



July 25, 2018

To,

**National Stock Exchange of India Limited**  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (East),  
Mumbai - 400051

**Scrip Code: JYOTHYLAB**

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 023

**Scrip Code: 532926**

Dear Sir,

**Sub: Copy of Press Release and Presentation**

---

With reference to the captioned subject, please find attached herewith a copy of Press Release and Presentation on the Company's performance for the quarter ended June 30, 2018.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

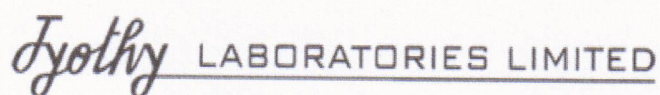
**For Jyothy Laboratories Limited**



**Shreyas Trivedi**  
**Head – Legal & Company Secretary**

Encl.: As above

For immediate release



## **Jyothy Laboratories Ltd Q1FY19 Results (Standalone)**

**Net Sales at Rs. 405 crore, up by 20.6% on GST comparable revenue**

**Operating EBIDTA margin at 15.1% v/s 13.0% (On GST adjusted sales)**

**Net profit at Rs. 32 crore, up by 57.1%**

### **Q1FY19 v/s Q1FY18**

- Net Revenue at **Rs. 405 crore** v/s **Rs. 336 crore** (GST comparable), up by **20.6%**
- Operating EBIDTA margin at **15.1%** v/s **13.0%** (On GST adjusted sales)
- Net Profit at **Rs. 32 crore** v/s **Rs. 21 crore**, up by **57.1%**
- Basic EPS at **Rs. 1.78** v/s **Rs. 1.13** (Pre bonus)

**Mumbai, July 25, 2018:** Jyothy Laboratories Ltd (JLL), Indian FMCG Company, today reported a Net Revenue of Rs. 405 crore for the quarter ended June 30, 2018 up by 20.6% as against GST comparable Net Revenue of Rs. 336 crore for the corresponding quarter last year. During the period, the Net Profit stood at Rs. 32 crore as against Rs. 21 crore in previous year, up by 57.1%.

The Operating EBIDTA margin for the quarter stood at 15.1% as against 13.0% (On GST adjusted sales) in Q1FY18. The company reported basic EPS of Rs. 1.78 as against Rs. 1.13 in the corresponding quarter of last year (Pre bonus).

### **Standalone Segmental Performance (Q1FY19 v/s Q1FY18)**

- **Fabric Care:** Includes **Fabric Whitener, Fabric Enhancer, Bar Soap, Detergent Powder**
  - Net Revenue for the quarter stood at Rs. 177 crore as against GST comparable Net Revenue of Rs. 156 crore of Q1FY18, up by 13.4%. Segment Profit for the period stood at Rs. 33 crore against Rs. 30 crore of previous year.
- **Dishwashing:** Includes **Dish Wash Scrubber and Scrubber Steel, Dish Wash Bar, Liquid and Powder**
  - Revenues for the quarter stood at Rs. 133 crore as against GST comparable Net Revenue of Rs. 104 crore of Q1FY18, up by 27.9%. Segment Profit for the period stood at Rs. 14 crore as against Rs. 7 crore of previous year.



- **Household Insecticides:** Includes **Mosquito Repellent Coil, Liquid, Card and insect repellents**
  - Revenues for the quarter stood at Rs. 33 crore as against GST comparable Net Revenue Rs. 25 crore of Q1FY18, up by 28.0%. Segment loss for the period stood at Rs. 4.7 crore as against Rs. 5.5 crore of previous year.
- **Personal Care:** Includes **Body Soap, Face Wash, Toothpaste, Deo Classic, Talcum Powder, After Shave, Moisturizer**
  - Revenues for the quarter stood at Rs. 53 crore as against GST comparable Net Revenue of Rs. 42 crore of Q1FY18, up by 27.6%. Segment profit for the period stood at Rs. 10 crore as against Rs. 2 crore of previous year.

