



Sat Kartar Shopping Ltd

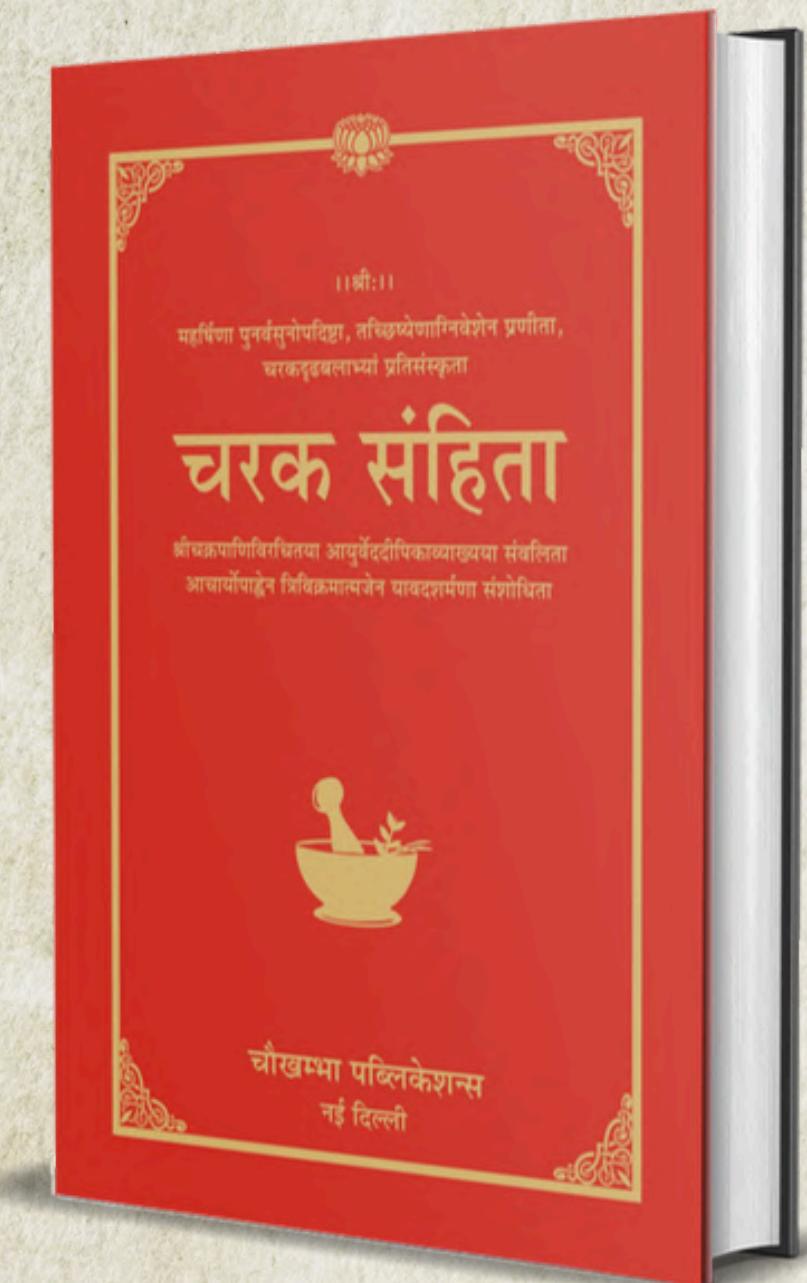
Revolutionizing Wellness with Ayurveda

Investor Presentation H1FY26



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The Foundation of Ayurveda

Charaka Samhita



THE IMPORTANCE

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:

COMPANY'S 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.

COMPANY'S 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.

Ayurveda

The Science of Life

About

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

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.

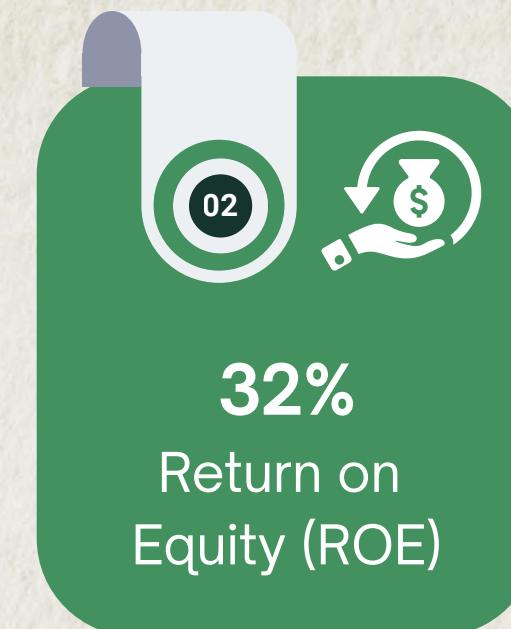
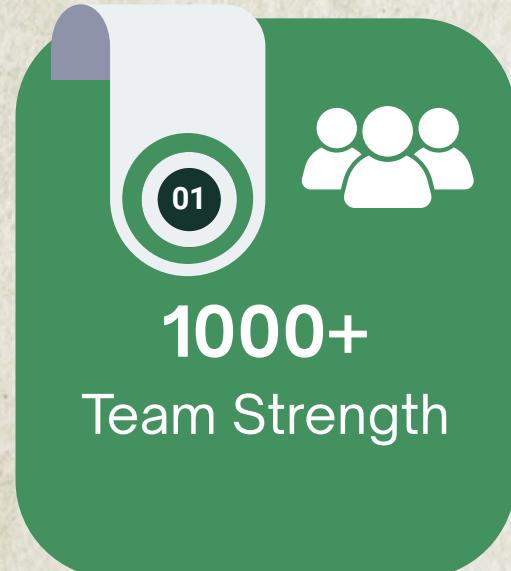
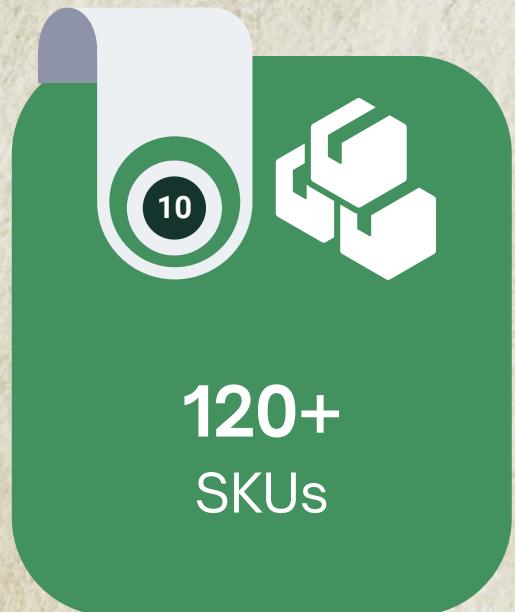
From herbal remedies to daily wellness essentials, every product reflects our commitment to quality, innovation, and authenticity. We take pride in being a consumer-centric brand, offering thoughtfully crafted Ayurvedic solutions that meet today's wellness needs. Our product formulations are approved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



Delivering Quality
Ayurveda,
Backed by
Science and
Scale.



Sat Kartar: A Snapshot



Key Quarterly Highlights

In-House Manufacturing

01

The company unveils strategic **In-House Ayurvedic Capsule Facility**, Advancing Supply Chain Control, Operational Efficiency, Cost Optimization & Growth into Nutraceuticals.

Partnership with Indian Ministry

04

The company forms a collaborative partnership with the **Social Justice & Empowerment Council of India (SECI)**, a prestigious council which falls under **Indian Ministry of Social Justice and Empowerment** to roll out a large-scale **Anti-Drug Awareness Campaigns** across multiple locations in India.

Domestic Acquisitions

02

The company acquired 100% equity share capital of **Ajooni Life Sciences Private Limited** and additional 57% equity (total 76%) of **Plantomed Neutraceuticals Private Limited**.

