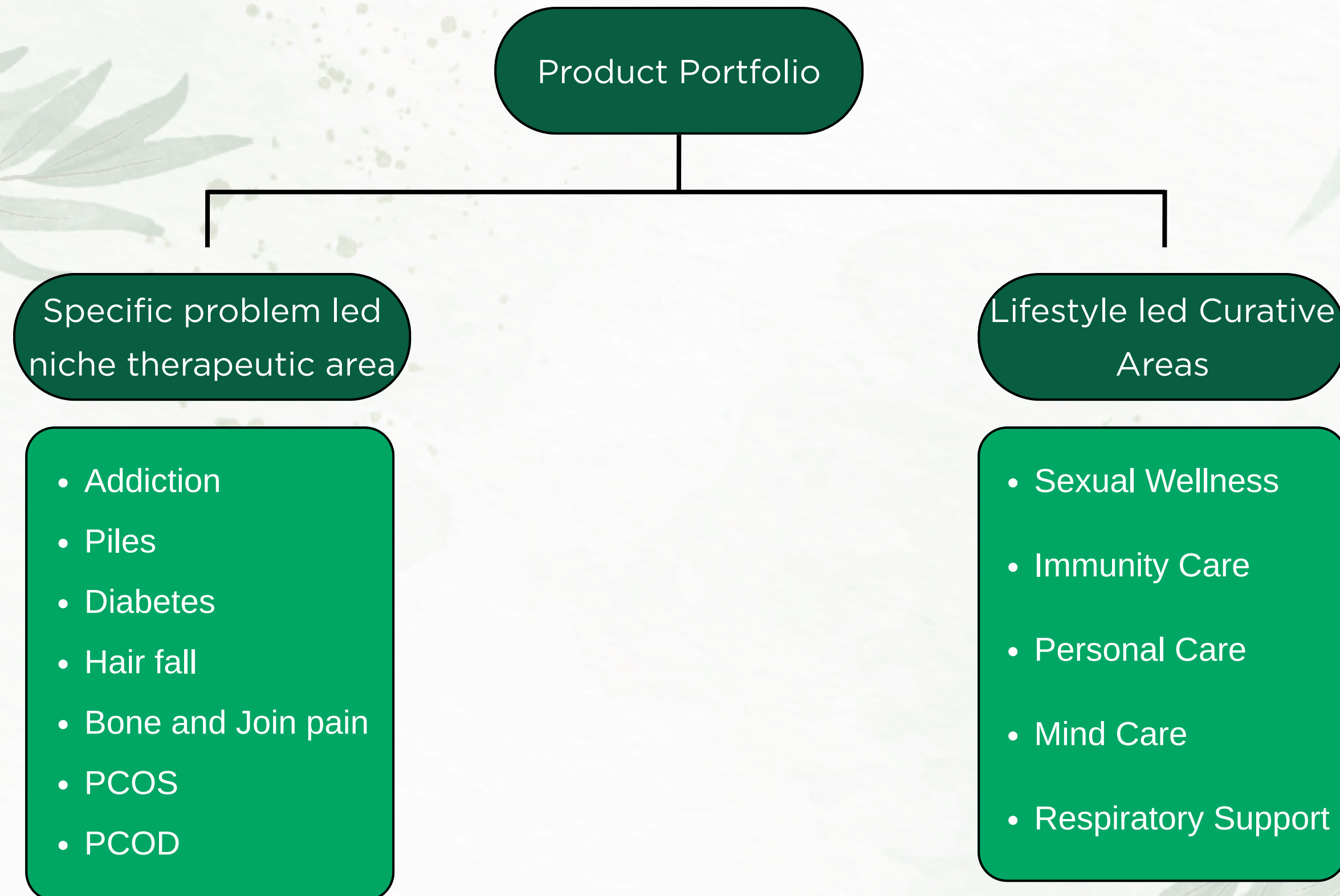
Rooted in 5,000 years of wisdom, it offers timeless healing that aligns with who we are at our core.

