Jyothy Laboratories Limited Q1 FY 19 Earnings Conference Call July 25, 2018

Moderator:

Ladies and gentlemen, Good Day and Welcome to jyothy Laboratories Q1 FY19 Earnings Conference Call. Today we have with us from the management Mr. M. P. Ramachandran-Chairman and Managing Director, Mr. Ullas Kamath- Joint Managing Director, Mr. Rajnikant Sabnavis- Chief Operating Officer and Mr. Sanjay Agarwal- Chief Financial Officer. As a reminder, all participant lines will be in the listen-only mode. I now hand the conference over to Mr. M. P. Ramachandran for opening remarks. Thank you and over to you, sir.

M. P. Ramachandran:

Good afternoon friends. I am M. P. Ramachandran – CMD of Jyothy Labs. I welcome all of you to this interaction for our Q1 FY19 results. All of you are already having our results. As usual, our COO, Mr. Rajnikant will take you through the presentation. Post this our Joint MD Mr. Ullas Kamath and Mr. Rajnikant will reply to all your queries. Thank you.

Rajnikant Sabnavis:

Good afternoon everyone. I am happy to take you through our results today. You have got the presentation with you and I will follow the sequence which is in the presentation. So I will start with the market scenario, giving you a quick update of how we see the market evolved. Then I will take you through the results and the highlights. After which, I will take you through the business initiatives and finally a quick note on the way forward.

I am starting with the market scenario. The market scenario is working well for us with very strong tailwind on herbal and natural segment. As far as the demand scenario is concerned, I will say that it is better than the last two years and what seems to be driving it is the rural market. The third thing I want to tell you is that there is an uptick in our raw material prices. Nearly 30% of our business is dependent or linked in some way to crude prices which are being going up and we have being seeing a gradual weakening in the rupee and therefore that price uptick is happening.

So now we will come straight to the results. I will talk you through the snapshots of the results. Our revenue growth is 20.6% with an underlying volume growth of 18.5%. Our advertisement & promotion expenses stood at Rs 31.5 crore versus Rs 30.7 crore at the same period last year.

In terms of gross margin we have come in at 47.4% versus 51% in the same period last year. As far as our operating EBITDA goes we have delivered Rs 61 crores versus Rs 43.8 crores last year. Our EBITDA margin stood at 15.1% versus 13% and that signifies a growth of 39% in our EBITDA. As far as profit before tax is concerned it has grown by 83% it has gone to Rs 41.7 crores versus

Rs 22.8 crores. PAT for Q1FY19 stood at Rs 32.4 crores versus Rs 20.3 crore in Q1FY18, which is up 57%. So quick summary of Q1FY19- topline growth of 20.6%, volume growth is 18.5%, our operating EBITDA is up 39% and our PAT is up 57%.

Now let us have a quick look at how we have done across each of our segments. Most of our segments have done extremely well. Growth in Fabric Care has been 13.4%, dishwash at 28%, household insecticides 28%, personal care at 27.6%, other products at 8%. So that gave us the overall growth of 20.6% in Q1FY19. This reflects a good overall growth across the portfolio in every single segment. Let us take a look at it at brand level, you see a very similar kind of a breakup as witnessed in segment breakup. If you take Ujala in our Fabric care, registered growth is 12.2%. Growth in Exo which is a dish wash is an excellent 29.6%, Maxo which is insect control is 28%, Henko which is in Fabric care is 10.9%. Margo is 29.5% which is the bulk of our personal care business and Pril is 23.2%. Our power brands i.e. the six top brand as we call it has grown 21.3%.

Q1FY19 revenue from our operation grew by 20.6% over Q1FY18, whereas operating EBITDA grew by 39.2%, PBT by 83%, PAT by 57% and EPS grew 57% over the similar period last year. So we have had a very strong quarter. If you look at specific percentages you will see gross margin stood at 47.4% versus 51% in Q1FY18. EBITDA was 15.1% versus 13%, PBT margin was 10.3% versus 6.8%, PAT margin stood at 8% compare to 6.1% in similar period last year.

We now touch on the flow through that is happening from the EBITDA of the previous period to the EBITDA of the current period. We talked about the 350 bps downside in gross margin, but that has kind of been compensated by a little bit of employee cost saving, a slight saving on the A&P and the other is simply the leveraging because of superior sales growth. So that is how we have gone from EBIDTA of 13% in Q1FY18 to 15.1% in Q1FY19.

