



Analyst Presentation Q1FY20

July 23, 2019



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About Us

- Founded in 1983 by a first generation entrepreneur Mr MP Ramachandran
- Jyothy Labs is present in Home Care (includes Fabric wash, & Household cleaners) and Personal Care which contributes 50% of the total FMCG industry
- Key product categories: Fabric care, Dish wash, Household Insecticides, Personal Care
- 6 strong Power Brands: Ujala, Henko, Maxo, Margo, Exo and Pril

~Rs1,750 +
crore in
Revenue in
FY19

No#1 in Fabric
Whitener
since launch

No#2 in
Dishwash bar
and liquid
category

No#2 in
Mosquito
repellent coil
(volume terms)

Pan India
availability at 2.8
mn outlets, of
which 0.86 mn
direct reach

26
Manufacturing
plants across
22 locations

2,000+ Sales Team
Members & 5,400+
stockist /sub
stockist

Part of BSE
S&P Sensex
and NSE
500

Our new identity

**With innovation as one of our values,
We thrive in an ever-changing world.**

In 1983, one man's dream gave birth to Jyothy Laboratories in Thrissur, Kerala. From manufacturing and selling a single product to a household name in the category, Jyothy Laboratories has come a long way. With a hunger that drives us to better people's lives, there's only one way we're looking: forward. We're proud to announce a new identity that contemporizes our presence. Keeping up with the times, we're now Jyothy Labs.

Seek the light,
Spread the light!