Global Acquisition

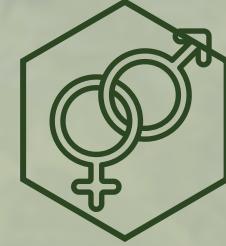
03

The company approved the acquisition of 100% equity shares in **Sat Kartar USA INC** to become a wholly-owned subsidiary of the Company.



Our Care and Support To Your Problems

REMEDIES TO 16+ PROBLEMS



Sexual Wellness



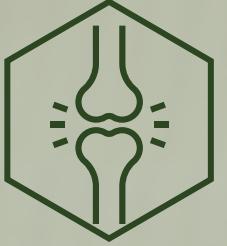
Diabetes



Piles Care



De- Addictions



Bone & Joints

80%

Revenue
Contribution



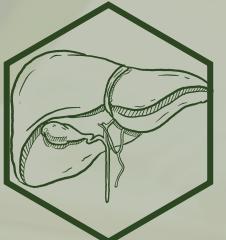
PCOS
PCOD



Respiratory
Support



Hair
Care



Liver
Care



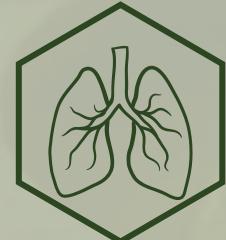
Infertility
Support



Mind
Care



Immune
Support



Lungs
Care



Personal
Care

20%

Revenue
Contribution

Healing Across भारत



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** Pincode across India



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



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



 **North India : 51%**

 **South India : 49%**

Top Revenue contributing states:

Tamil Nadu 22%

Karnataka 13%

Uttar Pradesh 10%

Maharashtra 7%

Andhra Pradesh 7%

OUR PRESENCE

The Team Driving Growth

1200+ Strong Workforce

Multilingual Reach

Languages:

- Hindi
- Kannada
- Tamil
- Telugu
- Bengali

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.
”

Sat Kartar 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.



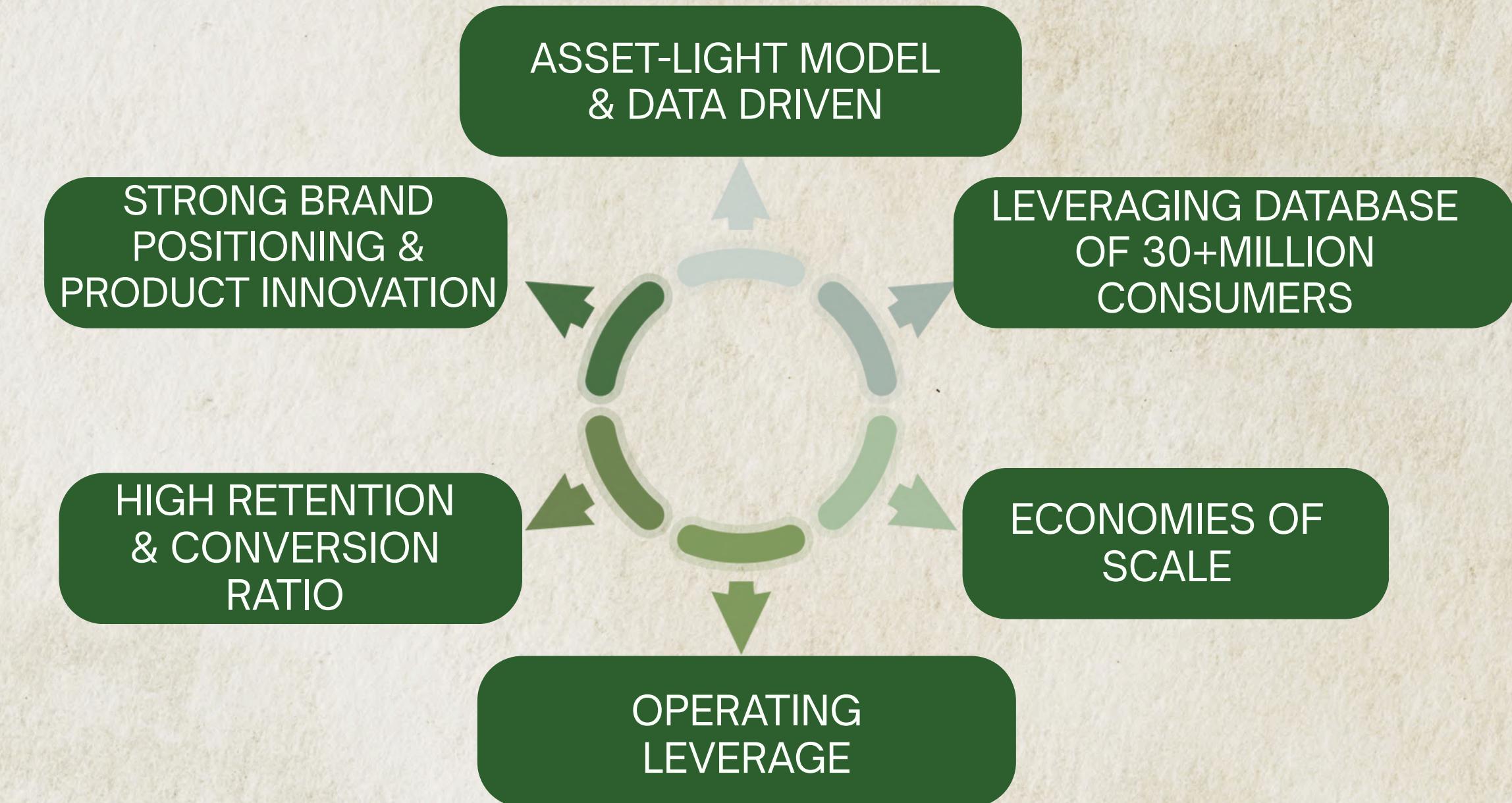
Fixed costs stay stable, but revenues multiply; **amplifying margins**



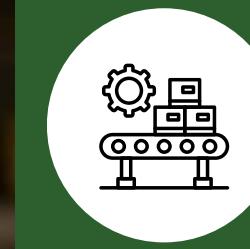
25% Repeat Customers drive predictable, low-cost revenue.



We get paid before we spend, turning operations into a **cash-generating engine**.

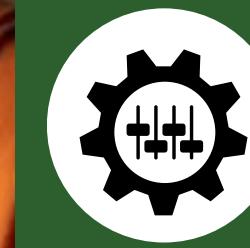


Our Growth Strategy



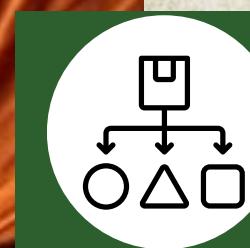
In-House Manufacturing & Diversification

50% of Ayurvedic capsules will now be made in-house, ensuring quality control and faster product innovation.



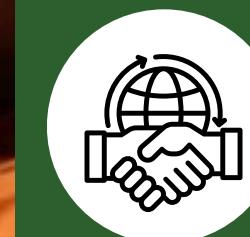
Hyper-Personalized Wellness

AI-driven recommendations and personalization for an existing database of 30M+ consumers segmented by ailment, age, region, and behaviour.



Product Diversification

Launching nutraceuticals through our product ranges like **VedaBay** targeting daily-use products for improved customer retention.



International Expansion

Planned growth through subsidiaries in USA markets.



Horizontal Expansion

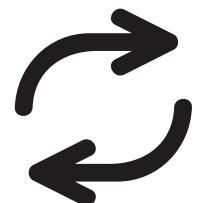
Planned entry into wellness services like Yoga Therapy, Clinics, and Hospitals.

Way Forward

VISION 2028



We're maximizing the value of our **unique customer database of 30+ Million Consumers** by implementing personalized engagement strategies.



We're penetrating the most **underserved regions** of India, and strategizing a **global expansion** in countries like **USA**.