We now come to brand performance initiatives. As far as category wise business is concerned, we have split the fabric care business into main wash and post wash so that you get a realistic picture. Business share to fabric care main wash is 27%, whereas post wash is 17%. Then we have the dish wash category with 33% contribution. Personal care which is being growing steadily and where you will see further uptick there is now at 13%. Then, household insecticides June quarter being an seasonal quarter, an offseason one had 8% business share in the Q1FY19.

Talking about fabric care, it grew by 13.4% in Q1FY19, in which the Ujala franchises has grown at 12.2% and the Henko franchise has grown at 10.9%. If you take the Henko franchise, we actually had a very strong volume growth at 18.1%. We introduced our Rs. 10 pack which we advertised, communicated and that has got in a lot of new users for us and has helped to build the brand. As far as Ujala IDD is concerned which is a brand of laundry in Kerala and also happens to be the number one single brand there, we have increased our efforts in terms of communication and talking to consumer with a proposition. We are continuing our focus on that as it is one of the big potential areas for us in the future.

Now, a little bit about market shares. For Ujala Fabric Whitener, the march continuous. We have a market share of 80.9% in 1st half of CY18. So market shares continue to rise for us and we are very comfortably holding that 80% share and are even growing at that 80% base. Prior to this we were at 78% in the year 2016.

Our market share in Ujala detergent powder has been climbing steadily and we are now at 17%. We have been the single largest brand in the state of Kerala. It is priced in the mid-priced segment.

In case of Henko franchise, we have grown 10.9%, but it has been on the back of a volume growth of 18.1% which has been largely led by the Rs. 10 pack.

I now come to the dishwashing segment. Dish wash is a very important segment for us. Overall, the dish wash business has grown at 27.9%. In this, the Exo franchise continuous to grow very strongly on the back of the campaign which helped us restage the brand and we have been growing distribution as well. Overall Exo bar has grown 26.5% for us. As far as the Pril franchise goes it has grown 23% in Q1FY19. Although the category grew 9% and the Exo brand grew 26.5% but as per AC Nielsen there is a loss of market share. We believe that it could be a lag and we will catch up. On Pril liquid we have seen some very handsome gains. We have been talking for some time about the efforts we have put in it and the same has started to payoff and due to this you are seeing the growth in market share from 16.4% to 17.1%.

In Dish wash there are also some very interesting highlights. We have been talking about the scrubber business in which we have a very strong ambition. We are a number two player, but we also know that our strength is we are the only player to offer not just a dish wash brand but also scrubber and therefore we want to leverage that and hence we have our proposition of anti-bacterial in our scrubber on Exo. We are beginning to see results. We have also done a lot of activation work and our business now on green scrubber has grown 50% and steel scrubbers has grown 35%.

In household insecticides, our overall Maxo franchise has grown 28%. Our liquid vaporizer has grown 42%. The liquid business has grown by 13% largely led by the Genius innovation. In market shares, it is reflecting in a growth from 7.6% in the year 2017 to 8.7% in june quarter of 2018. So although AC Nielsen does not pick up the entire 40% of internal growth that we have got, still it is picked up a large portion and in spite of the strong category growth, the off take also show a very handsome growth and as a result we have gain 110 basis market share.

I will now come to the personal care business. What used to be 10% contribution is now 13% contribution. I am happy to report that Margo is still doing extremely well in line what we picked up some time ago of the tailwind on the naturals segment that the entire segment is

witnessing. Our proposition of Goodness of 1000 neem leaves is resonating with consumer and our march continues. We have grown 29.5% in the quarter. We have a unique position here. Though there are plenty of neem soaps in the market but we are the one that offer authentic experience.

When we acquired the Margo brand in 2012 it was around Rs 48 crore but it is now Rs 167 crore brand, a CAGR of 23%. There was a time when Tamil Nadu and West Bengal were the traditional markets. Now those erstwhile traditional market are about 30% of the business which means we have been growing rapidly in other parts and our noncore growth is 1.5 times that of the core market growth. So overall there is immense potential and going forward we will see a lot of action in this space.

I now come to my closing comments in terms of the way forward. You will see a lot of strong innovation across our portfolio which will deliver growth for us. As far as our sales distribution platform goes, we are strengthening our IT connectivity and connecting distributors back to our ERP that will make us more efficient in the market place and better at our execution. As far as the demand scenario goes, I will repeat that it is looking much stronger then seen in the last two years. Now the floor is open for questions.