Ayurveda solves most health diseases by recognizing your unique constitution and addressing imbalances through personalized approaches that use food as medicine, preventive lifestyle practices aligned with natural cycles, and mind-body techniques that reduce stress.

As life gets faster and more digital, are we drifting away from the natural rhythms that once kept us grounded, healthy, and whole?



PRODUCT PORTFOLIO



PRODUCT PORTFOLIO



Addiction

- Suppresses addiction cravings.
- Purifies and detoxifies blood
- No withdrawals or relapse symptoms.
- Strengthens vital organs.

Sexual Wellness

- Boosts testosterone & increases sperm count.
- Stimulates the nervous system.
- Provides stamina and boosts energy.
- Prolongs intercourse.
- Increases sexual energy and libido.
- Maximizes excitement and arousal.
- Improves sperm count and volume.
- Enriches testosterone.

Piles

- Controls bleeding within 7 to 10 days
- Relieves pain and swelling in 10-15 days
- Relief in constipation in 2 to 5 days
- Helps shrink pile mass in 15 days

PRODUCT PORTFOLIO



Others

- Fertility: Nari Jeevan Jyoti manages PCOD
- Immunity: Ayush Kwath revitalises the body.
- Hair Care: Adivasi Hair Oil reduces Hair Fall.



Diabetes

- Stimulates secretion from Pancreatic beta -Cells
- Boosts acceptance of glucose metabolizing hormones. Normalises blood sugar.
- Reduces free-radical damage of beta cells
- Increases the production of insulin by beta cells of pancreas. Reduces tiredness and fatigue.
- based on formulation provided by CCRAS.
- Helps in frequent urination.



Bones and Joints

- Provides relief from muscle stiffness
- Helps reduce excruciating joint pain
- Instant and long-lasting results
- No side effects

WHAT OUR CUSTOMERS SAY ABOUT US

“

Seeing my son trapped into addiction I was disheartened but Addiction Killer Tablets really helped us. I started giving him Addiction Killer without his knowledge and within a few weeks my son cut down on drinking himself.

”

Seema Sharma
Patna, Bihar

★★★★★

“

A miraculous buy! The hair oil works from the 1st application itself. Flowy, soft, less-frizzy hair. Support this brand n stay away from other 'ayurvedic' oils, there's truly no match for this one. Now I am using it for 3 months and it really worked amazingly.

”

Swagatha
Indira Nagar, Bengaluru

★★★★★

“

I've been using Aadved Sleep for a month, and it has greatly improved my sleep quality. I feel more rested and refreshed when I wake up. Plus, I didn't experience any side effects at all, which is a huge plus! Overall, I'm very satisfied and would rate it 100%. Highly recommend!

”

Rohan
Uttar Pradesh

★★★★★

“

I recently tried Dhurandar Oil for muscle pain relief, and it has been quite effective.

”

Mukesh
Madhya Pradesh

★★★★★

“

Their product for diabetes control has made a big difference in my life. The medicine is highly effective, and the company's customer service is excellent. The sale was handled professionally, and I felt like a valued consumer. Definitely worth the money.

”

Pranav
Tamil Nadu

★★★★★

“

I couldn't be more pleased with my experience with SK products. The website is user-friendly, making it easy to find exactly what I needed. The product descriptions were detailed. Appreciate transparency regarding benefits.