*Commenting on the performance, Mr. M P Ramachandran – Chairman & Managing Director, Jyothy Laboratories Ltd said, “FY19 has begun at a good note for us. Our overall performance during the quarter was in-line with our expectations. This year we wish to focus on increasing our consumer mind share by investing in our brand, without compromising margins. We have seen market share growth across the portfolio in current quarter and this shows that we are moving in the right direction with our continuous and sustained efforts to deliver superior results”.*

**ABOUT JYOTHY LABORATORIES:**

Jyothy Laboratories Ltd, a fast moving consumer goods Company was founded in 1983 by Mr. M P Ramachandran. Over the years the company has evolved from a single product proprietary firm into a multi brand, BSE & NSE listed company involved in the manufacturing and marketing of products in fabric care, mosquito repellent, surface cleaning, personal care and incense sticks.

The company boasts of 10 brands in its kitty including **Ujala, Maxo, Exo, Henko, Pril, Margo, Neem, Chek, Mr. White and Maya** that are well-known and established brands in their respective categories.

The company is also engaged into service sector in organized laundry to provide “World class laundry at affordable price at your doorstep” through its subsidiary ‘Jyothy Fabricare Services Limited’.

**For more information, please contact:**

<p>Sarah Rajan Adfactors PR M: +91 9920495218 E-mail: <a href="mailto:sarah.kadirvelu@adfactorspr.com">sarah.kadirvelu@adfactorspr.com</a></p>	<p>Priya Mishra Adfactors PR M: +91 9769994866 E-mail: <a href="mailto:priya.mishra@adfactorspr.com">priya.mishra@adfactorspr.com</a></p>
--	---



# Jyothy Laboratories Limited

## Analyst Presentation

### Q1FY19

### July 25, 2018



# Index

- *Market Scenario*
- *Result highlights*
- *Business Initiatives*
- *Way Forward*



# Market Scenario

- *Naturals/Herbal tailwinds strong*
- *Demand scenario better than last two years led by rural*
- *Upswing in certain RM prices due to crude price increase and fall in rupee*



# Results



# Q1FY19 Snapshot (Standalone)

- GST comparable revenue growth 20.6% (volume growth 18.5%)
- A&P Expense at Rs 31.5 cr vs Rs 30.7 cr, A&P to Sales ratio at 7.8% vs 9.1% (on GST Adjusted sales)
- Gross Margin at 47.4% Vs 51% (on GST adjusted sales) in the same period last year.
- Operating EBITDA at Rs 61 cr Vs Rs 43.8 cr in the same period last year, EBITDA Margins at 15.1% v/s 13% (on GST adjusted sales) in Q1 FY18, Growth of 39.2%
- PBT at Rs 41.7 cr as against Rs 22.8 cr. In the same period last year, up by 83%
- PAT at Rs 32.4 cr as against Rs 20.6 cr in the same period last year, up by 57.1%
- EPS at Rs 1.78 in Q1 FY19 vs Rs 1.13 in Q1 FY18 (Pre Bonus)





# Q1 FY19 Snapshot

## Category Wise Revenue

All values in INR Crore

Category	Quarter Ended			
	Q1FY19	Reported Q1FY18	GST Comparable Q1FY18	GST Comparable Growth %
Fabric Care	177	170	156	13.4%
Dishwashing	133	111	104	27.9%
Household Insecticides	33	28	25	28.0%
Personal Care	53	44	42	27.6%
Other Products	9	9	8	8.1%
<b>Total</b>	<b>405</b>	<b>362</b>	<b>336</b>	<b>20.6%</b>



# Q1 FY19 Snapshot

## Brand Wise Revenue

All values in INR Crore

Brand	Quarter Ended			
	Q1FY19	Reported Q1FY18	GST Comparable Q1FY18	GST Comparable Growth %
Ujala	91	89	81	<b>12.2%</b>
Exo	99	81	77	<b>29.6%</b>
Maxo	33	28	25	<b>28.0%</b>
Henko	46	46	42	<b>10.9%</b>
Margo	48	39	37	<b>29.5%</b>
Pril	35	30	28	<b>23.2%</b>
<b>Total Power Brand</b>	<b>352</b>	<b>313</b>	<b>290</b>	<b>21.3%</b>
Others	54	49	46	<b>16.3%</b>
<b>Grand Total</b>	<b>405</b>	<b>362</b>	<b>336</b>	<b>20.6%</b>