Strategically increase the **marketing spend** as a percentage of revenue to fuel sustainable growth and also make **Inorganic Acquisitions**.



We're expanding from an Ayurveda products company into Ayurveda healthcare delivery through the upcoming **Sat Kartar Ayurveda Hospitals**.



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

₹500 Cr Targeted Revenue Aspiration

By FY28, we aspire to outpace industry growth by achieving more than 2x the sector's growth rate, driven by our operational efficiency, disciplined execution, and strong demand visibility. With scale benefits and operating leverage kicking in, our focus remains on **doubling PAT margins** and delivering sustainable value creation.





Ajooni Life Sciences Private Limited (Wholly-Owned)



Sonipat, Haryana



Planned expansion into Nutraceuticals Manufacturing.

Status

Successfully Commissioned & Commercial Production Commenced

Product Focus

Ayurvedic Capsules with Initial focus on manufacturing 50% of company requirement



Click on the video to view our Manufacturing Facility

Enhanced Quality Control

Reduced dependency on third-party quality assurance and better control over raw materials.

Operational Efficiency

Directly fulfills 50% of capsule procurement requirements, ensuring smoother and faster supply chain management.

Cost Optimization

Creation of operational efficiencies and cost optimization opportunities through in-house production.

Autonomy & Growth

Boosts in-house manufacturing strength, positioning the company for diversified growth.

STRATEGIC BENEFITS

Partnership with Indian Ministry

ANTI-DRUG CAMPAIGNS ACROSS THE COUNTRY

ANTICIPATED IMPACT

Each event will reach **close to 100 individuals** in need. Product supply directly supports recovery efforts, increasing the social value of the program.

KEY RESPONSIBILITY

1

Campaign Organization
Designing and executing events

2

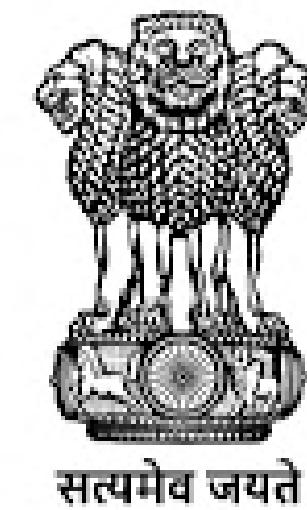
Material Supply
Arranging banners, awareness materials, and photography.

3

Recovery Support
Providing "Addiction Killer" directly at events.

4

Documentation
Managing records for future reference and scalability.



**Ministry of Social Justice and Empowerment
Government of India**

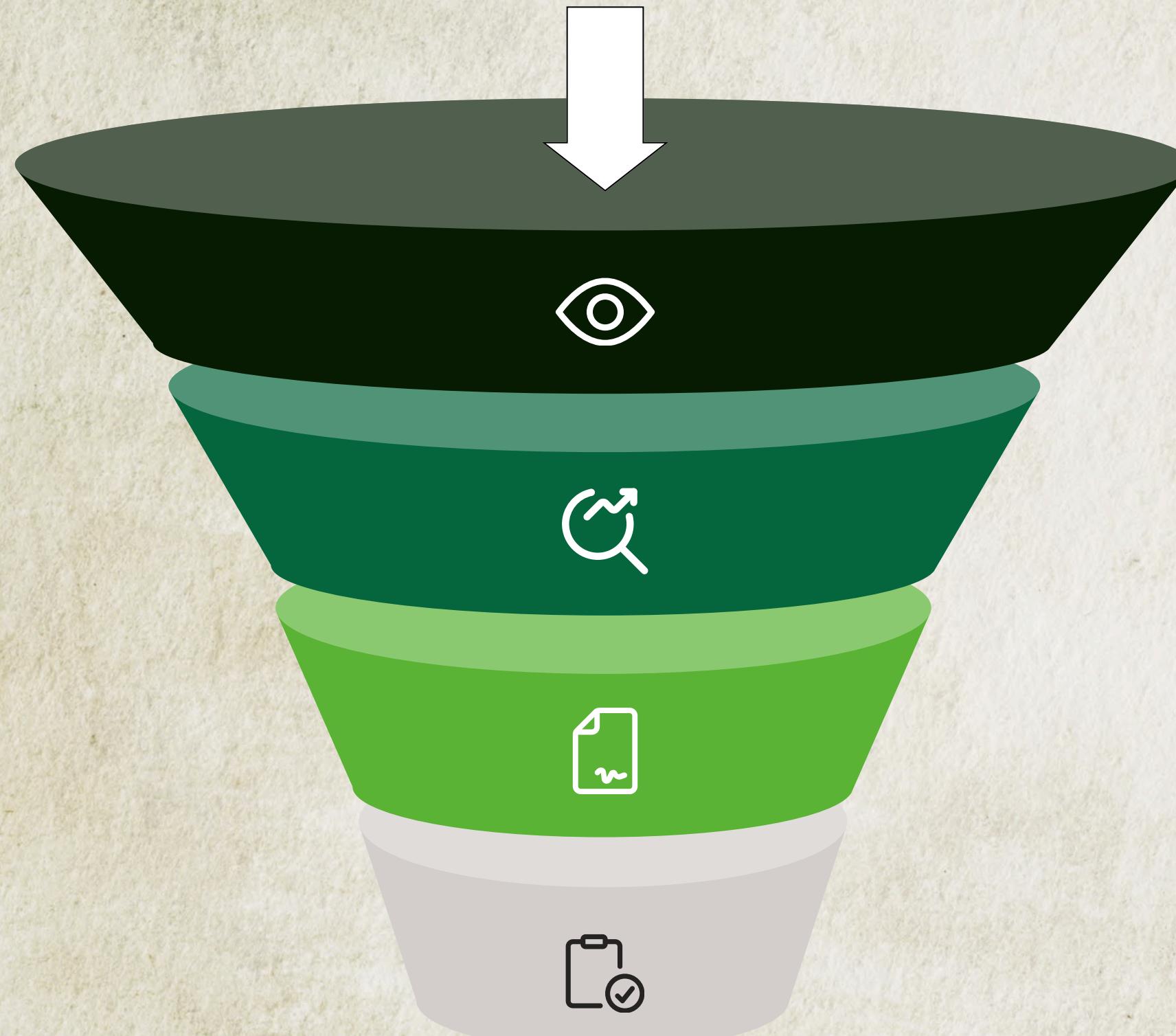
SECI is a prestigious council under the Indian Ministry of Social Justice and Empowerment, providing national reach and credibility to the cause.



The Mission

To roll out a large-scale campaign across India, educating communities on the harmful effects of drug addiction and promoting a drug-free lifestyle.

Revenue and Marketing Funnel



01

02

03

04

Lead Generation & Awareness

Attract potential customers through digital and social media marketing, informative campaigns, and leveraging multilingual outreach across platforms such as Google, Meta, and television.

Engagement

Engage interested leads using vernacular communication, wellness education, medical consultancy, and targeted product recommendations, ensuring proper segmentation by disease, age, and region.

Conversion & Purchase

Convert qualified leads through streamlined call center support, strong product value communication, and an efficient order placement process in regional languages.