”

Amit Sharma
Kerala

★★★★★



Where Wellness meets Personalised Care



OUR PREMIUM WELLNESS BRAND ~

VENTURING INTO HIGH MARGIN PRODUCT VERTICALS



Vedabay Vitili-Go



Vedabay Testo
Build



Vedabay Safed Musli



Vedabay
Psory Sys



Vedabay Ayush 82



Vedabay Lungs
Detox



Vedabay De-
Varicose



Vedabay Liver Detox



Vedabay
Glutathione
Tablets



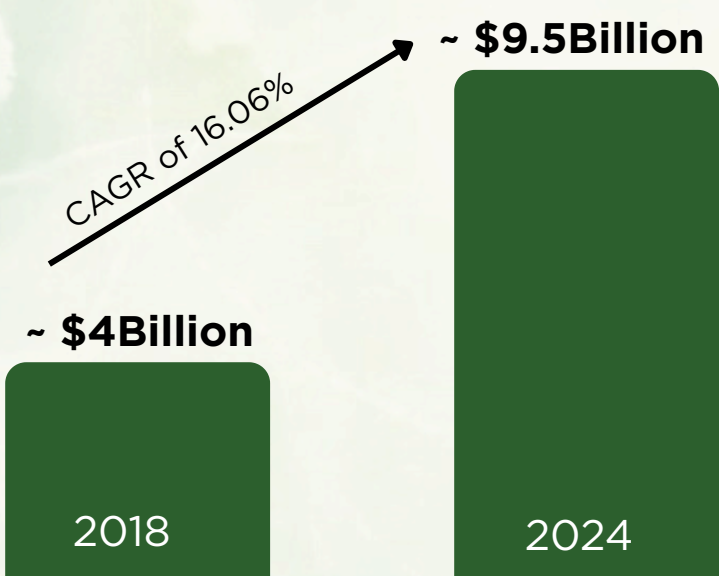
Stop Piles



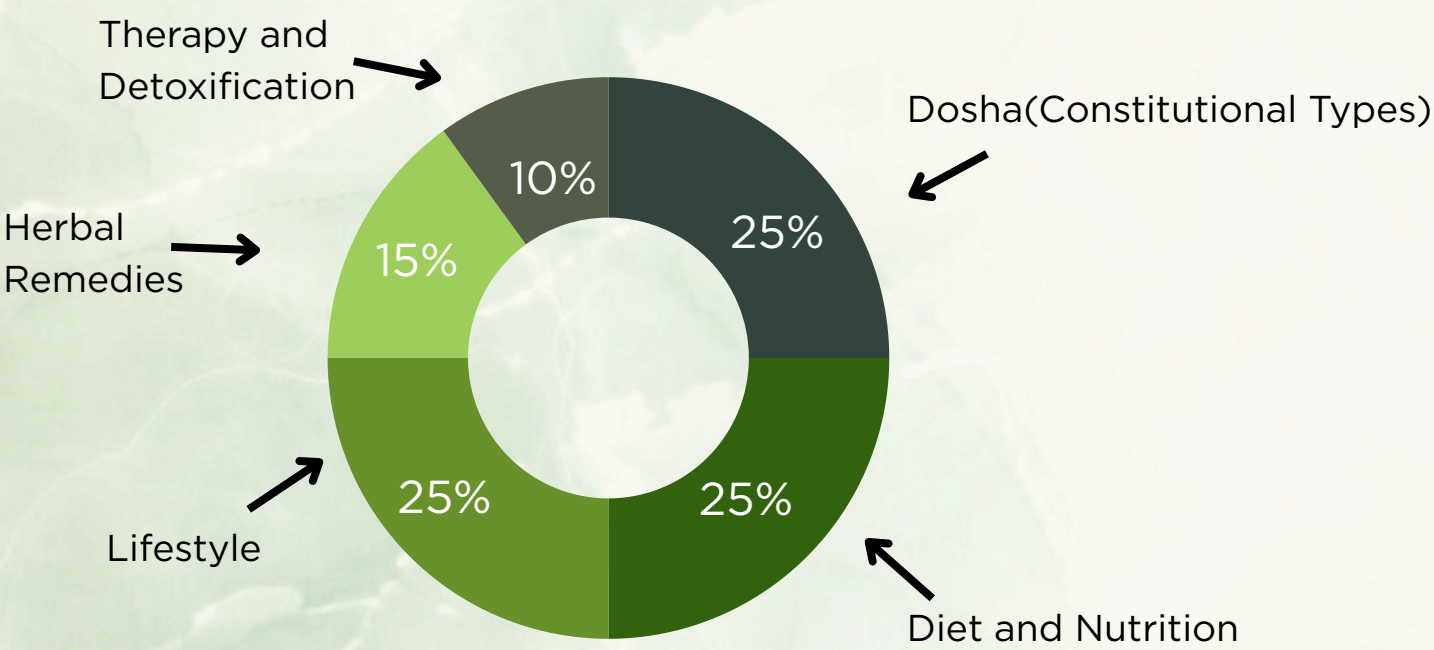
Industry Overview

INDUSTRY OVERVIEW

India's Ayurvedic Products Market Size



Components of Ayurveda



What has changed post-COVID?

Rising Consumer Preference

Before and during COVID, a growing preference for natural and holistic health solutions steadily drove the Ayurveda industry's expansion.

Pandemic Health Awareness

The COVID-19 pandemic sparked a surge in demand for immunity-boosting products, significantly accelerating Ayurveda's growth.

Support by the Government of India

Support from initiatives like the Ministry of AYUSH provided a solid foundation for the industry's rise pre and post-COVID.

Digital Wellness Boom

The growth of digital platforms and global wellness trends amplified Ayurveda's reach and popularity after the pandemic.