Moderator:

We will now begin the question and answer session. The first question is from the line of Abneesh Roy from Edelweiss.

Abneesh Roy:

My first question is on Henko. The registered sales growth in Q1FY19 was of around 11%, but volume growth was around 18%. Why such a difference? Also are the margins much lower on the Rs. 10 pack than your bigger pack?

Management:

There is a gap between volume and value. Two reasons for it. Volume growth has been achieved as there has been lot of promotional activity and that is the major reason for the difference. To answer the second question, yes, margins are slightly lower on the Rs. 10 pack, but not significantly lower.

Abneesh Roy:

So you are saying competitive intensity has not gone up?

Management:

It has been intense and competitive for a while

Abneesh Roy:

In terms of the mosquito repellents business, the market leader has also seen recovery. You saw a category growth of 13%. So do you expect the balance part of the year also to be strong or this is just the seasonality factor?

Management:

It is very difficult to predict seasonality. But going forward from here once winter sets in, the season kicks in the south with the north eastern monsoon and then of course we come for the big season which starts in February of next year. Hard for me to predict seasons but normally

people say that if one season comes on time then everything else comes on time. So we are very hopeful about it.

Abneesh Roy:

Why I asked is because in Mumbai there are hardly any mosquitoes. So will this growth be sustainable?

Management:

Mumbai is comparatively a small place but if you see the entire country, I am very certain that the growth in this year will be in double digit for everybody. With monsoons on track throughout the country, we expect a decent growth in this business.

Abneesh Roy:

Coming to the scrubs and wipes business, the market leader in the liquid wash is not present here. So how big is the category size here and who are the key players? What is your aspiration here for the next three to four years?

Management:

You are right. The market leader in that space is pretty large. So they are market leaders and they have space. They are looking to grow it because bulk of the scrubber market is in the unorganized sector. In fact in India you find the nylon scrubber which is probably 70% of the market and it has got its own disadvantages, but it is available cheap. We are the only real player with the dish wash brand strongly positioned on anti-bacterial.

Abneesh Roy:

What is your positioning here? Is it competing on price or is a brand and distribution?

Management:

To start with, we have a differentiated product which is an antibacterial scrubber. In fact we are India's number one anti-bacterial scrubber. It is a different issue that just one and half months back the market leader also managed to launch one, but we have an anti-bacterial scrubber. We are virtually odor free. So that is a first differentiation. Next is of course brand. It comes from a big brand like Exo. The third is our distribution advantage.

Abneesh Roy:

You have not given the consolidated results. So I understand the subsidiaries are quite small. But from a disclosure perspective, what is the prime reason for not giving consol numbers?

Management:

Put together, both the subsidiary contribute only about Rs 15 crore to the topline, which included our Bangladesh operations also. Every time we used to wait for their P&L and balance sheet which would take a lot of time. So we took a decision that this time because it is not very material both from topline point of view and also from bottom line point of view we will do the consolidation once a year.

Moderator:

The next question is from the line of Sameer Gupta from Indian Infoline. Please go ahead.

Sameer Gupta:

My first question is on the sales growth. I know that the numbers optically look good at 20% but there is a significantly poor base. So the other way I am looking at is on a sequential basis March quarter versus June quarter. Typically, over the last several years the normal seasonality has been that June quarter is more or less equal to or marginally ahead of the March quarter.

But this time around even after adjustments, the like for like sales June versus March has actually reduced by 15%. So what is the underlying reason for this performance?

Management:

Your observation is right. I think there are two things. One is when you say the base is lower, there has been a one-time correction in our stocks and that is why we spent a lot of time looking at the offtakes and comparing and doing the triangulation. There has been no change in retailers and distributors, and the entire pipeline has learnt to live with lower stock. So what you are really seeing is genuine growth on the offtake growth and during my presentation I spoke about it so some of that has probably gone for good.

Sameer Gupta:

This base issue or the pipeline stock correction issues do not affect the sequential growth? That is if you are looking at Y-o-Y growth, etc. all these issues come into the picture. But March quarter versus June quarter why should there be a change in the pipeline inventory?

Management:

If you look at our growth at a brand level then what you will see is fundamentally each of our brands has grown above that mark of 25% to 28%. It is fair to say that then why did that one piece of number come down to 20.6% and that fundamentally if you see is our laundry business where we grew double digit at 14%. There we have always stated our strategy in fabric care is to grow and grow profitably. So another perceptivity of question is indeed that you take all our other brands it is well in line and well above watermark.