Retention & Advocacy

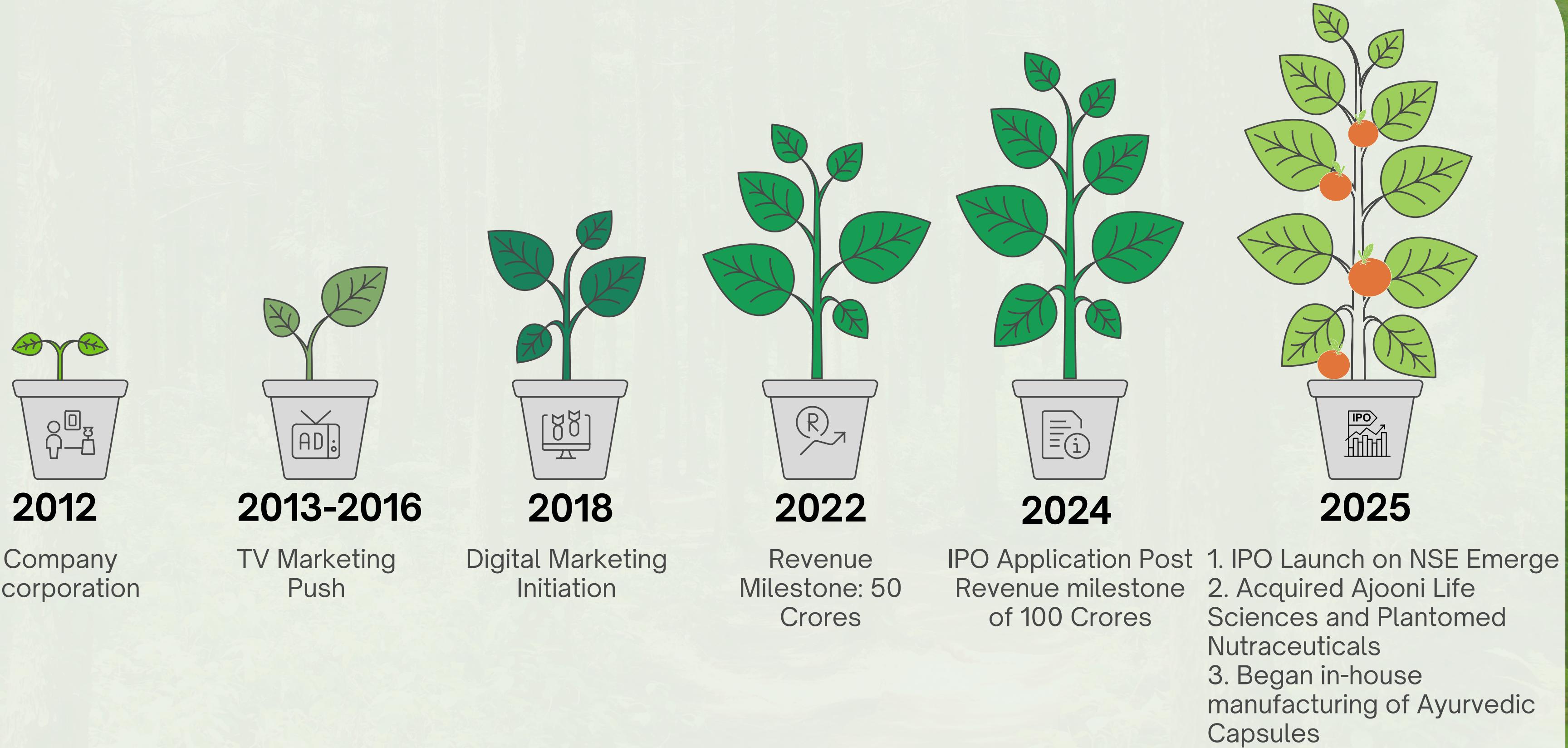
Retain same customers by cross-sales of the existing product range, providing high-quality support, post-sale engagement, and soliciting feedback, with a focus on repeat purchases and brand referrals driven by positive consumer experiences.