Scientific Validation

Post-COVID research validating Ayurvedic remedies has strengthened consumer trust and legitimized traditional practices.

Chain Localization

Pandemic disruptions prompted a shift toward local sourcing of Ayurvedic ingredients, creating resilient supply chains in India.

Financials

STANDALONE PROFIT & LOSS

(₹ in Crores)

	H2FY25	H2FY24	YoY %	FY25	FY24	YoY %
Revenue from Operations	87.13	74.77	16.53	162.92	127.91	27.37
Raw material cost	4.86	5.28	-	9.00	9.03	-
Employee Expenses	13.72	15.70	-	27.60	29.59	-
Other Expenses	59.95	47.97	-	112.09	79.05	-
EBITDA	8.60	5.83	47.51	14.23	10.24	38.96
EBITDA %	9.87	7.80	-	8.73	8.00	-
Other income	0.54	0.18	194.17	0.76	0.20	280
Depreciation	0.77	0.69	-	1.30	1.33	-
Finance Cost	0.32	0.22	-	0.54	0.52	-
PBT	8.04	5.09	-	13.15	8.59	-
Exceptional Items	-	-	-	-	-	-
Tax Expenses	2.05	1.37	-	3.33	2.29	-
PAT from Operations	5.99	3.72	61.21	9.82	6.31	55.63
PAT Margin %	6.84	4.96	-	6.00	4.92	-
Adj. Diluted EPS	4.50*	13.28	-	7.37	22.52	-

Note: *Despite a significant increase in PAT, EPS declined due to the expansion of the equity base post the company's IPO