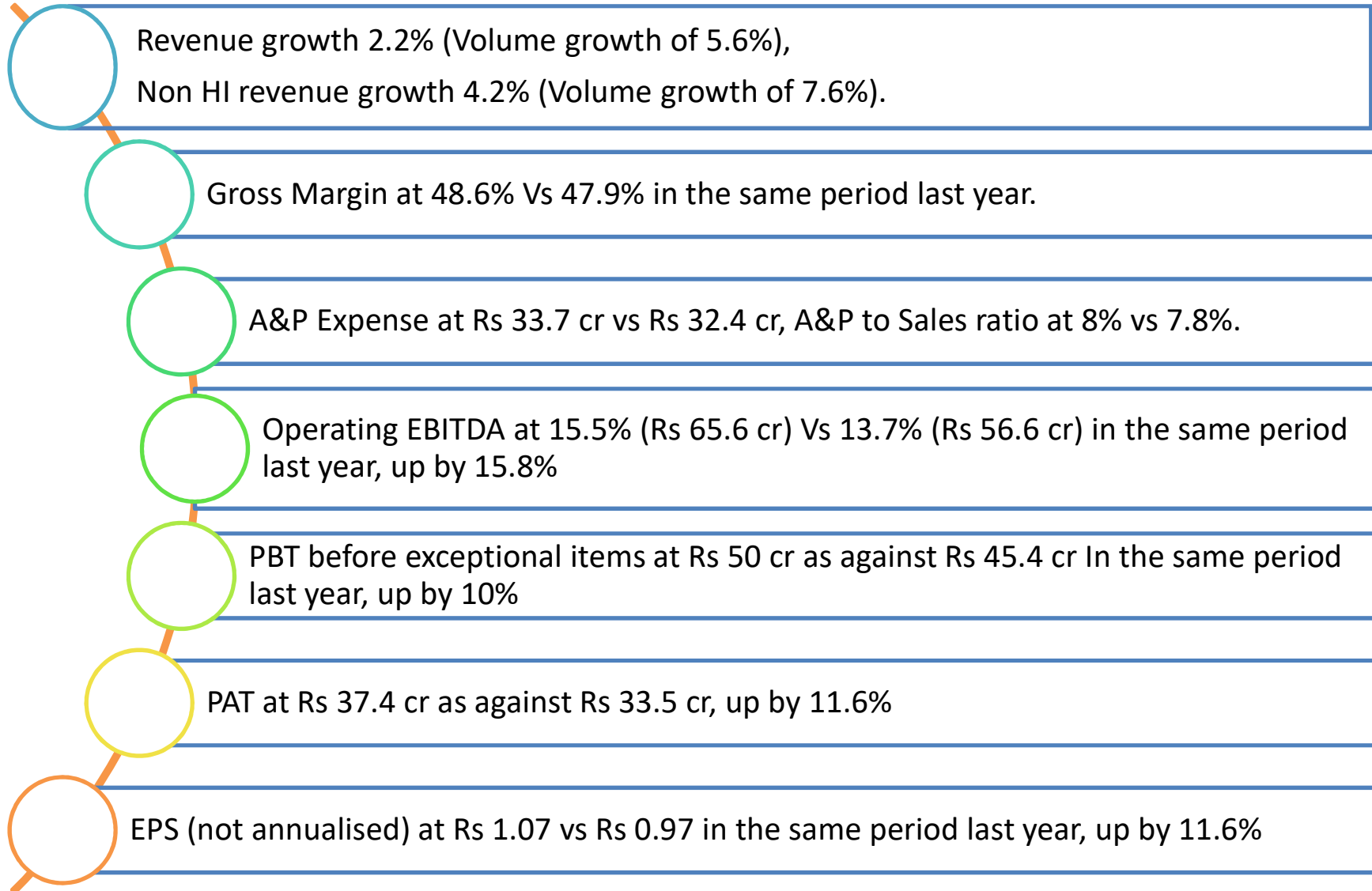


Market Scenario

- Demand scenario stable. Expected to pick up with normal monsoon. Outlook positive going forward.
- Volume growth will be a key driver as players will contest respective turfs vigorously. However, softening of crude and key raw material prices could see stable margins
- Naturals as a trend remain a consistent theme . Specific segments continue to witness premiumisation trend.

Result Highlights

Q1 FY20 Snapshot (Consolidated)



Category wise Net revenue

All values in INR Crore

Category	Key Brand	Quarter Ended		
		CY	PY	Gr %
Fabric Care	Ujala FW, Henko, Mr White, Ujala Crisp & Shine	187	177	5.4%
Dishwashing	Exo, Pril	134	133	1.1%
Household Insecticides	Maxo	25	32	-21.6%
Personal Care	Margo, Neem	60	53	13.3%
Other Products	Maya, T Shine	7	9	
Grand Total		413	404	2.2%
Laundry Services	FabricSpa	10	9	4.5%
Grand Total		423	413	2.2%

Brand wise Net revenue

All values in INR Crore

Brand	Quarter ended		
	CY	PY	Gr %
Ujala	94	92	2.8%
Exo	100	99	1.5%
Maxo	25	32	-21.6%
Henko	56	46	23.3%
Margo	55	48	14.5%
Pril	34	34	0.2%
Total Power Brand	365	351	4.2%
Others	47	53	-11.1%
Total	413	404	2.2%
Laundry Services	10	9	4.5%
Grand Total	423	413	2.2%

Q1FY20 Snapshot Company's Performance (Consol)

All values in Rs Crore except EPS

Particular/Growth	Q1FY20	Q1FY19	% Change
Revenue from Operation	422.5	413.3	2.2%
Operating EBITDA	65.6	56.6	15.8%
PBT (before Exceptional Items) *	50.0	45.4	10.0%
PAT	37.4	33.5	11.6%
EPS (INR) (not annualised)	1.07	0.97	11.6%

Financial Parameters

Particular/Growth	Q1FY20	Q1FY19
Gross Margin	48.6%	47.9%
Operating EBITDA Margin	15.5%	13.7%
PBT Margin (before Exceptional Item) *	11.8%	11.0%
PAT Margin	8.8%	8.1%
A&P to Sales Ratio	8.0%	7.8%

*Exceptional items includes one time expenses of Rs 3.8 cr spent during the quarter related to change in the Brand Identity

EBITDA Movement (Consol)

Particulars	Q1FY20
EBITDA % - Previous period	13.7%
Gross Margin	0.7%
Employee Cost	-0.3%
Advertisement & Sales Promotion	-0.1%
Other Expenditure *	1.6%
EBITDA % - Current period	15.5%

* As per new IND AS 116, Rent expenses of Rs 5.14 cr has been reclassified to Depreciation and Finance cost in the current quarter.

Brand Performance & Initiatives

Our Category Strategy

Post Wash

- Extending Dominant position
- Premiumisation
- Targeted market development initiatives

Main Wash

- Establishing uniqueness
- Building for future
- Winning through Innovations

Dish wash

- Leveraging Two brand portfolio
- Innovation
- leverage rural category penetration of bars