Keeping the Spirit of

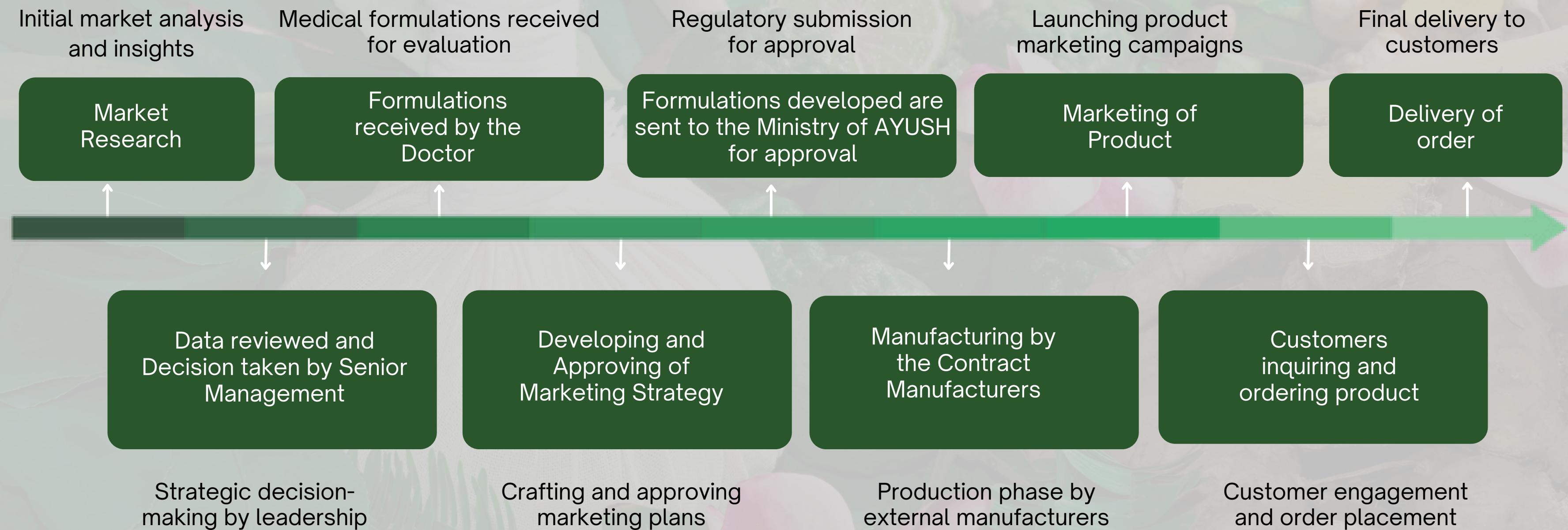
Ayurveda Alive



Our Journey So Far - From Roots to Reach



From Research To Delivery: Our Product Journey



Asset Light Model

FOCUSING ON ASSET LIGHT BUSINESS MODEL AND HIGHER RETURN RATIOS

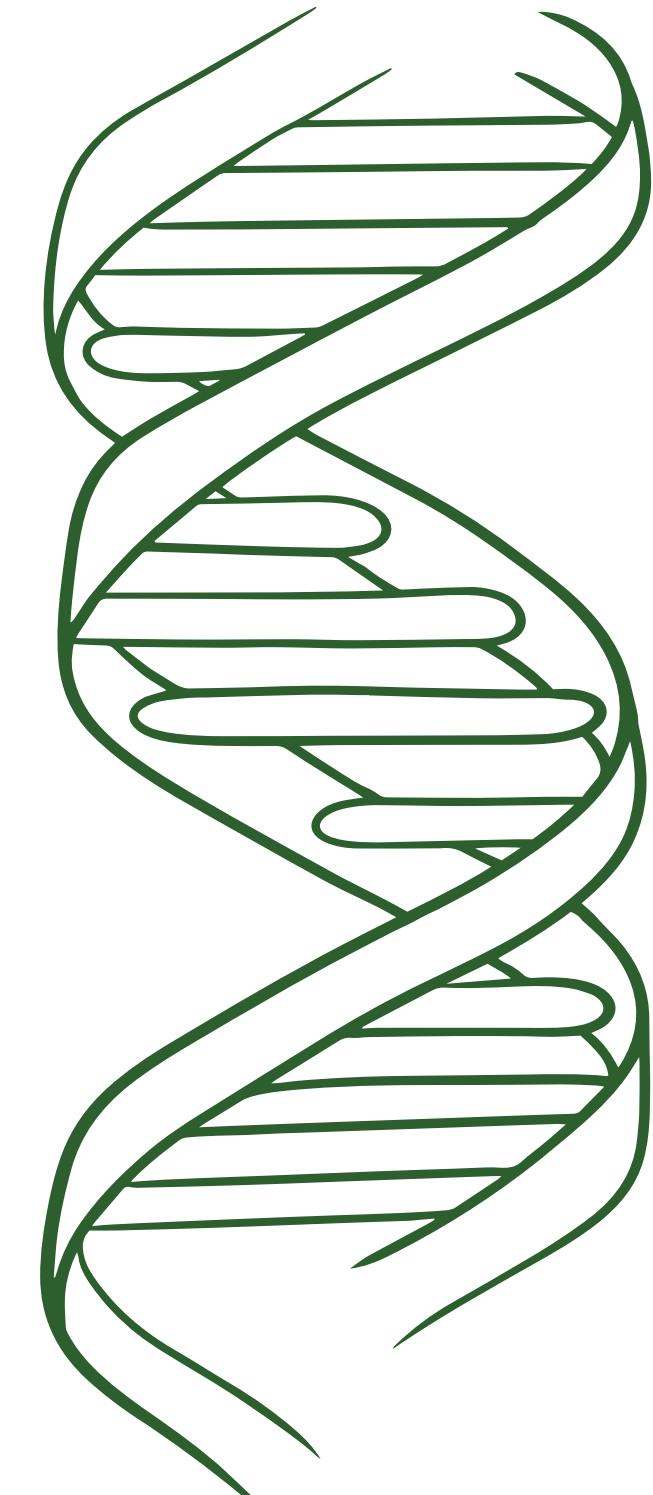
Strategic Contract Manufacturing

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

From the Promoter's Desk

Sat Kartar Shopping Ltd. has delivered an outstanding financial performance in H1FY26, reaffirming our commitment to profitable growth, operational excellence, and innovation-led scalability. Our disciplined execution and brand-led strength have positioned Sat Kartar as a market leader in Ayurveda-driven wellness solutions, setting a solid foundation for accelerated growth in the coming quarters.

This half-year also marks a transformational milestone as we evolve from a pure Ayurveda product company into a comprehensive Ayurveda healthcare enterprise, with the upcoming **Sat Kartar Ayurveda Hospitals** adding a powerful second growth engine to our existing product vertical. Together, our **Products & Hospitals** ecosystem will drive form a **dual-engine growth model**, powered by the strength of our Pan-India customer base and the continuous inflow of new users and data that fuel insight-driven growth.

We have set our sights on achieving a **₹200 Crore** revenue milestone by FY26, an objective we view as highly achievable given our strong trajectory, operational leverage, and robust brand recall. Looking further, we aspire to reach **₹500 Crore** in revenue by FY28, while doubling our PAT margins as efficiency gains, automation, and economies of scale take effect. Our recently commissioned Ayurvedic Capsule Facility, now operating at full capacity, has become a cornerstone of our manufacturing strength driving cost optimization, quality enhancement, and faster go-to-market execution. We will continue pursuing strategic acquisitions that enhance our value chain in the Ayurveda and holistic wellness space. Despite temporary supply-chain disruptions during the India-Pakistan border tensions, our agile operations and diversified distribution network ensured minimal customer impact and swift business recovery.

As we look ahead, Sat Kartar is moving decisively toward international expansion. The integration of our USA subsidiary and planned launches across global wellness markets will help position Sat Kartar among the world's leading Ayurveda and holistic health brands.

Domestically, we continue to deepen our reach by strengthening our multilingual salesforce operating across 10+ Indian languages and onboarding specialized medical consultants to enhance engagement and service quality.

Our AI initiatives, having completed beta testing, are now ready for rollout ushering in a new era of automation, predictive analytics, and superior customer engagement. Alongside, we proudly launched our ESOP 2025 Scheme, a reflection of our belief that our people are Sat Kartar's greatest asset. The scheme is fully inclusive, ensuring every eligible employee participates in our collective success, fostering a culture of ownership and unity.

With our asset-light model, expanding SKUs, strong cash flow management, and data-backed operating leverage, we remain confident of delivering consistent outperformance and long-term stakeholder value.

Mr. Manprit Singh Chadha
Promoter and Chief Operating Officer



Meet The Team



Manprit Singh Chadha

Promoter & COO

Mr. Manprit Singh Chadha is a Chartered Accountant by profession, with experience of more than 30 years in the corporate and entrepreneurial realms.



Pranav Singh Chadha

Promoter & Director

Pranav brings digital marketing expertise, specializing in AI-powered remarketing and operational growth at Sat Kartar Shopping and ODN Digital.



Simrati Kaur

Promoter & Director

Simrati brings expertise in digital marketing, driving end-to-end campaign execution and metrics-focused strategies at Sat Kartar Shopping.

Board Of Directors



Ved Prakash

Managing Director



Sanjay Kumar

Executive Director



Richa Takkar

Non-Executive Director



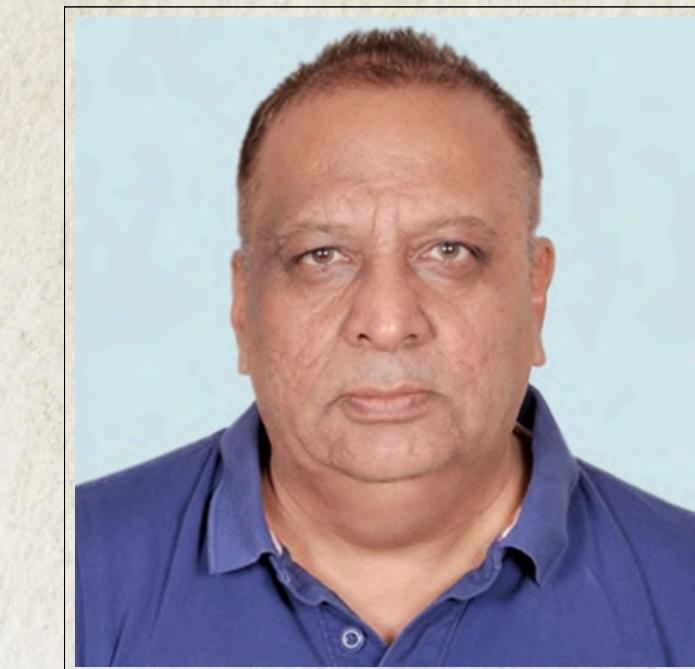
Steve Austin Pereira

Independent Director



Manoj Kumar Verma

Independent Director



Sunil Kumar Mehdiratta

Independent Director

Bridging Ancient Wisdom With modern Science

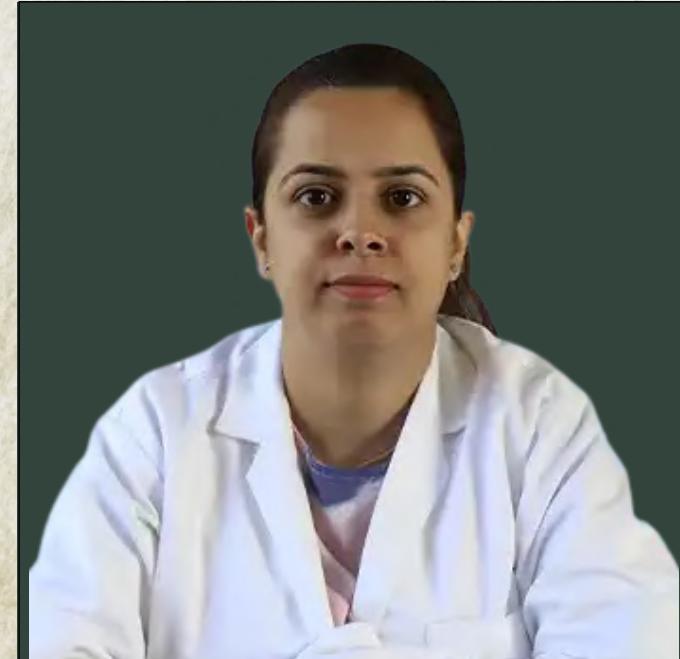
OUR TEAM OF MEDICAL CONSULTANTS



Dr. Dipti Jain

Experience: 22+ Years

Specialization: Liver problems, Chronic Constipation, Acidity, Migraine, Varicose Vein, Anxiety, Obesity, weight gain



