



# Sat Kartar Shopping Ltd

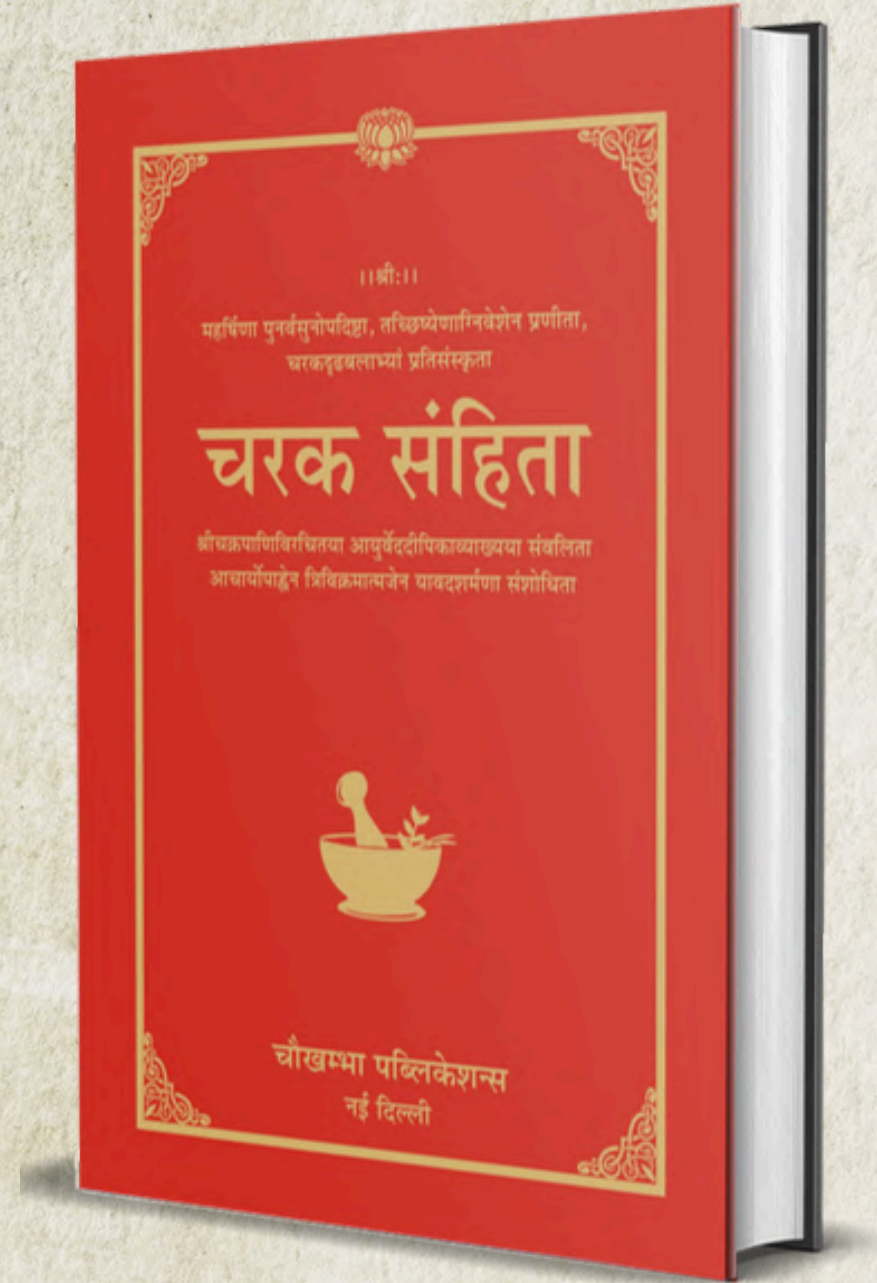
*Revolutionizing Wellness with Ayurveda*

**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

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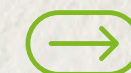
# About

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

10




120+  
SKUs

01




1000+  
Team Strength

02



32%  
Return on  
Equity (ROE)

03



39.7%  
Return on Capital  
Employment (ROCE)

04



Pan-India  
Presence

09



Formulations  
approved by  
Ministry of AYUSH

08



16+  
Remedial  
Solutions



07



1200+  
Call Executives

06



In house  
R&D

05



25,000  
Daily Unique  
Leads

# 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.

## 02 Domestic Acquisitions

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

## 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.

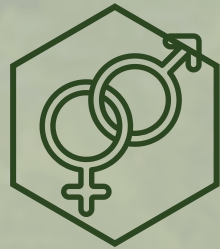
## 03 Global Acquisition

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



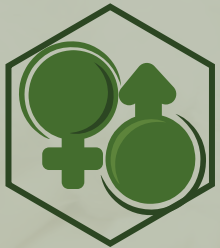
Respiratory  
Support



Hair  
Care



Liver  
Care



Infertility  
Support



Mind  
Care



Immune  
Support



Lungs  
Care



Personal  
Care

20%  
Revenue  
Contribution

# Healing Across भारत

OUR PRESENCE



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 : 51%

South India : 49%

Top Revenue contributing states:

Tamil Nadu	22%
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Karnataka	13%
-----------	-----

Uttar Pradesh	10%
---------------	-----

Maharashtra	7%
-------------	----

Andhra Pradesh	7%
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# 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.