# Q1 FY19 Snapshot (Standalone)

## Company's Performance

### Financials

All values in INR Crore except EPS

Particular/Growth	Quarter Ended		
	Q1FY19	Q1FY18#	% Change
Revenue from Operation	405.3	336.0	20.6%
Operating EBITDA	61.0	43.8	39.2%
PBT	41.7	22.8	83.0%
PAT	32.4	20.6	57.1%
EPS (INR)	1.78	1.13	57.0%

### Ratios

Particular/Growth	Quarter Ended	
	Q1FY19	Q1FY18#
Gross Margin*	47.4%	51.0%
Operating EBITDA Margin	15.1%	13.0%
PBT Margin	10.3%	6.8%
PAT Margin	8.0%	6.1%
A&P to Sales Ratio	7.8%	9.1%

\* Gross margin is reduced by 1.8% due to regrouping of sales promotion expenses to sales under IND AS 115

# Previous year sales and percentage are based on GST adjusted sales to show comparable numbers



# Q1 FY19 Snapshot Company's Performance

## EBIDTA Movement

Particulars	Q1
<b>EBITDA % - Previous period</b>	<b>13.0%</b>
Gross Margin	<b>-3.5%</b>
Employee Cost	<b>0.6%</b>
Advertisement & Sales Promotion	<b>1.4%</b>
Other Expenditure	<b>3.6%</b>
<b>EBITDA % - Current period</b>	<b>15.1%</b>

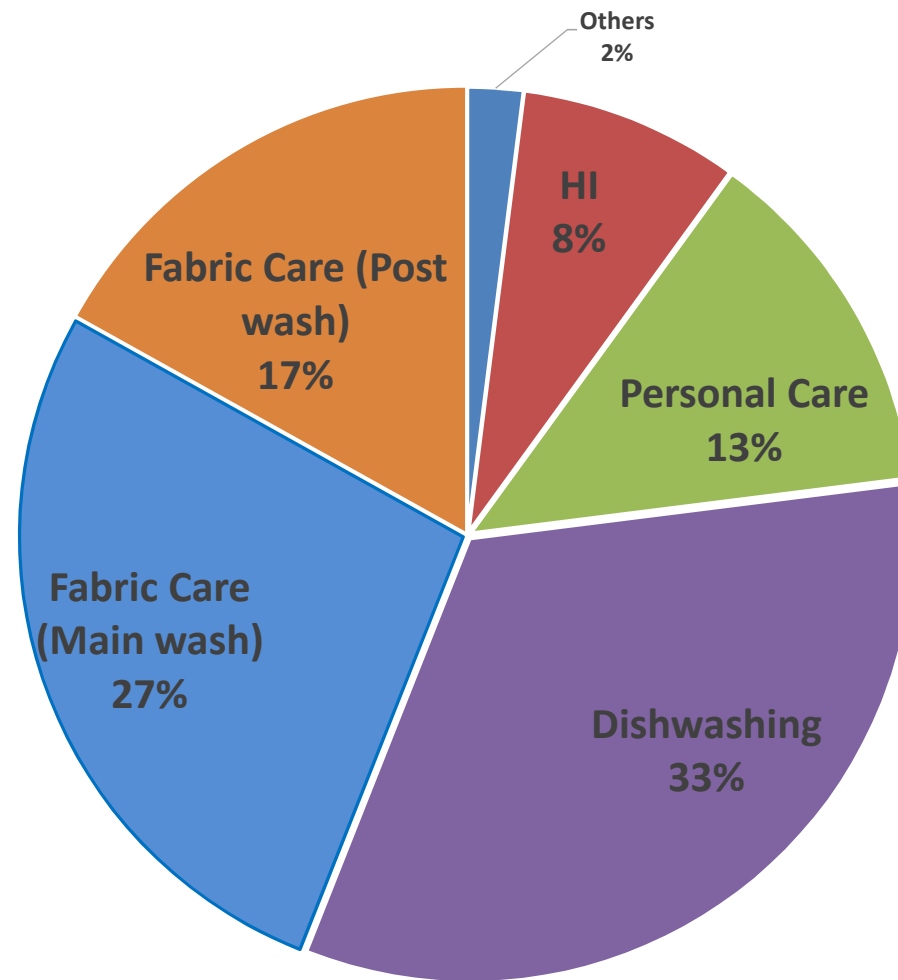
*Previous year percentage are based on GST adjusted sales to show comparable numbers*