Dr. Hindika Bhagat

Experience: 8+ Years

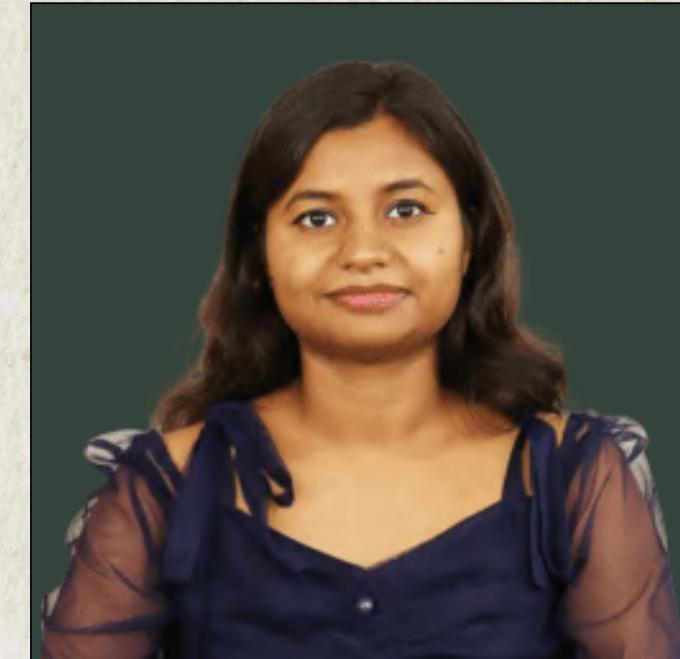
Specialization: Infertility Counselor, Sexual Health, Men's Health, Women's Health



Dr. Abhinesh Tiwari

Experience: 5+ Years

Specialization: Vrikka Vikara(Kidney Disorder), Arbuda Chikitsa (Cancer Treatment) & Yakrit Vikara(Liver Disorders)



Dr. Pooja Verma

Experience: 5+ Years

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



Dr. Meghna Attray

Experience: 5+ Years

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

Product Portfolio

Product Portfolio

Specific problem led
niche therapeutic area

- Addiction
- Piles
- Diabetes
- Hair fall
- Bone and Joint pain
- PCOS
- PCOD

Lifestyle led Curative
Areas

- Sexual Wellness
- Immunity Care
- Personal Care
- Mind Care
- Respiratory Support

Product Portfolio



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.



Bones and Joints

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



Piles

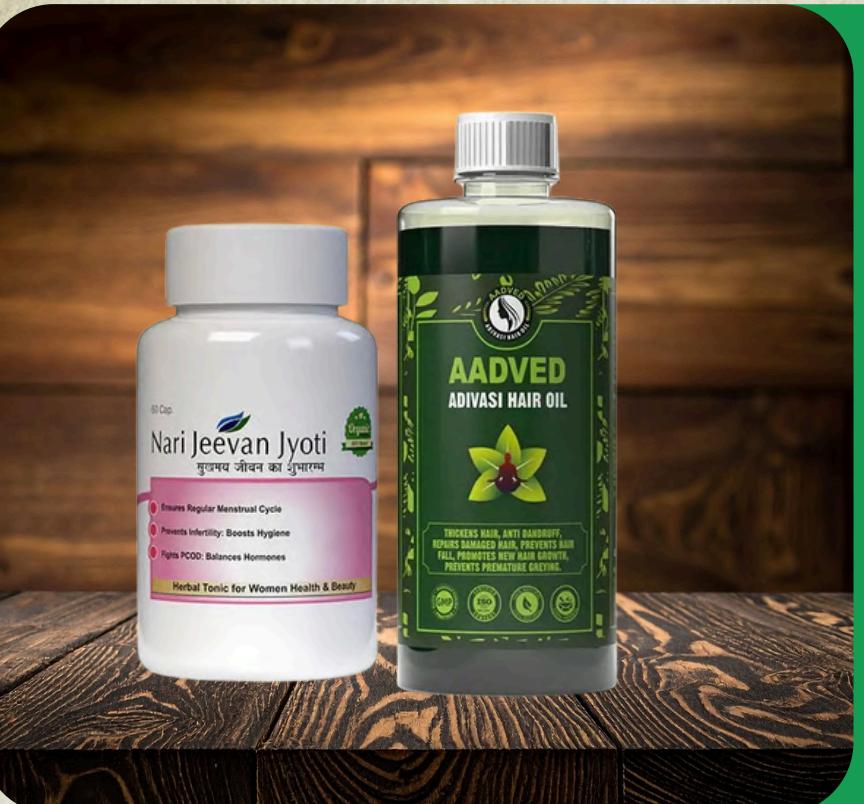
- Controls bleeding within 7 to 10 days
- Relieves pain and swelling in 10-15 days
- Relief in constipation in 2 to 5 days
- Helps shrink pile mass in 15 days

Product Portfolio



Addiction

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



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.

 vedabay

VEDABAY

Where Wellness meets Personalization



Our Premium Wellness Brand ~ vedabay

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



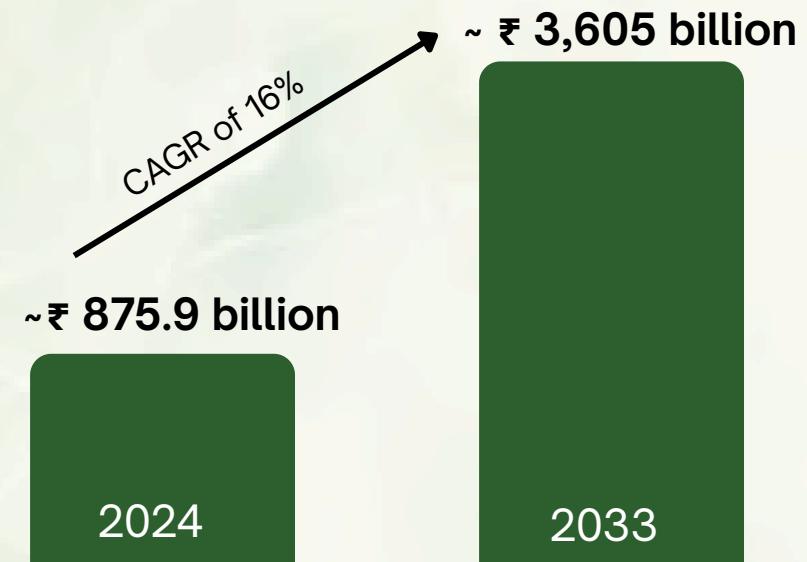
Stop Piles

Industry Overview

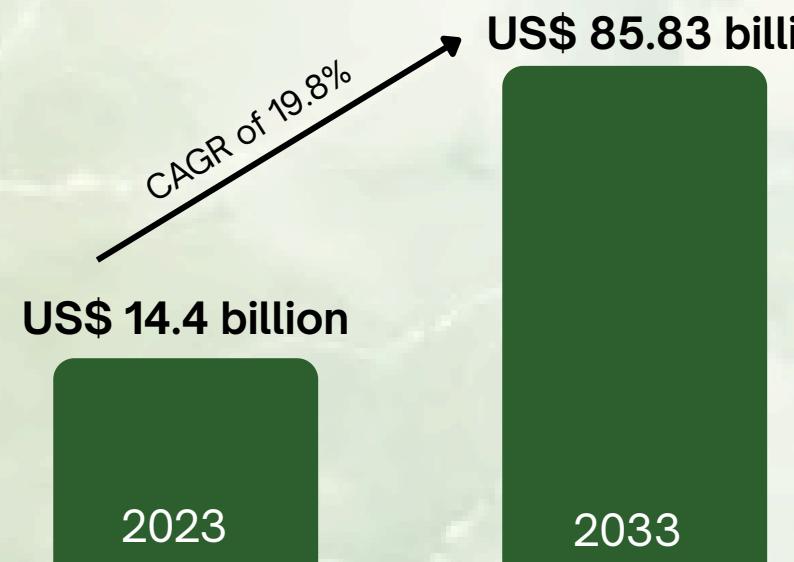
The Science of Life

Industry Overview

India's Ayurvedic Products Market Size



Global Ayurvedic Products Market Size



2nd

Largest AYUSH Market Globally

India accounts for nearly 80% of global Ayurveda and traditional medicine production

70%+

Global Raw Herbal Material Sourced

India is one of the world's largest suppliers of medicinal and aromatic plants

Indian Ayurvedic & Wellness Industry Characteristics

Characterised by deep traditional roots and growing institutionalisation of wellness services.