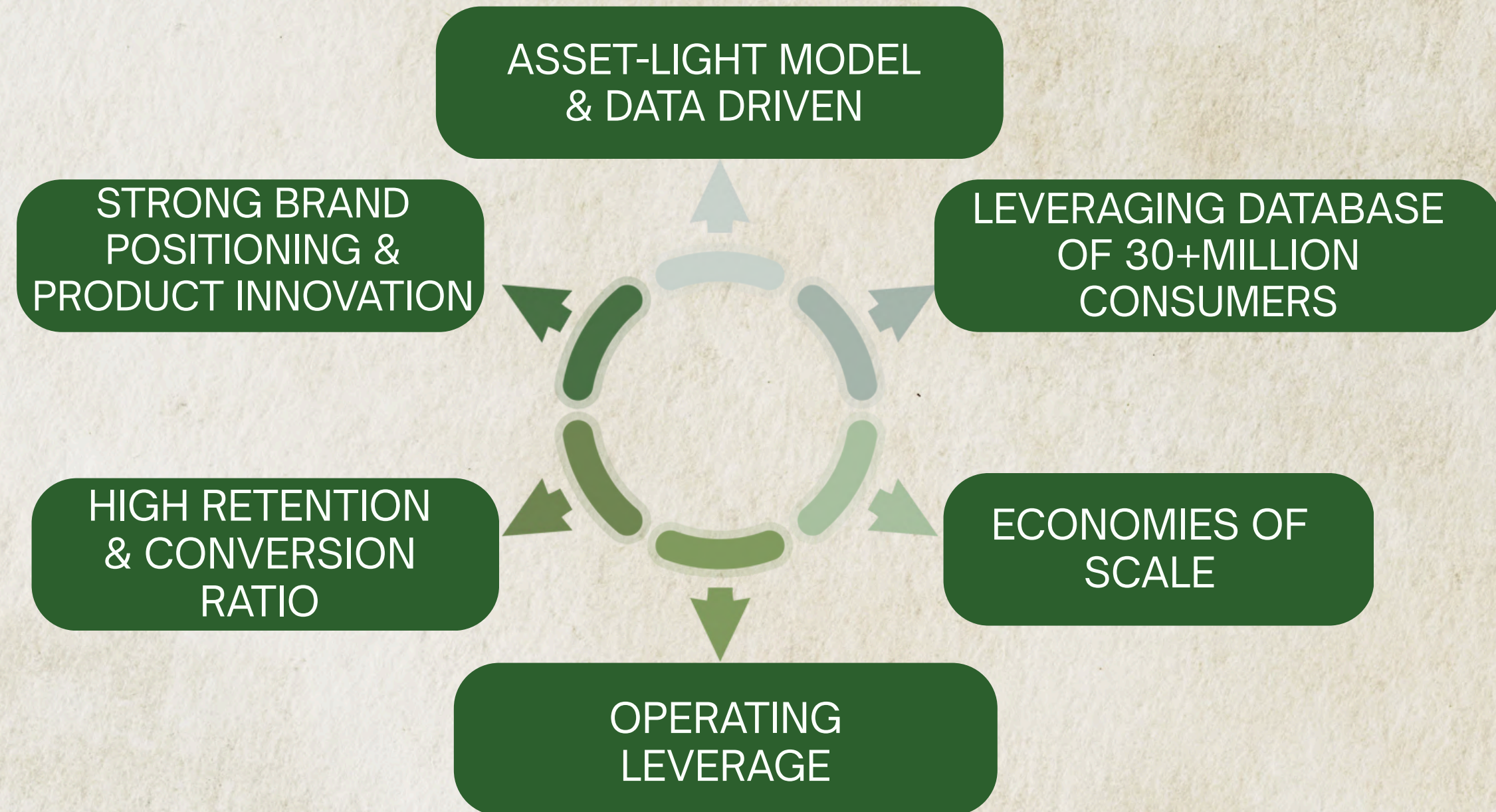
Fixed costs stay stable, but revenues multiply; **amplifying margins**



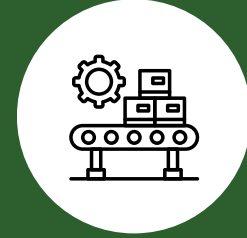
**25% Repeat Customers** drive predictable, low-cost revenue.



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

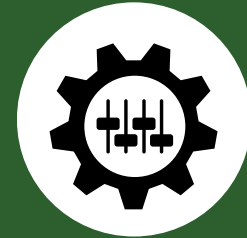


# Our Growth Strategy



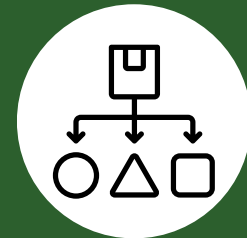
## In-House Manufacturing & Diversification

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.



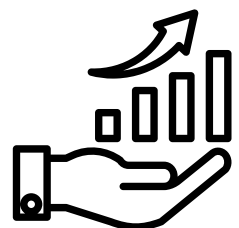
We're penetrating the most **underserved regions** of India, and strategizing a **global expansion** in countries like **USA**.



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


## IN-HOUSE CAPSULE MANUFACTURING FACILITY



**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



### 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



**SAT KARTAR**

Proudly Unveils It's New

## AYURVEDIC MANUFACTURING PLANT



Click on the video to view our Manufacturing Facility

# 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

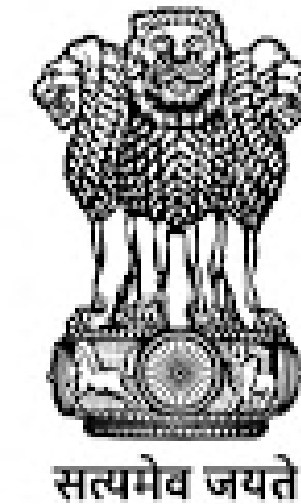
**Material Supply**  
Arranging banners, awareness materials, and photography.