# Brand Performance & Initiatives



# Category wise Business Share



# Fabric Care

44% of Total Business

Category	GST Comparable Growth in %
Fabric Care	13.4%

- **Ujala franchise** grows at a strong **12.2%**
- **Henko franchise** grows at a strong **10.9%**



# Fabric Care



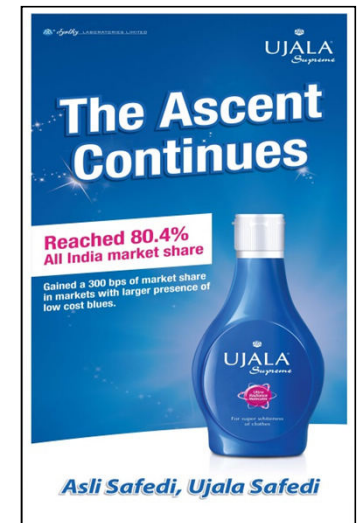
**Henko franchise** grows at a strong volume growth of **18.1%**  
**Backed by Rs 10 pack**



**Ujala IDD** association with Bigg Boss Kerala



New campaign in April '18



New campaign in April '18

← **Ujala franchise** grows at a strong 12.2% →





# Ujala Fabric Whitener

Post Wash

## Market Share in %

MS	YR16	YR17	JQ18	1 <sup>st</sup> Half 18
UJALA SUPREME	78.3	80.4	80.7	80.9

Source – AC Nielsen (Calendar Year)



New commercial launched in April 18



# Ujala Detergent

Detergents

## Market Share in % (Kerala)

MS	YR15	YR16	YR17	JQ18
UJALA IDD	17.6	16.2	16.8	17

Source – AC Nielsen (Calendar Year)

- Ujala detergent became the largest mid priced detergent brand in 2017, Kerala .
- Ujala Fast Wash continues to deliver great results.



## Net sales Growth

Brand	Q1FY19 GST Comparable Growth in %
Henko Franchise	10.9%
Henko Franchise (Volume Growth)	18.1%



Henko franchise grows at a strong volume growth of 18.1%, backed by Rs.10 pack



# Dishwashing

33% of Total Business

Category	GST Comparable Growth in %
Dishwashing	27.9%

Category Growth (Dishwash Bars) 9.3%

Source – AC Nielsen

- Exo Franchise continues to grow on the back of new communication and improved distribution (29.6% in AMJ quarter)
  - Exo Bar growth 26.5%
- Pril Franchise grew at 23.2% in AMJ Quarter



# Dish wash

Market Share Progress

Brand	Yr 16	Yr 17	JQ18
Exo Bar	10.9%	11.4%	10.9%
Pril liquid	17.3%	16.4%	17.1%

Source – AC Nielsen (Calendar Year)



Visibility drive on Pril



visibility drive on Exo Bar



# Dish wash scrubber

Growth Progress

Brand	Growth %
Scrubber	50%
Steel	34.6%



Good response for new launches - Pril Durascrub and Pril Durawipe



Exo Scrubber visibility drives



New campaign of Antibacterial Exo steel went on air from April 18



Exo Bins initiative was a stand out in OFOs



# Household Insecticides

8% of Total Business

## Net sales Growth

Category	Q1FY19 GST Comparable Growth in %
Maxo Franchise	28%
Maxo LV	41.9%

**Category Growth (Mosquito Repellent Liquid) 13%**

Source – AC Nielsen

LV Growth driven by Genius innovation



# Household Insecticide

Market Share Progress

Brand	YR 16	YR17	JQ18
Maxo LV	7.9%	7.6%	8.7%
Maxo Coil	18.7%	20.9%	21.9%

Source – AC Nielsen (Calendar Year)



