



# GlaxoSmithKline Pharmaceuticals Limited

29<sup>th</sup> October, 2024

## Bhushan Akshikar, Managing Director



Mr. Bhushan Akshikar has an experience of over 14 years in key leadership roles in GSK across India, Middle East, Russia CIS & Africa region.

Before joining GSK, Bhushan spent 15 years with Johnson & Johnson, in local and regional positions in India, S. Korea and Belgium.

## Juby Chandy, Chief Financial Officer



Mr. Juby Chandy has a successful track record of over 17 years in key leadership roles in GSK across India, Singapore, Southeast Asia, Vietnam, Turkey, and the Middle East.

# Key brands of General Medicines and Pediatric Vaccines deliver competitive external performance in Q2

## General Medicines: Majority key brands growing at par with market

Brand	Unit EI
Augmentin	98 (Inj to be focused)
Calpol	91 (Sol to be focused)
Ceftum	115
T-Bact	101
CCM	103
Trelegy	128

## Pediatric Vaccines continues to lead the overall Vx market

Brand	Unit EI
Boostrix	101
Varilrix	157

## Improving our SoV and Elevating customer experience through digital innovation



**400K+**

Unique HCPs reached  
(F2F + Digital)



**~9.2Mn**

Digital touchpoints



**+26%**


HCP touchpoints

# GSK's asset leaving a lasting impact, solidifying our competitive edge in IPM

STORY OF UNITING SCIENCE, ENHANCED ACCESS AND LEADERSHIP

AUGMENT	IMPACT
<p>Opportunity</p> <ul style="list-style-type: none"> <li>1 Leading the <b>Scientific Share of Voice</b></li> <li>2 Leading the <b>channel mix evolution</b></li> </ul>	<p><b>+1.7%</b>   <b>100</b> Val growth   Unit EI</p> <p><b>No 1</b> brand in IPM (12/12 months*)</p>
CEFTUM	IMPACT
<p>Opportunity</p> <ul style="list-style-type: none"> <li>1 <b>Expand usage of Cefuroxime</b></li> <li>2 <b>Switch Rx from other Cefuroxime brands</b></li> </ul>	<p><b>1.4x</b>   <b>122</b> Vol growth   Unit EI</p> <p><b>7%</b> Vol MS gain in cefuroxime market</p>
T-BACT	IMPACT
<p>Opportunity</p> <ul style="list-style-type: none"> <li>1 <b>Reach out to new specialties</b></li> <li>2 <b>Access a wider prescriber base through omnichannel outreach</b></li> </ul>	<p><b>1.1x</b>   <b>101</b> Vol growth   Unit EI</p> <p><b>78%</b> Vol MS (+0.7% gain) in Mupirocin market</p>

STRATEGIC RESOURCING AND ONE GSK APPROACH




mepolizumab  
Injection 100mg/mL

**2000+**  
Severe asthma patients benefitted

**#1 Accelerate Initiation of Nucala**

**#2 Elevate long-term Tx goals for SA patients**

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fluticasone furoate/umeclidinium/vilanterol

**5.4%**  
MS (Sept) in SITT class

**EI > 100**  
M-o-M in 2024

**#1 Early optimization**

**#2 Differentiation vs other SITTs**

# Shingrix update across 'must wins'

## Win with HCPs Create Vaccinators



### All New Campaign ft. AB

In core 50+ patient cohort. All-new campaign featuring Amitabh Bachchan

**29%**

Shingles Awareness

## Educate Consumers Drive Awareness



**28M+**

In core 50+ patient cohort. All-new risk focused messaging.

**23%\***

Consumers initiating conversation with HCPs on Shingles vax

**+12%**

Increase in Clicks on find a Vx center near me (Q2 vs Q1)



### #1 Hindi TV Show

Content Integration Anupama, garnering a reach of 3-4M

**660K+**

Avg searches^

# Jul-Sep'24 (Q2 FY25): Financial Highlights

## Revenue

**₹1000cr**

Growth +5%

### First-ever revenue of ₹1000 cr

- General Medicines key brands holding on their market share despite headwinds, Key brands volume growth +6%
- Specialty portfolio strong growth ahead of market; driven by respiratory team
- Paed Vaccines portfolio delivers +18% growth led by Boostrix, Varilrix & Havrix
- Shingrix: continued focus on developing the Adult Immunisation category through awareness and innovative GTM strategies

## EBITDA

**₹319cr**

Growth +11%

Margin: 32%

### EBITDA margin +180 bps (YoY)

- EBITDA improved through sustained gross margin; improved productivity and cost management initiatives
- SG&A reduces by 4% mainly on account of reorganization and cost efficiencies
- Continuous focus on enhancing market presence through digital transformation initiatives

## PAT

**₹249cr**

Growth +15%

Margin: 25%

### PAT +230 bps (YoY)

- PAT stepped up due to stable gross margin, realignment of resources & cost management initiatives
- Healthy cash flow: 100% of profits converted into cash
- Declared Special Interim Dividend of ₹12 per share to commemorate 100 years in India

# Apr-Sep'24 (H1 FY25): Financial Highlights

## Revenue

**₹1811cr**

Growth +7%

### Revenue growth +7%

- General Medicine key Pharma brands volume growth +7%
- Specialty strong growth ahead of market
- Paed Vaccines portfolio growth +13% led by Boostrix, Varilrix & Havrix
- Shingrix: continued momentum to develop Adult Immunisation category through consumer awareness and creating Adult Vx ecosystem

## EBITDA

**₹548cr**

Growth +28%  
Margin: 30.3%

### EBITDA margin +500 bps (YoY)

- EBITDA improved significantly due to sustained gross margin; improved productivity & cost management initiatives
- SG&A decrease by 7% mainly on account of realignment in line with focus growth areas and other cost efficiencies
- Field productivity improved by 22%.

## PAT

**₹430cr**

Growth +24%  
Margin: 24%

### PAT +340 bps (YoY)

- PAT stepped up due to stable gross margin, realignment of resources & cost management initiatives
- Healthy cash flow : 100% of profits converted into cash
- Working capital improved with continuous focus on conversion

# Century of Trust



▲ Glaxo's first factory at Worli, Bombay (now Mumbai), Maharashtra



YEARS OF

TRUST

IN INDIA



▲ GSK India's present-day manufacturing factory located in Nashik, Maharashtra

Bringing together science, technology and talent to deliver impact

**#AheadTogether**



**GSK**