3

**Recovery Support**  
Providing "Addiction Killer" directly at events.

4

**Documentation**  
Managing records for future reference and scalability.



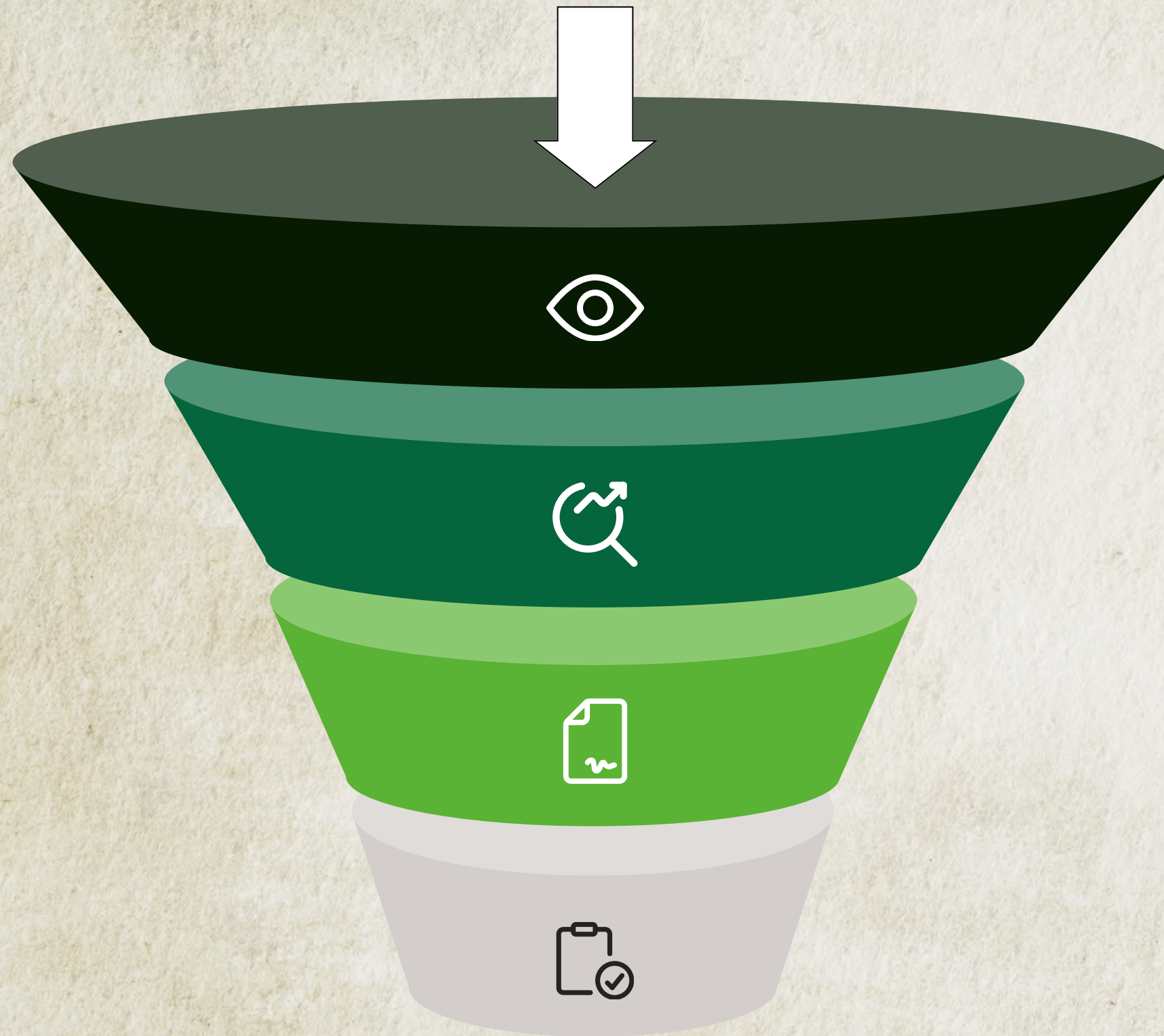
**Ministry of Social Justice and  
Empowerment  
Government of India**

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

## 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.

02

## Engagement

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

03

## Conversion & Purchase

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

04

## 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

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# Our Journey So Far - From Roots to Reach