Sameer Gupta:

I mean whatever brands you might talk about, on a sequential basis all of them have seen a decline? So, I understand that on a Y-o-Y basis what you are saying make sense. There are base issues and there are permanent pipeline corrections, etc. But on a sequential basis these issues really do not matter in terms of comparing the growth numbers. So, 15% fall it cannot be only due to one segment. If it is a 15% fall for the company as a whole I am sure that in greater or lesser measure all the brands have sort of underperformed.

Management:

If you see the quarters of March and June the one-off the differentiator is the Maxo and this time the summer is being not been very harsh. So to that extent there is some correction, in the Maxo sales for the first 45 days but otherwise more or less it is based on our prediction only. It is not true for all brands on a sequential basis. Last but not the least, I must tell you the proof of the pudding is really your share growth. Finally, what we do is we look at share growth and we have grown share and we have grown ahead of the market.

Sameer Gupta:

Since these numbers are so volatile because of several one-offs. Could you give some flavor on what kind of growth we should expect for the remaining 9 months?

Management:

In the beginning of the year we had given a guidance of 12% to 14% topline growth but the way we have performed in the first quarter, we will aim for 15% for the entire year. EBITDA margin should be between 16% to 17% and already have achieved 15.2% and if we achieve these two then I should be able to get very good growth on my PAT numbers. On gross margin we had

given a guidance of 50%. We are almost there now and in the new AS 115 standard 1.8% of our sales promotion has gone netted off out of sales. So, we are there at about 49.2% at this point in time, so for the year will be able to achieve comfortably 50% gross margin.

Moderator:

The next question is from the line of Ashish Anand from Allegro Capital Advisors.

Ashish Anand:

Just wanted to understand with relation to the licensing of Prill and Fa from Henkel. What are the terms of the licensing agreement that we have with them?

Management:

The licensing arrangement what we have is for perpetuity. But at any point in time, if you do not perform as per the market standards or if you lose market share, they can always pull the brand and then the brand will be valued and they will pay a price for the brand as if it is our brand because we have paid a price to buy that brand. We are paying a license fee of 2% every year and as of now we have done much more than what the agreement says that we should be delivering it and we have grown the market share substantially in the last 6 years and actually it has been great.

Ashish Anand:

Just to understand this more from the risk perspective. If at all they do decide to pull the brand, the valuation of the brand will be done by a third party or how is that done?

Management:

Yes, the valuation will be done by one big 4 from their side and from one big 4 from our side and we will take the average. If that average is not acceptable to both of us then jointly we appoint the fourth one and average of the average is binding on both of us.

Ashish Anand:

Secondly, just wanted to understand with relation to our focus on growth. In terms of new product launches versus brand extensions. We have historically really focused on brand expansion. Is that an overall strategy or are we also looking at new kind of brand launches?

Management:

No, so it is always going to a mix of the 2. In fact, it is a mix of 3. One is making your current products more contemporary and more attractive to the consumer so what in common language is called re-launch or restage. Then you have extension and new brands. We are also doing new brands. We have launched toilet cleaner in the state of Kerala which we are testing which is a new brand. So, as we go along, growth will come through combination.

Ashish Anand:

And just lastly in terms of distribution, I know this South and the non-South mix but could you kind of share the ex-South as if I am looking at overall regional mix, how much comes from North, West, East and South. And also are they particular pocket that really looking at in terms of growth?

Management:

So for us, obviously the growth engines will be non-South. It is a simpler way to look at it. South currently is about 38% of our sales which means non-South is 62%. Within that the splits of broadly equal with East being a little higher because our coils are little stronger there. Our

focus is continuously to drive the rest of our country as hard while we continue to consolidate in the south.

Moderator:

The next question is from the line of Tejas Shah from Spark Capital.

Tejas Shah:

Can you can break the growth guidance of 15% between volume and price hike premiumization?

Management:

So, if you really work backwards to our growth target that we have in mind of 15% during the course of the year we believe that about 10% to 12% of it will come through volume and the rest of it will come through combination of mix improvement and some price increase which is possible in detergents.

Tejas Shah:

If I connect this with your opening remarks, the detergents landscape is challenging as of now. So do you think that in most of our categories you will have that much leeway to take pricing?