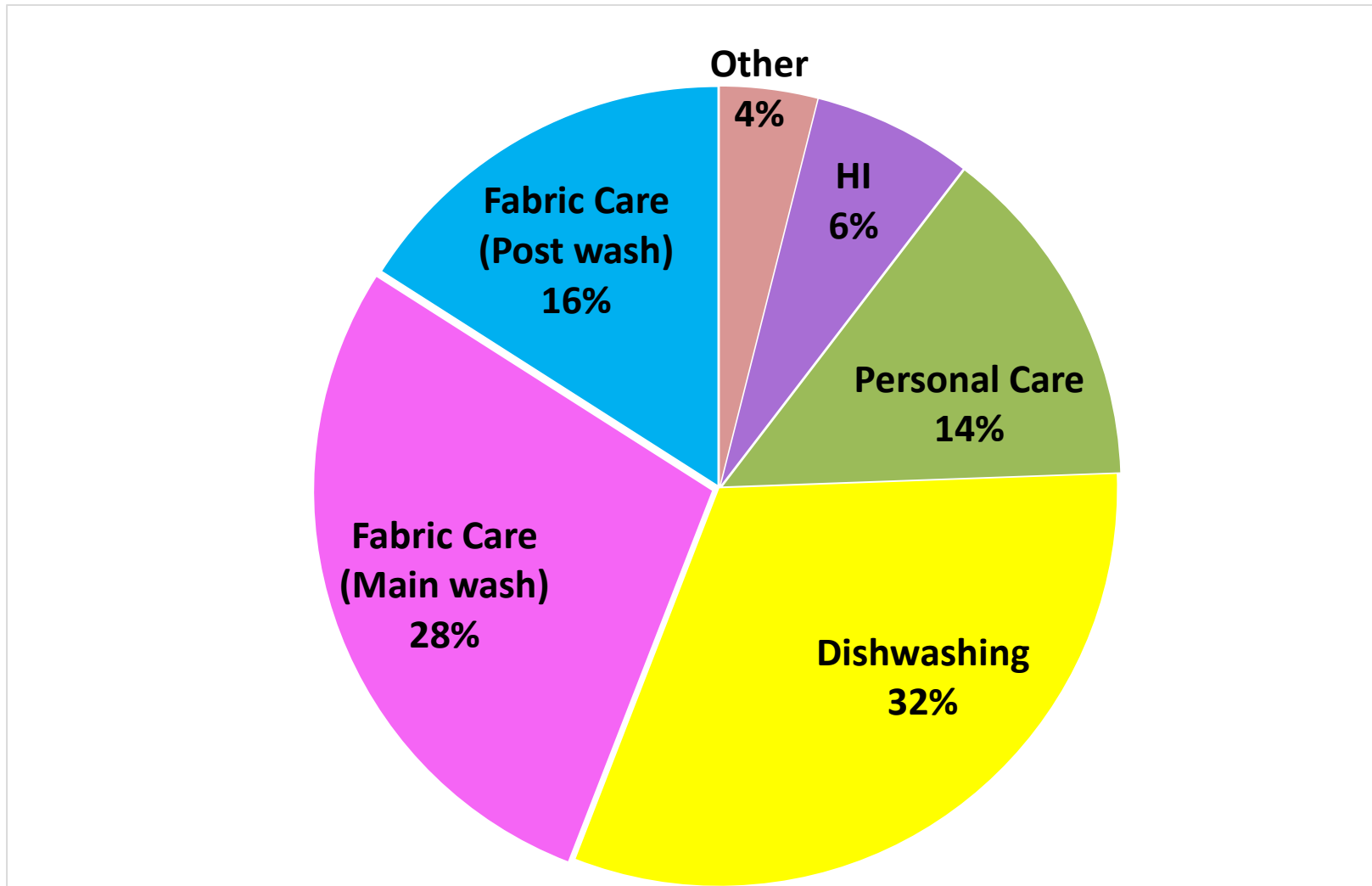
Household Insecticide

- Increasing footprint
- Winning through Innovations

Personal Care

- Reinvigorating Brand
- Relevant Extensions
- Differentiated propositions on naturals

Category wise business share (Q1FY20)



Fabric Care

44% of Total Business

Category	Q1FY20 Growth in %
Fabric Care	5.4%



Ujala Fabric Whitener

Market Share in %

MS	CY16	CY17	CY18	MQ19	JQ19
UJALA SUPREME	78.3	80.4	80.6	81.2	81.9

Source – AC Nielsen (Calendar Year)

Q2 FY'20 – Ujala Drive

Strong Investment behind Brand to drive growth

- New TV campaign

Strong activation at trade and consumer level

- Ujala Anthem
- On-ground consumer activation

Post Wash

Ujala presents a musical evening with Hariharan

Experience the magic of musical maestro live

Duration
1st June - 15th July* FY 20

Ultra Resilience Molecules

Slabs	U.L. Value Sales (In ₹)	Ujala Value Sales (In ₹)	Margin Value Sales (In ₹)	Eligible Tickets
1	20,000	1,000	1,000	1 Ticket worth ₹3,000
2	30,000	1,000	1,000	1 Ticket worth ₹5,000 or 2 Tickets worth ₹3,000 each
3	40,000	1,000	1,000	2 Tickets worth ₹5,000 each