**2012**

Company  
Incorporation



**2013-2016**

TV Marketing  
Push



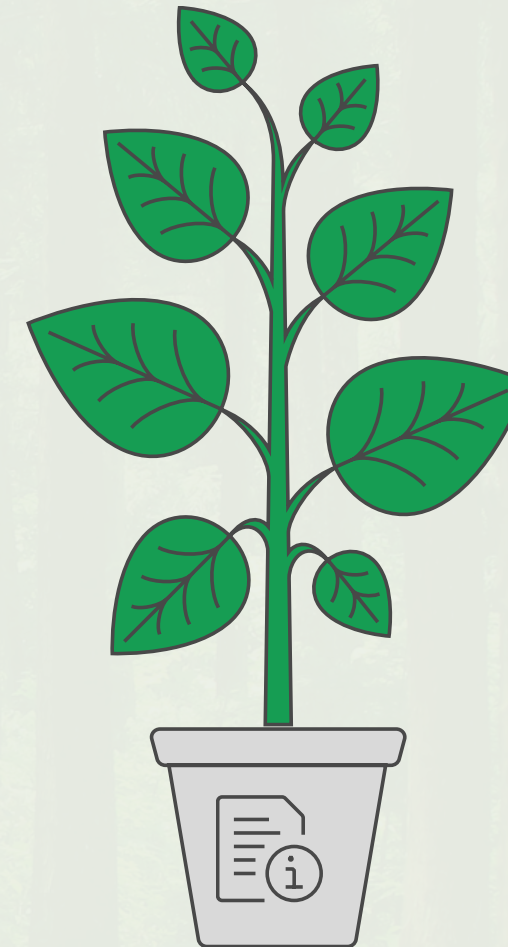
**2018**

Digital Marketing  
Initiation



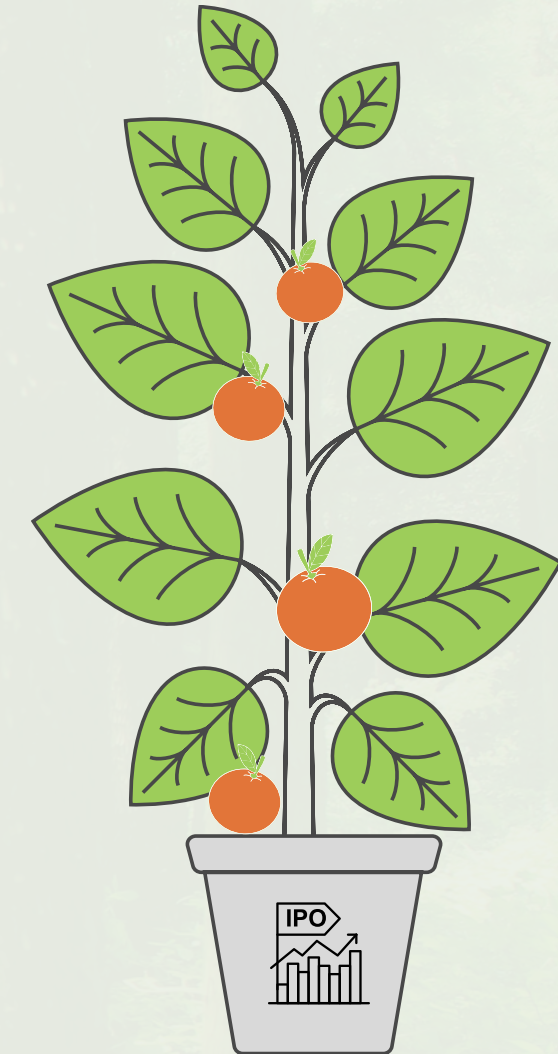
**2022**

Revenue  
Milestone: 50  
Crores



**2024**

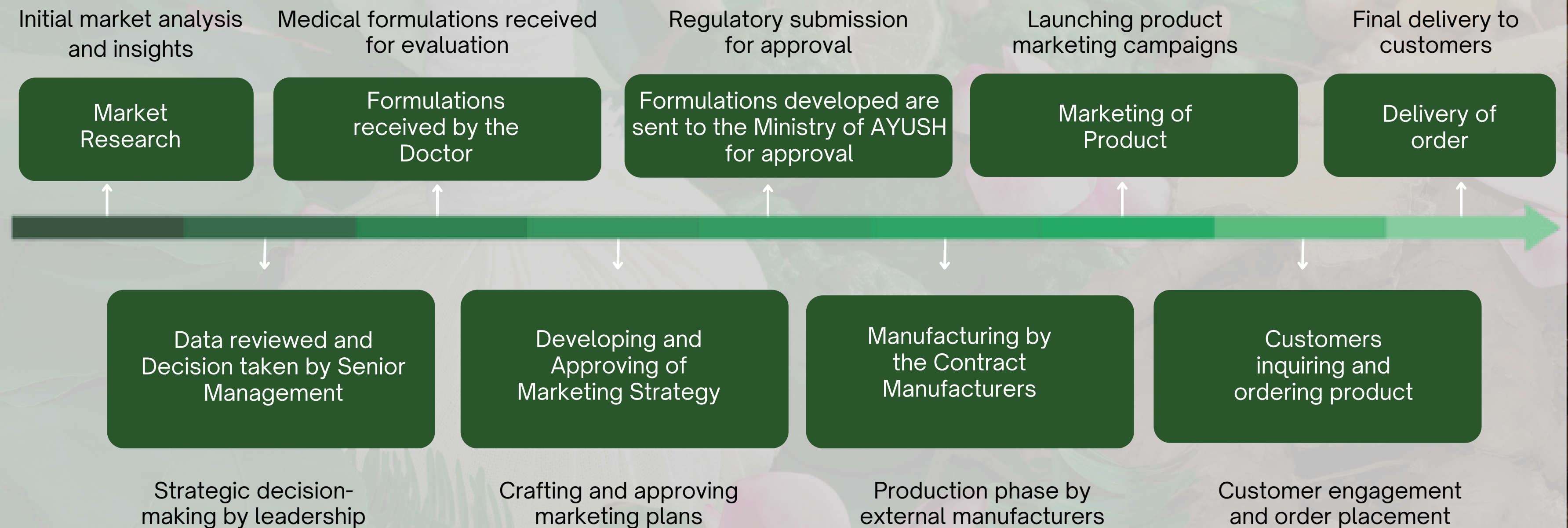
IPO Application Post  
Revenue milestone  
of 100 Crores



**2025**

1. IPO Launch on NSE Emerge
2. Acquired Ajooni Life Sciences and Plantomed Nutraceuticals
3. Began in-house manufacturing of Ayurvedic Capsules

# From Research To Delivery: Our Product Journey



# Asset Light Model

FOCUSING ON ASSET LIGHT BUSINESS MODEL AND HIGHER RETURN RATIOS

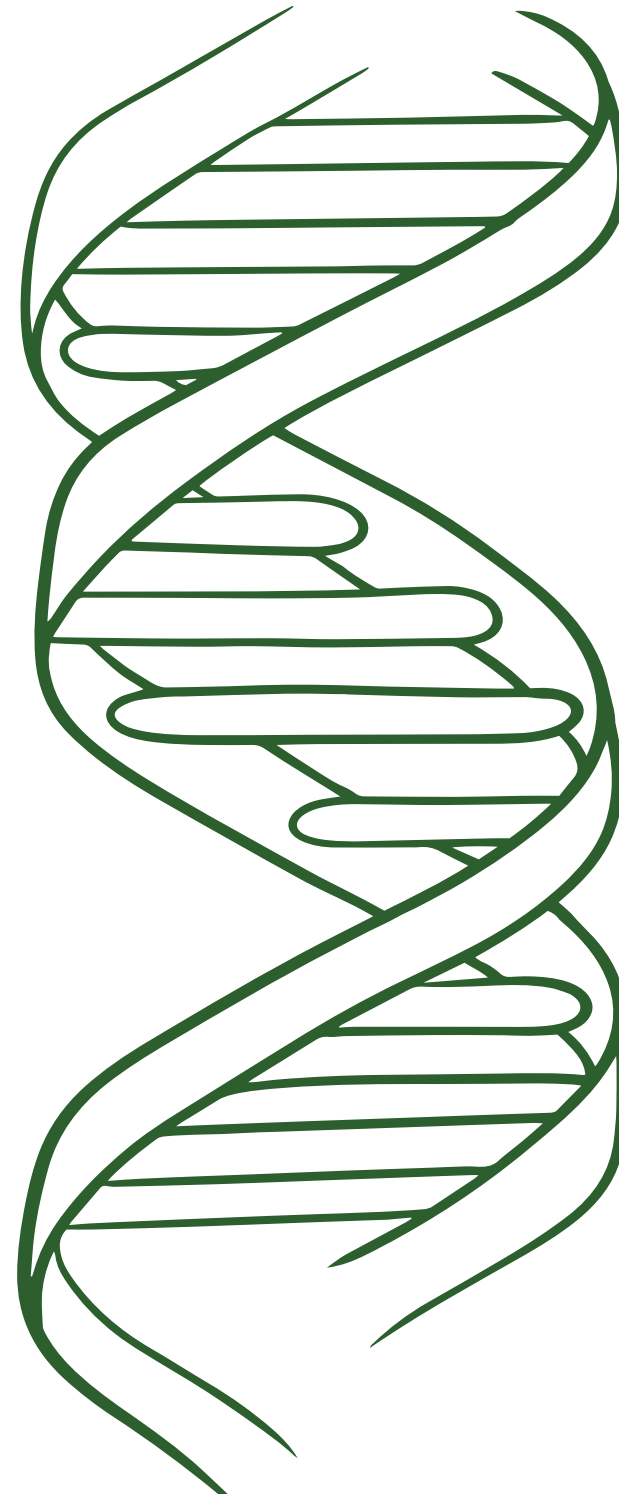
## Strategic Contract Manufacturing

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.