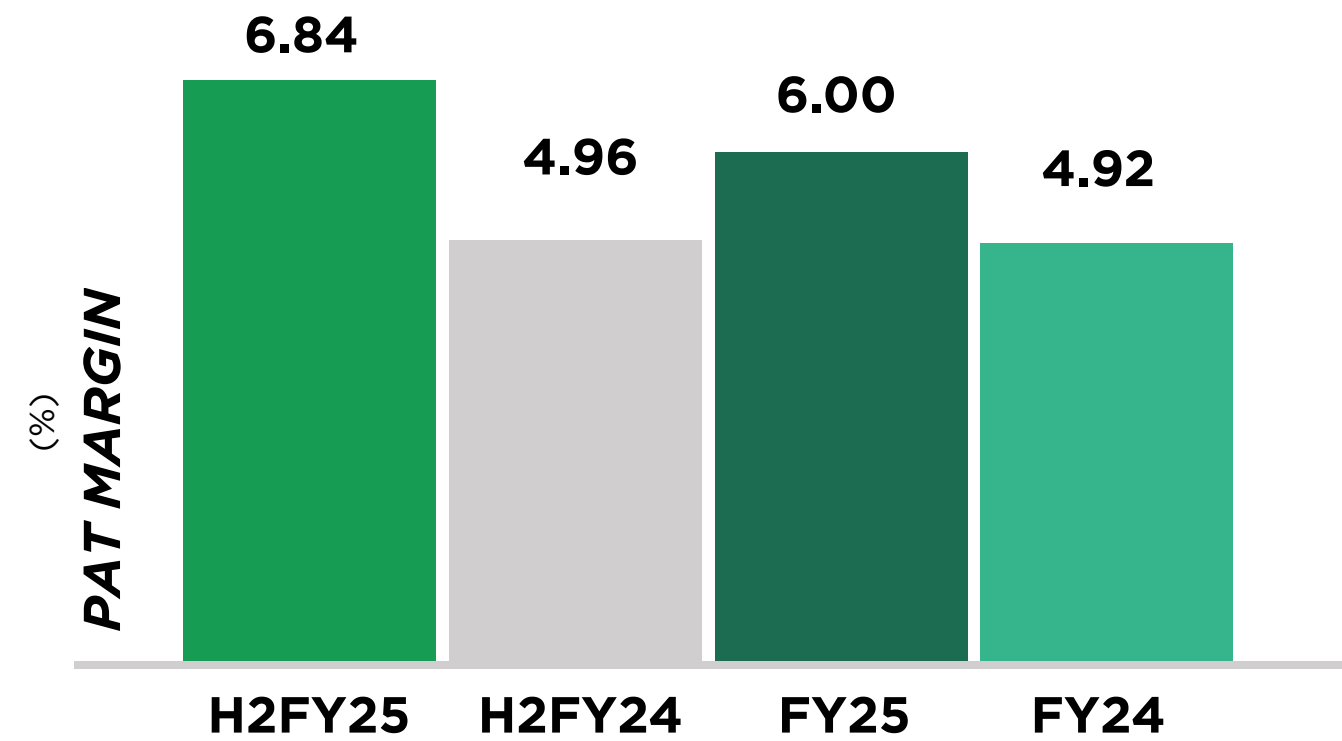