Maxo backed by strong media support





# Personal Care

13% of Total Business

**Margo - THE MARCH CONTINUES...**

## Net sales Growth

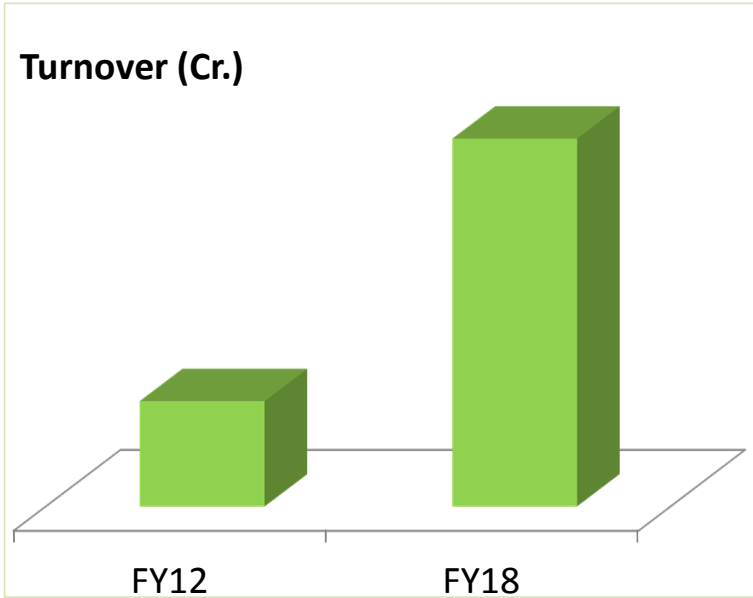
Category	Q1FY19 GST Comparable Growth in %
Margo	29.5%

- Naturals proposition resonating with consumers.
- Only soap offering authentic Neem experience.

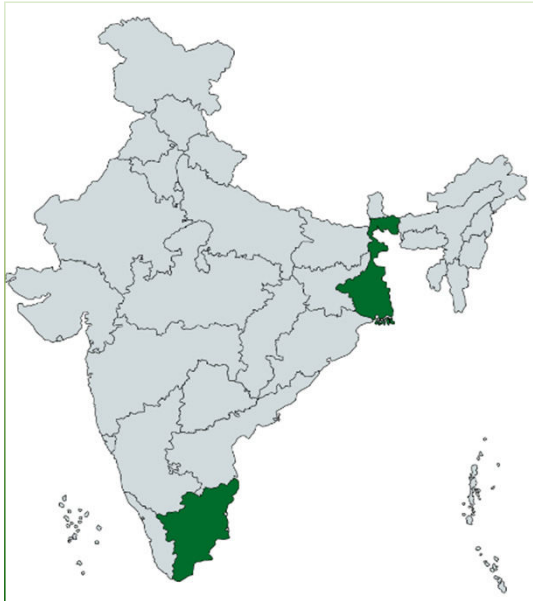


# Personal Care

## Margo - THE MARCH CONTINUES...



**6 year CAGR 23%**



- Erstwhile traditional core markets contributes 30%.
- Non core grows 1.5x of core market