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## 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.

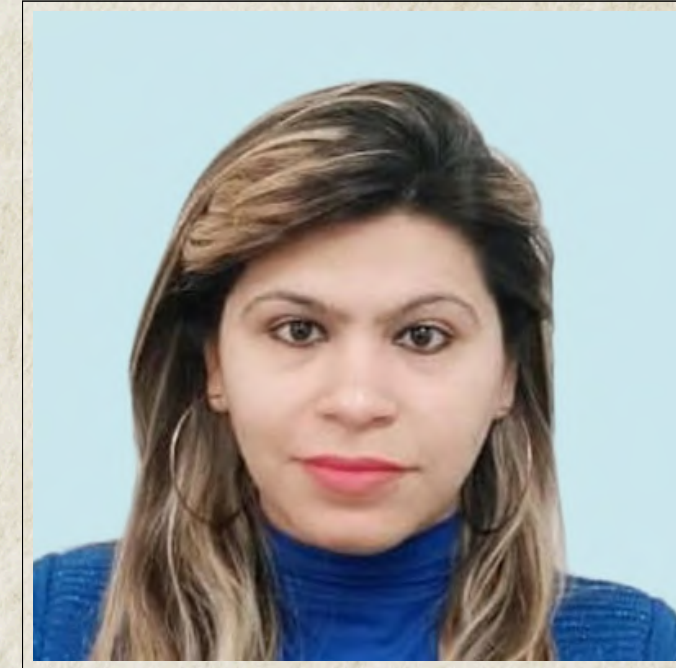
# Board Of Directors



**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

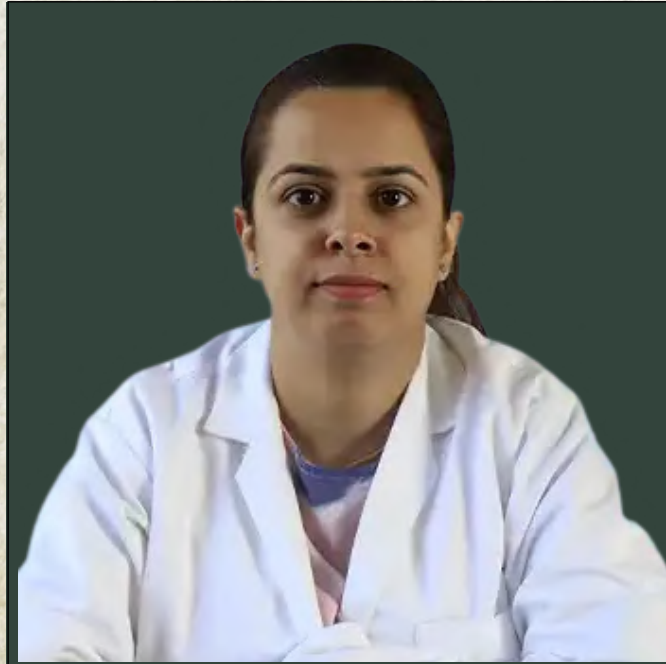
OUR TEAM OF MEDICAL CONSULTANTS



**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

Where Wellness meets Personalization



# Our Premium Wellness Brand ~ vedabay

VENTURING INTO HIGH MARGIN PRODUCT VERTICALS

REMEDIES FOR  
GOODLIFE



Vedabay Vitili-Go



Vedabay Testo  
Build



Vedabay Safed Musli



Vedabay  
Psory Sys