15,000+

Ayurvedic wellness & therapy centres

India hosts >15,000 Ayurvedic wellness & therapy centres

2nd

Largest exporter of Ayurvedic Products

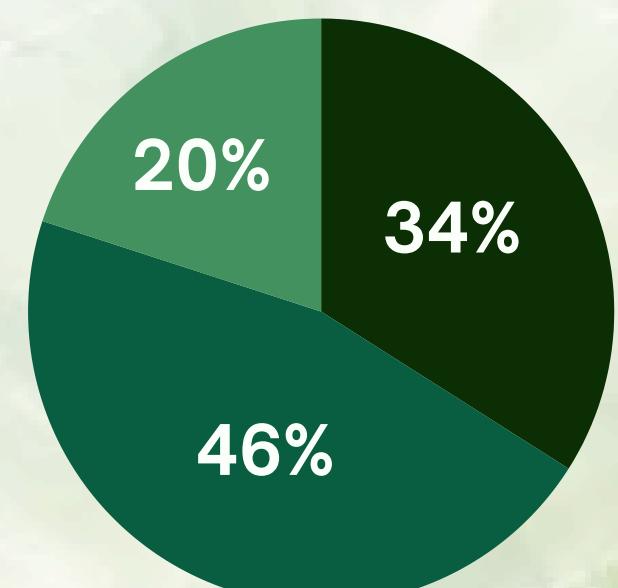
India is the 2nd largest exporter of Ayurveda products globally

India's Ayurvedic Wellness Market Size



Ayurveda Industry Segment Breakdown

- Wellness Centres & Spas
- Ayurvedic Products
- Therapeutic Services



Financials

Standalone Profit & Loss

(₹ in Crores)

	H1FY26	H2FY25	H1FY25	YoY %	FY25	FY24
Revenue from Operations	88.35	87.13	75.79	16.57	162.92	127.91
Raw material cost	5.21	4.86	4.14	-	9.00	9.03
Employee Expenses	11.30	13.72	13.74	-	27.60	29.59
Other Expenses	61.57	59.95	52.28	-	112.09	79.05
EBITDA	10.28	8.60	5.63	82.59	14.23	10.24
EBITDA %	11.63	9.87	7.43	-	8.73	8.00
Other income	1.87	0.54	0.22	-	0.76	0.20
Depreciation	1.29	0.77	0.53	-	1.30	1.33
Finance Cost	0.27	0.32	0.22	-	0.54	0.52
PBT	10.58	8.04	5.11	-	13.15	8.59
Exceptional Items	-	-	-	-	-	-
Tax Expenses	2.79	2.05	1.28	-	3.33	2.29
PAT from Operations	7.79	5.99	3.82	103.76	9.82	6.31
PAT Margin %	8.81	6.84	5.04	-	6.00	4.92
Adj. Diluted EPS	4.94*	4.50	26.48	-	7.37	22.52