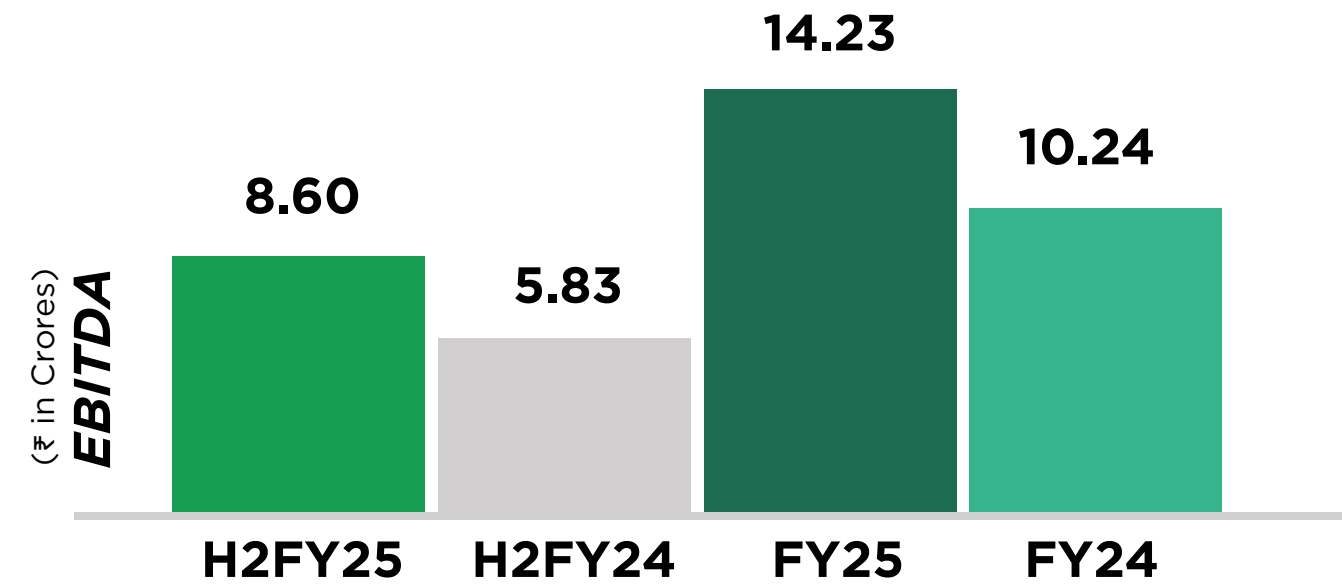
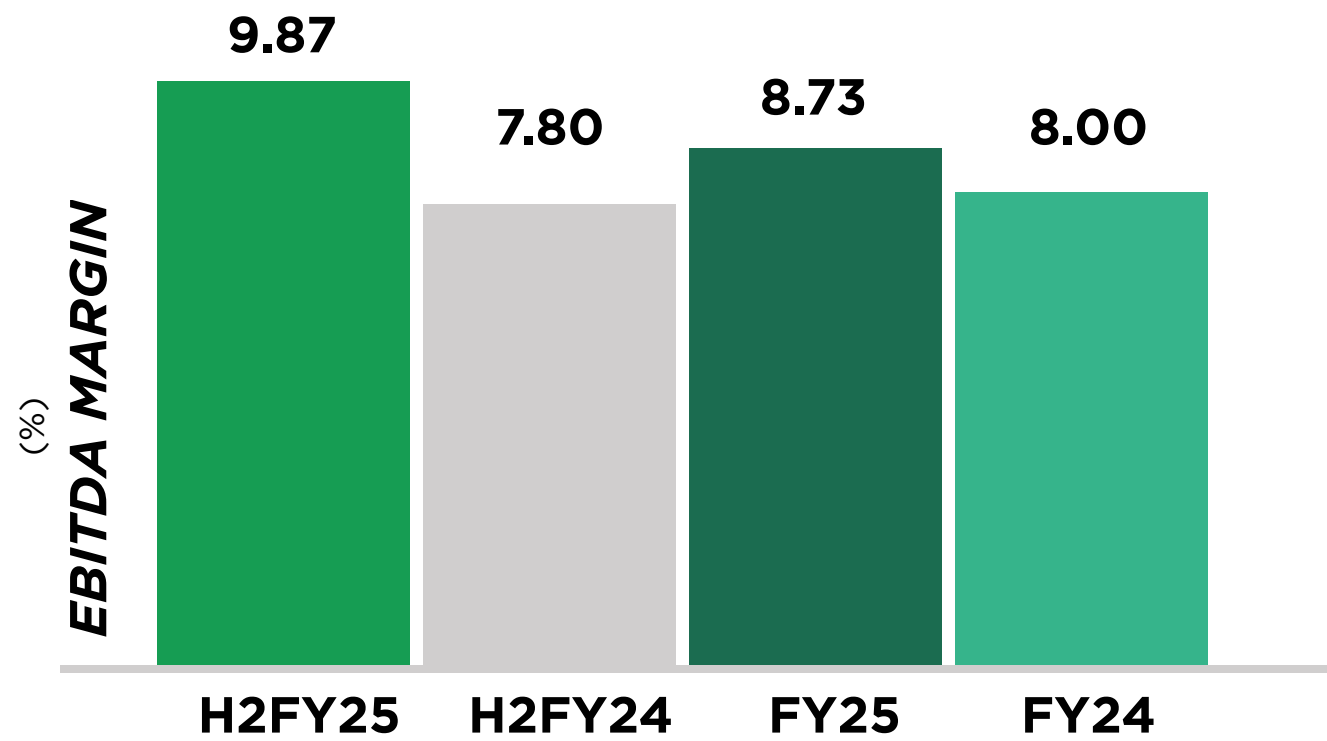