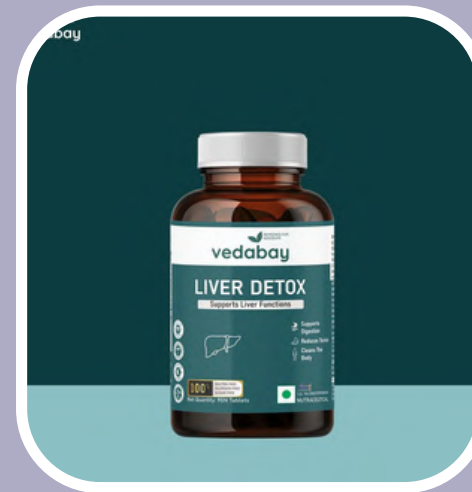
Vedabay Ayush 82



Vedabay Lungs  
Detox



Vedabay De-  
Varicose



Vedabay Liver Detox



Vedabay  
Glutathione  
Tablets



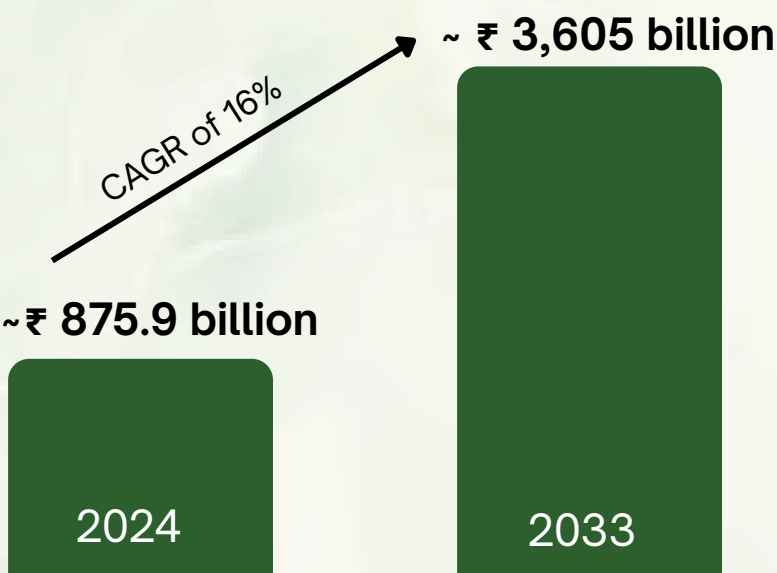
Stop Piles

# Industry Overview

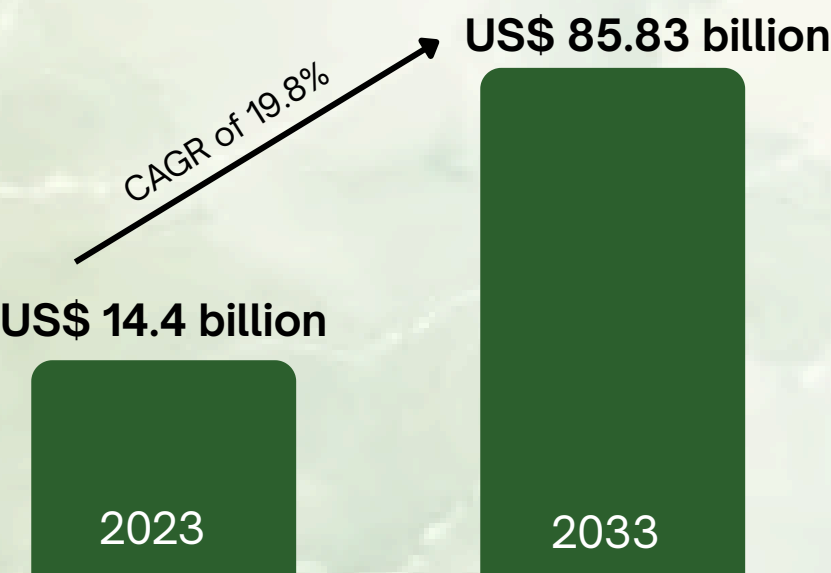
The Science of Life

# 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.

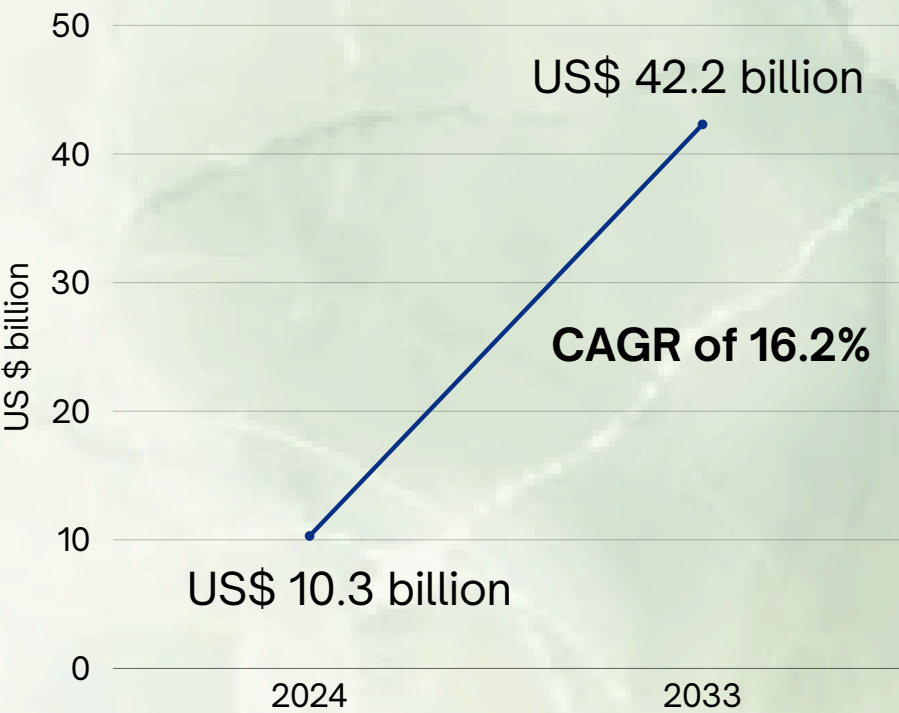
### 15,000+ Ayurvedic wellness & therapy centres

India hosts >15,000 Ayurvedic wellness & therapy centres

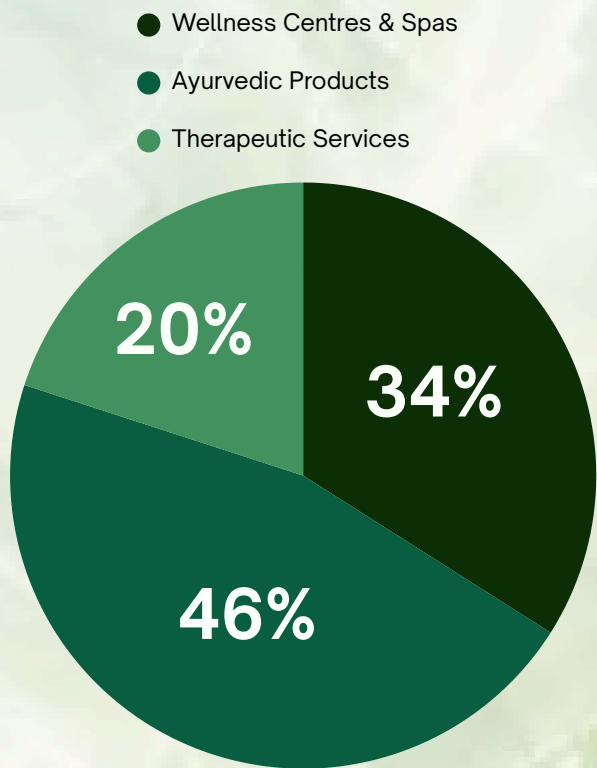
### 2nd Largest exporter of Ayurvedic Products