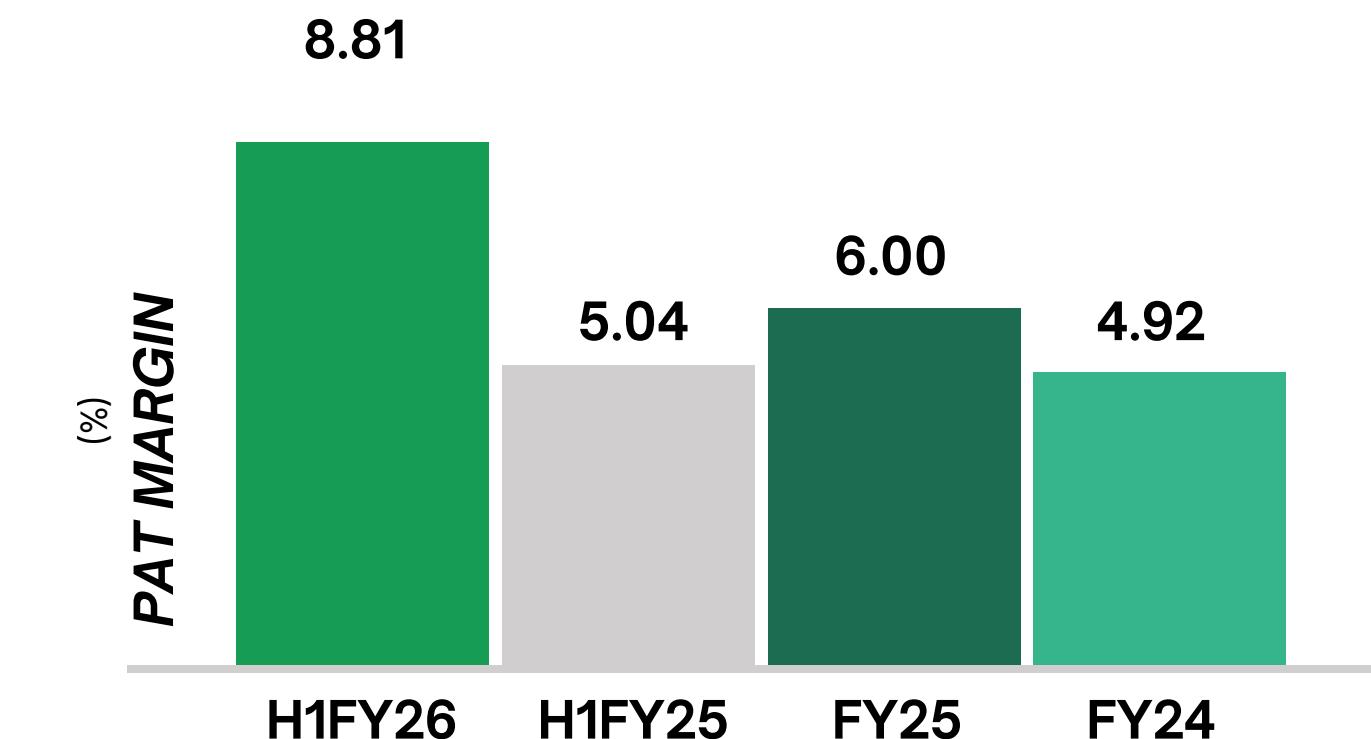
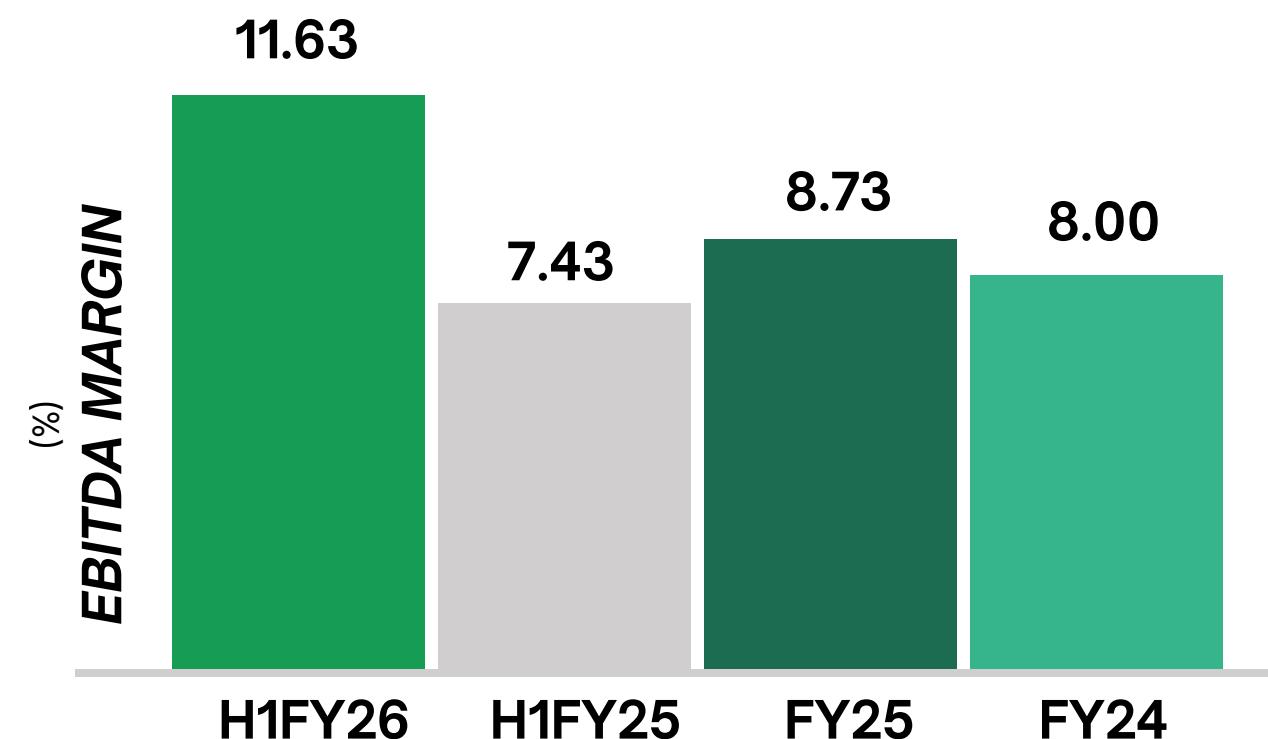
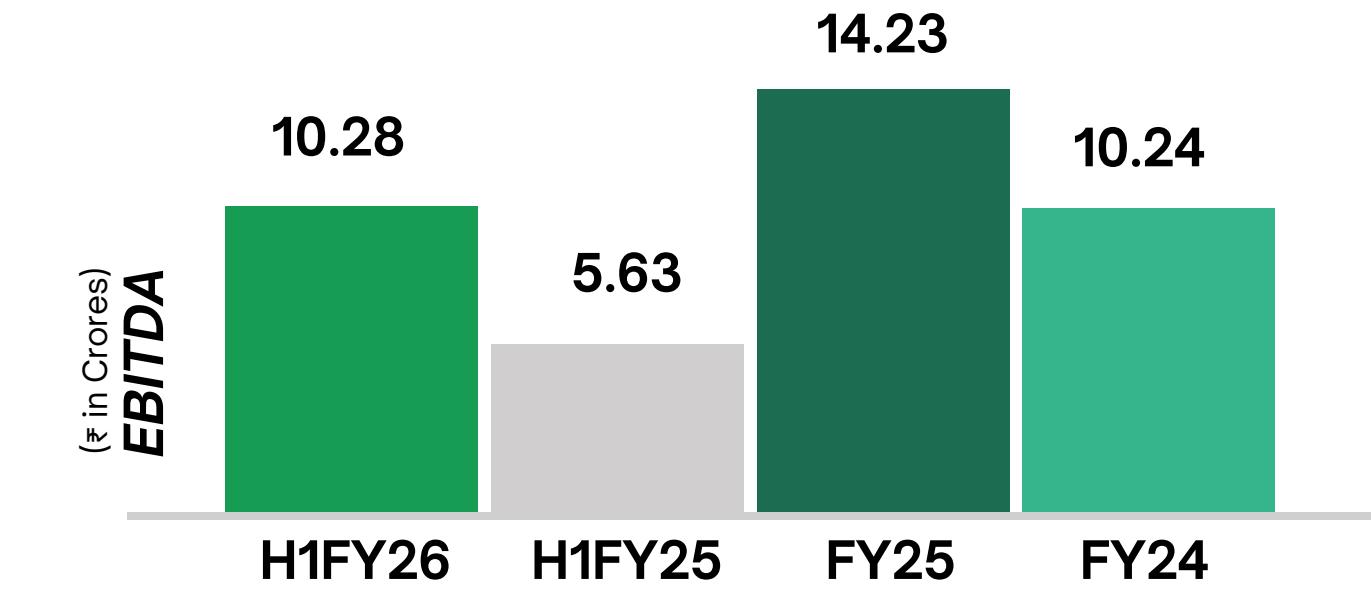
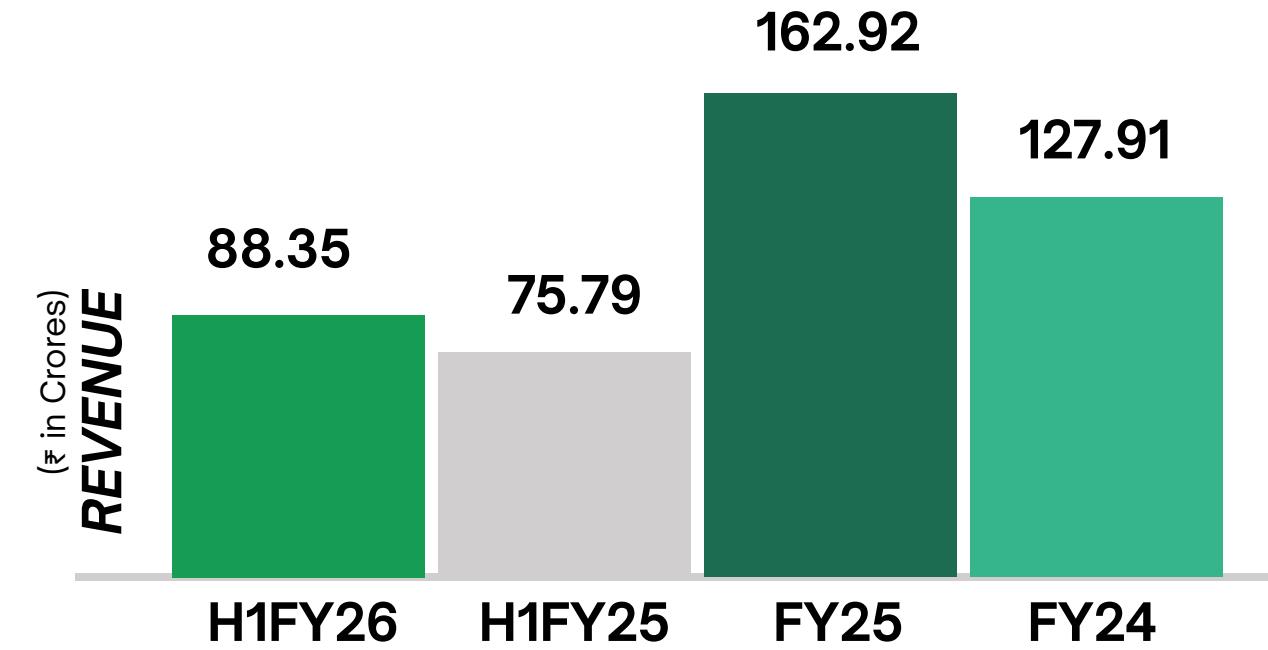
Note: *Despite a significant increase in PAT, EPS declined in H1FY26 due to the expansion of the equity base post the company's IPO

Balance Sheet

(₹ in Crores)

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

Key Financial Highlights





Get in touch

info@satkartar.in



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