*Brand Return - Total of 1,000 tickets available

Asli safedi, Ujala safedi

Ujala Crisp & Shine

Post Wash

Brand	Q1FY20 Growth in %
Ujala Crisp & Shine	21.8%

FY'20 Planned initiatives

- New market launch planned – Q2 – AP, Q3 – WB & Q4 - Ktk



Ujala IDD Detergent

Market Share in % (Kerala)

MS	MQ19	JQ19
UJALA IDD	15.5	16.1

Source – AC Nielsen (Calendar Year)

- Ujala continues to outperform the category growth.
- The brand maintains its leadership position as the largest mid priced detergent brand in Kerala.



Detergents

Henko Franchise

Detergents & Bars

Brand	Q1FY20 Growth in %
Henko Franchise	23.3%

- The 'Premiumization trend continues
- Focused approach in relevant markets
- Ecommerce is a Key Focus Channel



Henko New Mix Performance

Henko Stain Care (HSC) Performance post New Mix Launch – Q1FY20 (GT)	Gr %
KERALA	17%
TAMIL NADU	113%

Henko Matic Performance post New Mix Launch – Q1FY20 (GT)	Gr %
All India	10.2%



Dishwashing

32% of Total Business

Category	Q1FY20 Growth in %
Dishwashing	1.1%

Dishwash Growth : Exo + Pril

- 5 Year CAGR : 12.4%
- 3 Year CAGR : 10.8%
- 2 Year CAGR : 13.1%
- 1 Year Growth : 20.2%

Market Share Progress in %	Brand	CY18	MQ19	JQ19
	Exo Bar	11.1	11.0	11.3
Pril liquid	16.7	16.0	16.1	

Source – AC Nielsen (Calendar Year)



Category	Q1FY20 Growth in %
Exo Bar	6.6%
Pril Liquid	1.4%



Dishwashing

- Growth: AMJ FY19: 26.5% and FY 19: 20.2%
- Introduction of new Exo Ginger required Down-stocking of pre relaunch stock resulting in lower primary sales
- Exo Dishwash Bar Secondary sales growth @11% in the quarter



Dish wash

Q1: Exo Ginger Twist – Roll out across the country

POWERED WITH THE GOODNESS OF GINGER



- Superior shine on utensils
- Zero worries about white residue any more

Household Insecticides

6% of Total Business

Net sales Growth

Category	Q1FY20 Growth in %
Maxo Franchise	-21.6%



Sales Declined due to delayed season in key contributing States of Maxo



Household Insecticide

Market Share Progress in %	Brand	CY18	MQ19	JQ19
	Maxo Coil	21.2	19.7	21.6
Maxo LV	7.6	6.5	9.8	

Source – AC Nielsen (Calendar Year)



Maxo Genius Combi grew by 21% QOQ (AMJ FY 20 Vs FY 19)

New Genius LV launch :-

- 80% Stronger formulation
- Launch supported by TVC on Genius LV
- Visibility drive in Outlets



TVC

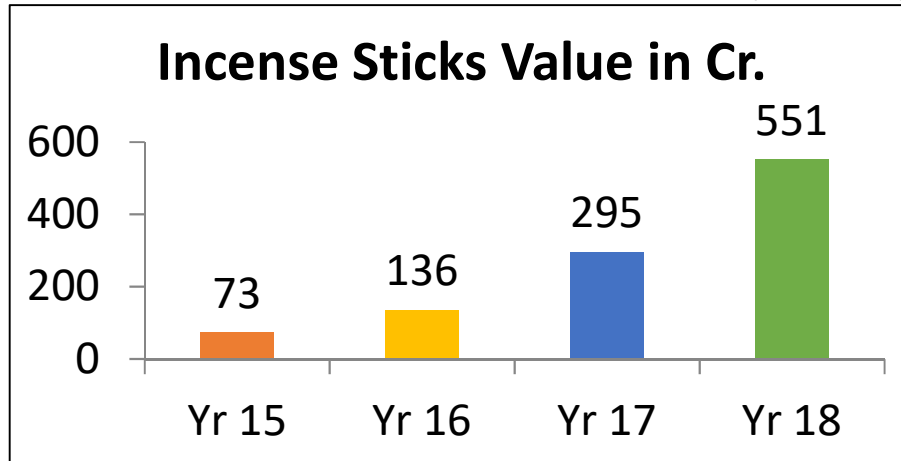


Outlet Visibility



Spurious Agarbathi in India Threat to legitimate mosquito repellent Industry

Source – AC Nielsen (Calendar Year)



Year 19 turnover at MRP estimated at 700 cr.