India is the 2nd largest exporter of Ayurveda products globally

## India's Ayurvedic Wellness Market Size



## Ayurveda Industry Segment Breakdown



# 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

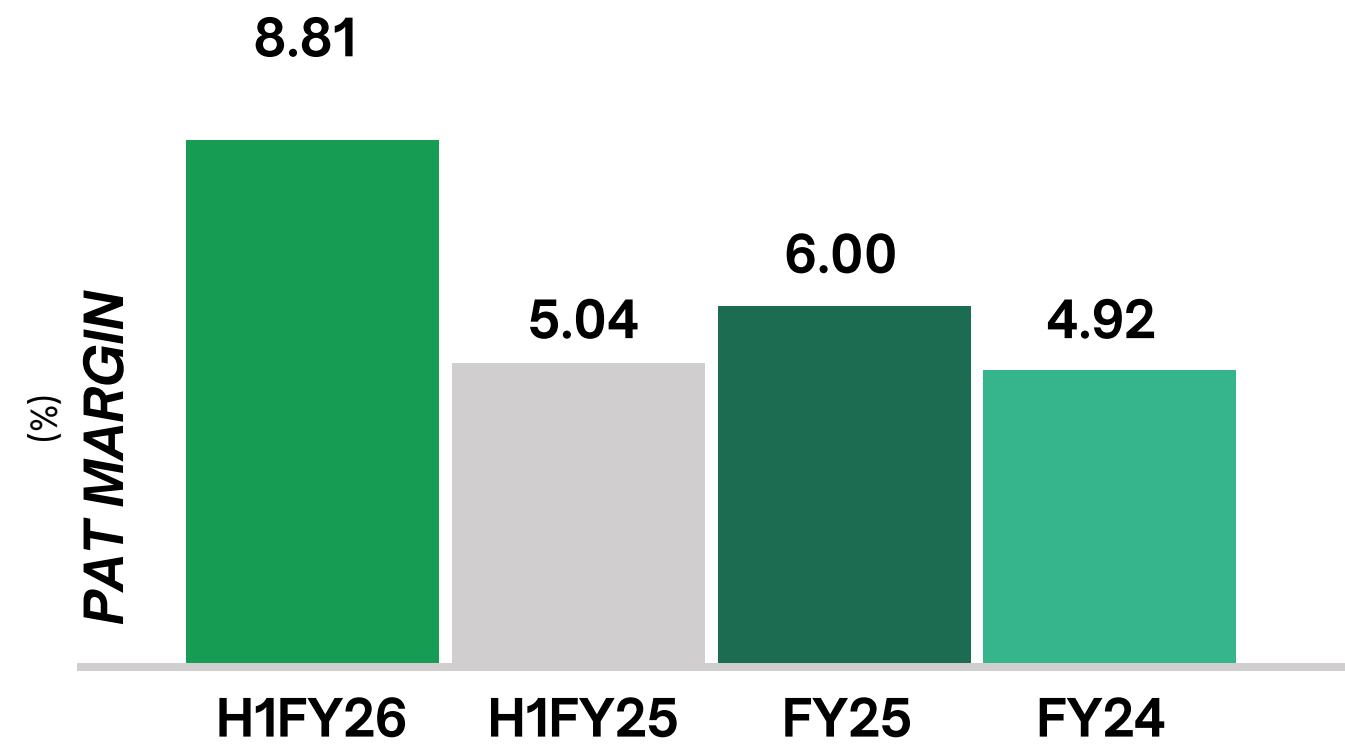
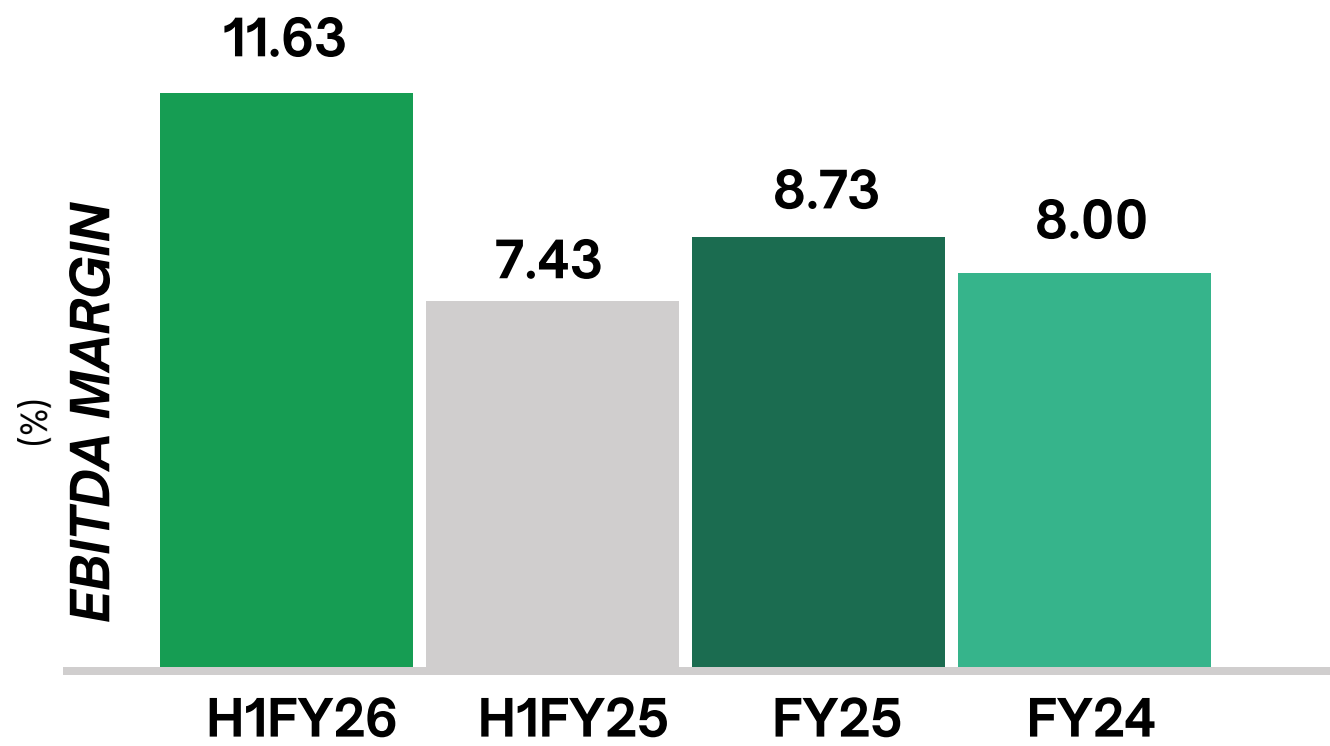
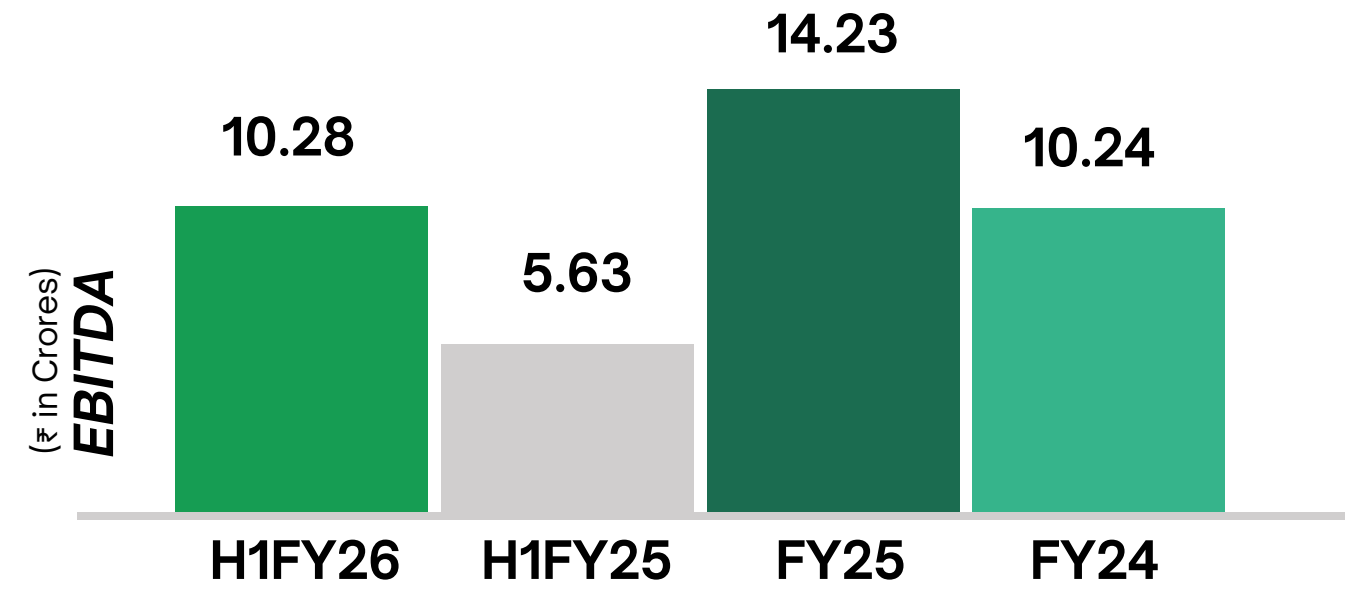