Management:

You are right. So I mentioned specifically wherever detergents are used I think we will start seeing price increases because there is a genuine uptick in raw material pricing, it is impossible for players to continue like this. Having said that, whenever there is a price increase it is not a direct MRP increase. You first cut down your promotions, then prune the grammage a bit and then look at price increase. Through a combination of these I think it will happen, unless something happens on crude prices which i I do not know the answer to that.

Tejas Shah:

So, this guidance of 15%-16% margins is keeping in mind the current scenario or you have kept some buffer?

Management:

No, there is no buffer.

Tejas Shah:

You discontinued giving consolidated results and you also explained the reasons for the same. But if I understand correctly, from FY19 onwards it is compulsory for all the companies to give consolidated results on quarterly basis.

Management:

We keep waiting for Bangladesh audit to happen every quarter. Even though the topline there is only Rs 5-6 crores, we had to wait for the audited numbers to come from Bangladesh. So we took a decision to give standalone numbers for quarter reporting. When it becomes mandatory then definitely we will give consolidated numbers.

Tejas Shah:

Is there any additional outstanding debt on subsidiary books?

Management:

No, whatever debt is there on $31^{\rm st}$ March the same continues and there is no additional debt on subsidiaries.

Moderator:

The next question is from the line of Kaustubh Pawaskar from Sharekhan. Please go ahead.

Kaustubh Pawaskar:

My question is on Ujala Crisp and Shine. Can you throw some light on the performance like how was the growth and what are your plans with the brand in terms of expanding into other states?

Management:

So, we spoken about it before we moved into Tamil Nadu. As I said it takes a lot of investment in educating the consumer. One of the things that goes being the only player in the market is that all the spend has to be from your side. So, we have got the mix to a far better place than where we were. There is lot of confusion initially. So, it is doing well in TN. Overall between Ujala and Ujala Crisp and Shine we are growing 20%, thanks to the big growth in Crisp and Shine. We need some more variant in productions after lot of consumer work that we have done. We will do these towards the later part of this year and towards the end of the fourth quarter we should expand to couple of other states, that is the plan.

Kaustubh Pawaskar:

On Margo front as well we have seen strong growth this quarter. But growth is volatile. In some of the quarters we have seen very good growth whereas in some of the quarters we have seen growth on a lower side. Do you think this 28%-29% growth is sustainable or do you think 15% to 20% kind of steady state of growth is visible?

Management:

Ever since we did the proper restage by saying goodness of a 1,000 leaves of neem in every soap, there has been no volatility. We have been growing extremely strongly and it has been a steady. So, I think basis of this entire strategy that the consumers have taken to this propositions and we are able to expand our user group and that is really the way I would see it. I think you are referring to earlier years where you saw some degree of seasonality in the brand and you found that consumers were using it largely during the summer period and then slow down. We have done a lot of work on the product to make sure that it is suitable for all seasons. Having said that we need to introduce, we need to do more and keep innovating successfully toilet soaps and personal care as it is a competitive category. So, there is no problem with the equity or the franchise holding its course. We need to continuously innovate to get more growth.

Kaustubh Pawaskar:

In terms of margin expansion, you said you will be looking to take the price increase but on the other hand you will also look to reduce your ad spends or you will continue to have ad spends in the range of 10% to 11%?

Management:

Advertisement expenditure has not come done. It is only that in the classification of AS 115 most of the sales promotion has gone through, it is netted out of our revenue. Overall spend is still between 14% and 15% advertisement and sales promotion. 50% of that is advertisement which is seen in the P&L line item as advertising. So, that is purely advertisement. Promotions have all netted out of net revenue. We will be still spending around 14%-15%. Mix between advertisement sales might change but overall spends remains around 15% for the current year.

Moderator:

The next question is from the line of Amit Purohit from CGS-CIMB. Please go ahead.

Amit Purohit: What would be your debt levels as of now?

Management: As of now, the gross debt is Rs 375 crore and net debt is Rs 275 crore.

Amit Purohit: The interest cost outgo was around Rs 7 crore. Is that the run rate we should take?

Management: Yes, more or less you can take that but in the current year we expect to bring down our debt.

So, overall the interest pay-out will be less when compared to the last year. But percentage wise our interest rate is going up between 50 to 100 basis points. The rates are going up but

overall interest pay-out will be less than the previous year because of reduction in the debt.