SEGMENTS Rs. Crs	YR'18 Value in cr.	CAGR% (3 yr)
LV - REFILL	1580	10%
COILS	1693	3%
CARDS	337	-5%
INCENSE STICKS	551	101%
TOTAL	4162	10%

- Illegal active (pesticides) used which are known to be harmful to human health
- Local /unbranded products dominating the industry
- No Regulatory control over manufacturers on
 - Safety / Licensing
 - Formulations

Industry association (HICA) engaged with appropriate authorities to take stringent action against manufacturers.

Personal Care

14% of Total Business

Net sales Growth

Category	Q1FY20 Growth in %
Personal Care	13.3%

Growth achieved across states

Strong support backed by new TVC



New TVC
2 Million+ views on
YouTube

T-Shine update (Kerala Market)

Market Info (Liquids)	JQ19/JQ18
Category Growth	16%

Source – AC Nielsen Calendar Year

T shine : Market share in Kerala in %

	CY18	MQ19	JQ19
T-SHINE	4.4	4.6	4.8

Source – AC Nielsen Calendar Year



Innovations & Progress of Innovations

Unique Features



1,000 Neem Leaves



Exo Ginger twist



Instant Dirt Dissolver (IDD)

Disruptive Product



For crisp & Shiny clothes



First of its kind: Automatic genius machine



100% Organic with no stain formula

World Class packaging & Design

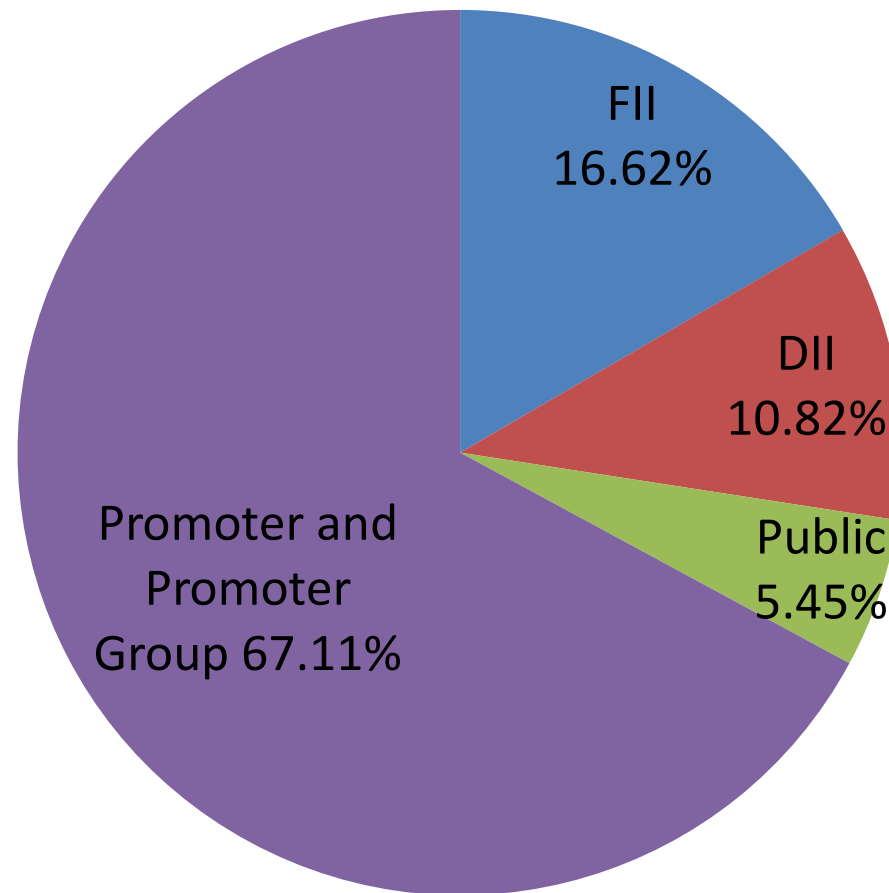


Way Forward

- Innovation agenda remains top priority with roll outs into newer geographies and brand extensions .
- Leverage Modern trade as it grows followed by e-commerce. Focus on digital platform to create best-in-class shopper experience
- Continue to spend on social media to reach new millennials

Shareholding Pattern

As on June 30, 2019



For more information

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