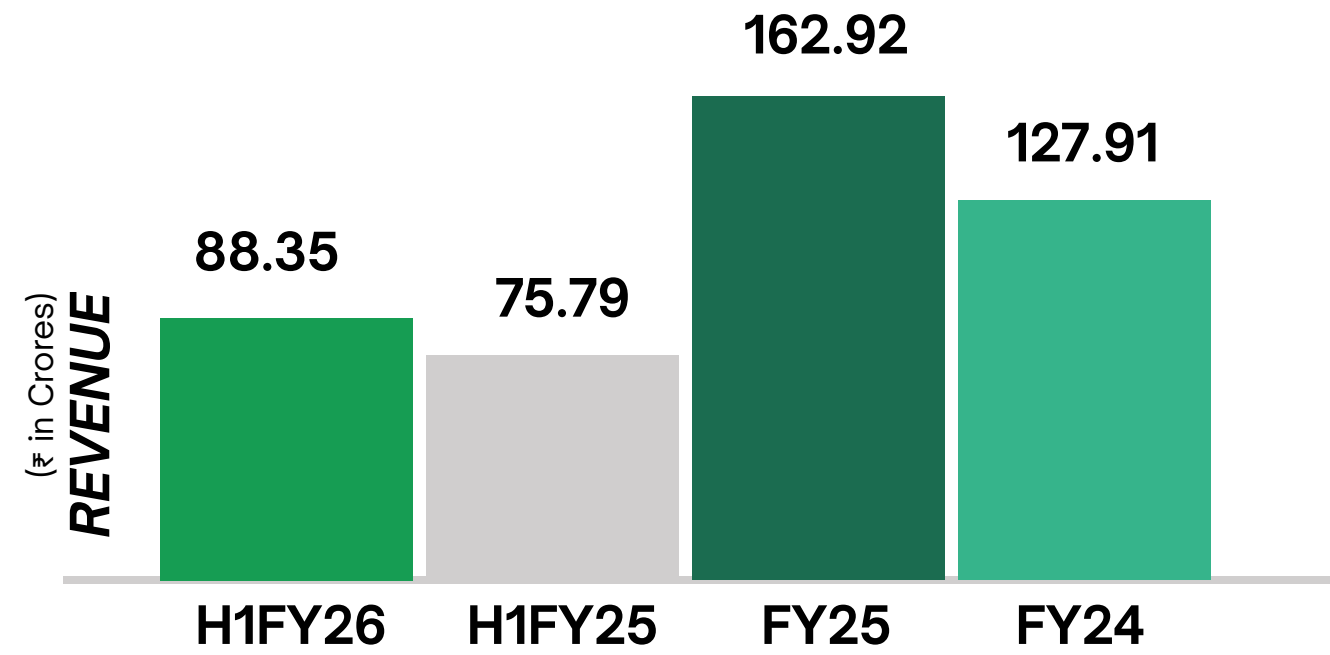
**Note:** \*Despite a significant increase in PAT, EPS declined in H1FY26 due to the expansion of the equity base post the company's IPO

# Balance Sheet

(₹ in Crores)

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

# Key Financial Highlights





# Get in touch

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