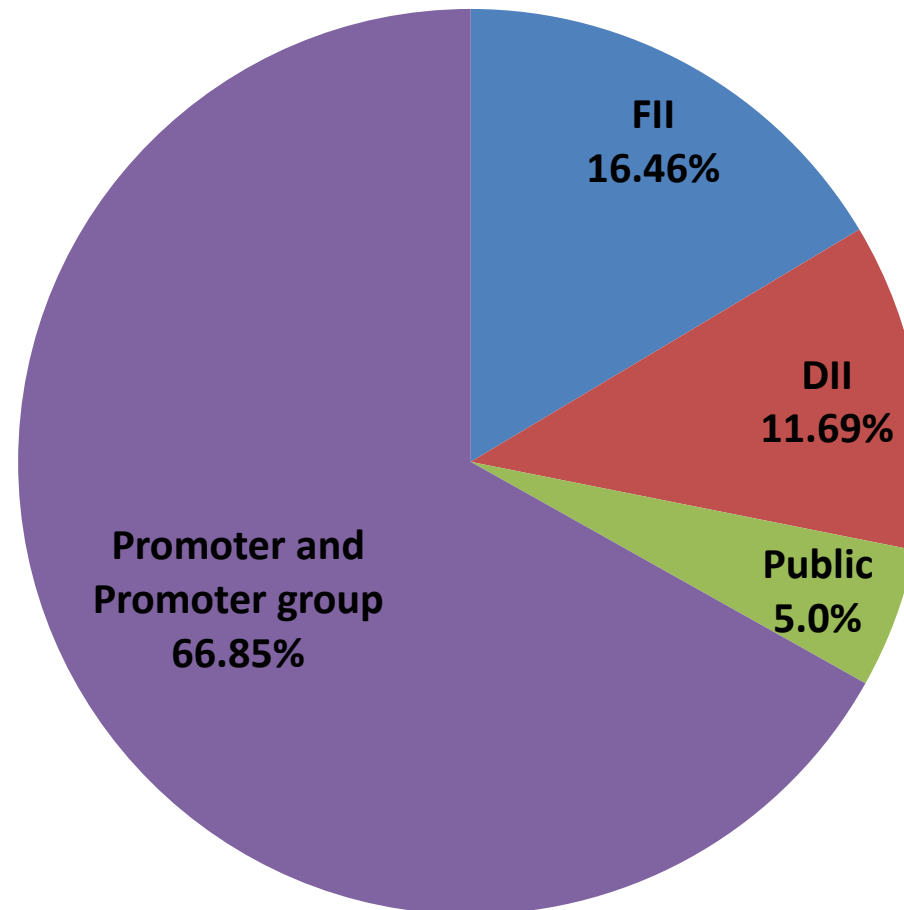
## Way Forward

- *Strong innovations across portfolio to deliver growth*
- *Strengthening sales distribution platform backed by IT network*
- *Demand scenario looking positive*



# Shareholding Pattern

as on June 30, 2018



For more information

Please contact

Sanjay Agarwal  
CFO, Jyothy Laboratories Ltd  
Tel: +91-22- 6689 2800  
E-mail: [sanjay.agarwal@jyothy.com](mailto:sanjay.agarwal@jyothy.com)

Sanjay Punjabi  
Adfactors PR  
M: +91 98210 80048  
**Email -** [sanjay.punjabi@adfactorspr.com](mailto:sanjay.punjabi@adfactorspr.com)

Please visit

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



# Disclaimer

Some of the statements in this communication may be forward looking statements within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

The information contained herein has been prepared to assist prospective investors in making their own evaluation of the Company and does not purport to be all-inclusive or to contain all of the information a prospective or existing investor may desire. In all cases, interested parties should conduct their own research/investigation and analysis of the Company and the data set forth in this information. The Company makes no representation or warranty as to the accuracy or completeness of this information and shall not have any liability for any representations (expressed or implied) regarding information contained in, or for any omissions from, this information or any other written or oral communications transmitted to the recipient in the course of its evaluation of the Company.

While we have made every attempt to ensure that the information contained in this presentation has been obtained from reliable source, the Company is not responsible for any errors or omissions, or for the results from the use of this information. All information in this presentation is provided on "as is" basis with no guarantee of completeness, accuracy, timeliness or of the results obtained from the use of this information and without warranty of any kind, express or implies including but not limited to warranties of performance for a particular purpose. In no event will the Company its Directors, legal representatives, agents or employees thereof be liable to anyone for any decision made or action taken by relying on data/information in this Presentation.



Thank you