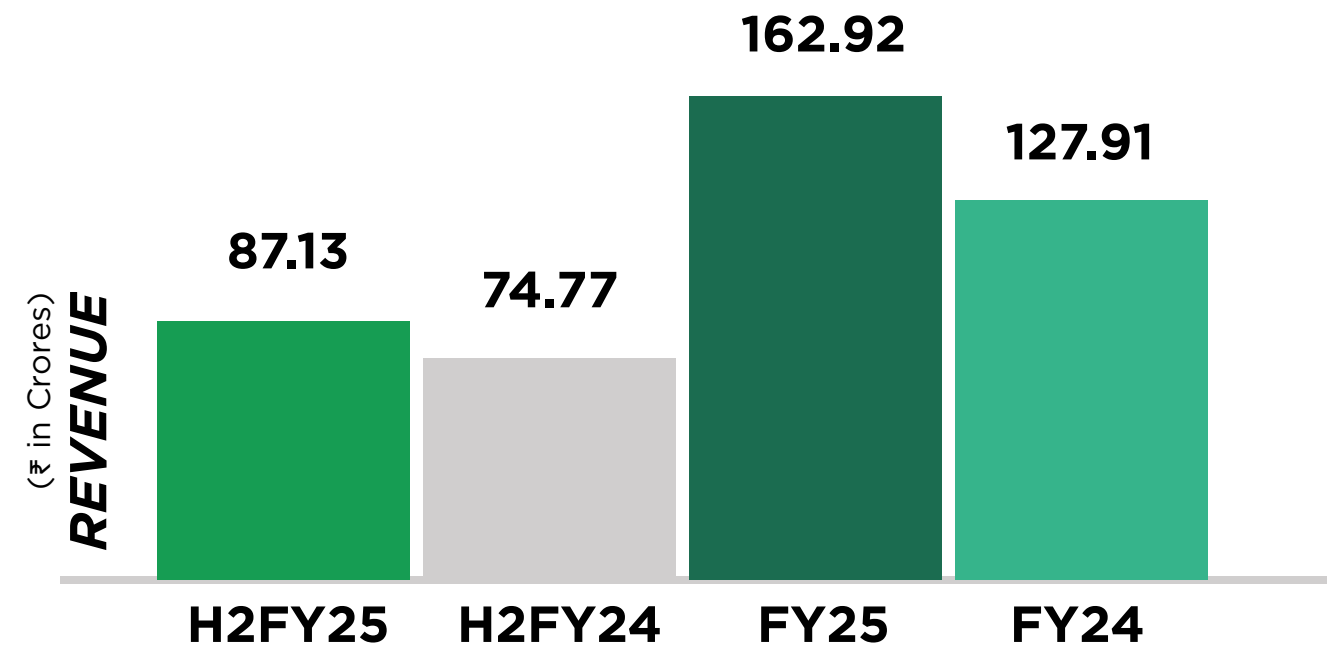
BALANCE SHEET