Amit Purohit: When I do the console minus standalone in terms of interest cost, that comes to about Rs 1

crores to Rs 1.5 crores. So, is that a small bank charge?

Management: No, there is a small debt that is there in subsidiary but it is very small and that also is same as

last year. We have not increased our debt there.

Amit Purohit: On your margin assumption, when I looked at the 9 month, remaining 9 month for the last year

base of FY18, you gave number 17.8% EBITDA margin and closer to around 47% gross margin. Now with your guidance of 16% to 17% for the remaining, is it more to do with the accounting standard change and that is why the restated numbers would look different and still there will

be a margin expansion on a 9 month Y-o-Y basis?

Management: No, it is our guidance and is not based on the restatement of the accounts. It is just that we

have shifted sales promotion from P&L to we netted off. But the confidence what we are

getting now from the first quarter result is that going forward because the rain has been good,

MSP has been taken very positively and uptick of two thirds of our business growth is coming

from rural India. We feel that going forward this kind of momentum can be there. So, we are

saying that our topline growth should be instead of 12% to 14% guidance what we have given

we should be able to do about 15% for the year. EBITDA margin we are comfortable maintaining between 16% and 17%. Always the first quarter will be lowest for us. Last time it

was 13.2%, this time we are at 15.2% and going forward we should able to maintain between

16% and 17%. If we achieve these 2 numbers I will be able to have a PAT of at least 25% more

when compared to the same period last year.

Moderator: Then next question is from the line of Rohan Gandhi from Ventura Securities Ltd.

Rohan Gandhi: How will be the debt repayment schedule?

Management: As of now the net debt has come down to Rs 275 crores and we hope to close maybe another

Rs 50 crores to Rs75 crores before 31st march 2019. Company does not have any big CAPEX program for the current year. So, net debt by 31st March 2019 debt should be around Rs 150

crores to Rs 160 crores.

Rohan Gandhi: What is the revenue growth you are expecting for the next 2 years?

Management: 2 years is too far. In FMCG sector, we monitor it quarter-on-quarter. But still I feel, that this

year if we able to achieve 15%, next year 12% should not be a problem.

Moderator: The next question is from the line of Ekta Sanghvi from Vallum Capital. Please go ahead.

Ekta Sanghvi: Could you share some light on the expectation of the volume growth in the fabric care and dish

wash segment?

Management: So, in dish wash our volume growth is actually close to 30% which is pretty much in line with

our value growth. As far as fabric care is concerned earlier, Henko volume growth which is

about 18%.

Ekta Sanghvi: What is the expectation for this year?

Management: 12% to 14% will be the volume growth and in dish wash I see it higher at 15% to 17%.

Ekta Sanghvi: Are we considering exports to increase the revenue?

Management: So we do not, we are currently focused on growing shares in India and exports will come in

there at the right time. Right now we have a pretty strong operation focused only in Nepal and

Bhutan outside of India. But we do say focused on these geographies for now.

Ekta Sanghvi: Continuing from the earlier question of the other participant. Do you see any impact of raw

material price increase on other segments other than detergents as you said?

Management: At this stage no. It is basically as I said crude which impacts about 30% of our business at this

stage.

Ekta Sanghvi: Lastly, are you thinking of expansion of T-Shine in other states in this year itself?

Management: No. Not in this year. We have got clear action standard set off and once that happens we will

do it.

Moderator: The last question is from the line of Harit Kapoor from IDFC Securities. Please go ahead.

Harit Kapoor: The volume growth in the Henko franchise is 18% and your value growth is comparable 11%.

Are these correct numbers?

Management: Post the GST drop in laundry powders from 28% to 18%, that is a fair bit of pass on that

happened to consumers and that correction had not happen. That is why you are seeing this

gap between volume growth and value growth.

Harit Kapoor: Have you seen players across the board also follow through with price increase or you expect

this to it happen going forward?

Management: So, as we speak it is happening.

Harit Kapoor: The competition is also taking the price increases?

Management: That is correct. I am talking about last one-week times.

Moderator: Thank you. Ladies and gentlemen, that was the last question for today's conference. I now

hand the conference over to Mr. Ullas Kamath for closing comments. Thank you and over to

you, sir.

Ullas Kamath: Thank you very much friends. If you have any more follow-up questions, you can always get in

touch with Mr. Sanjay Agarwal, our CFO. Thank you very much for your patient hearing.