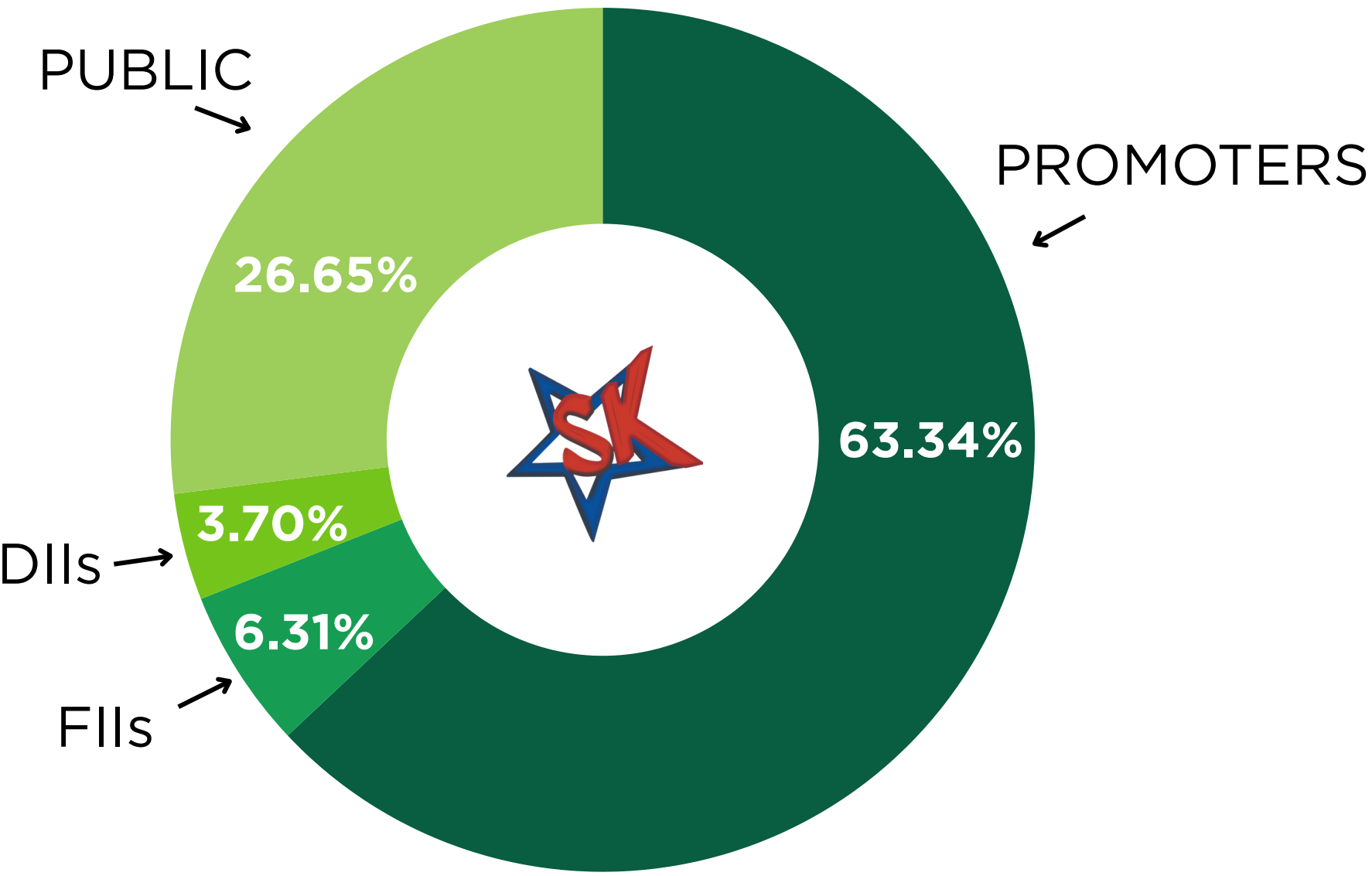
(₹ in Crores)

Particulars	Mar 2024	Mar 2025
Equity Capital	3	16
Reserves	7	36
Borrowings	2	6
Other Liabilities	11	6
Total Liabilities	22	64
Fixed Assets	3	6
CWIP	0	0.28
Investments	2	1
Other Assets	18	56
Total Assets	22	64

KEY FINANCIAL HIGHLIGHTS



MARKET STATISTICS



NSE-SME Code	SATKARTAR
Market Capitalization	₹269 Cr.
IPO Listing Date	January 17, 2025
IPO Issue Price	₹81
Current Market Price	₹171
52W High/Low	₹ 242/130
Number of Equity Shares	₹ 1.57 Cr.
Industry	Ayurveda/ Healthcare

Note: Market Statistics as on 17th May, 2025



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