

October 22, 2019

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 Presentation

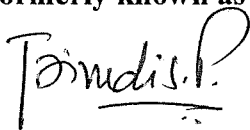
With reference to the captioned subject, please find attached herewith a copy of the Presentation on the Company's performance for the quarter and half year ended September 30, 2019.

Kindly take the above on your record.

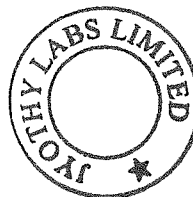
Thanking you,

Yours faithfully,

For Jyothy Labs Limited
(Formerly known as Jyothy Laboratories Limited)



Shreyas Trivedi
Head – Legal & Company Secretary



Encl.: As above



Analyst Presentation Q2FY20 & H1FY20

Oct 22, 2019



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- *Way Forward*

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

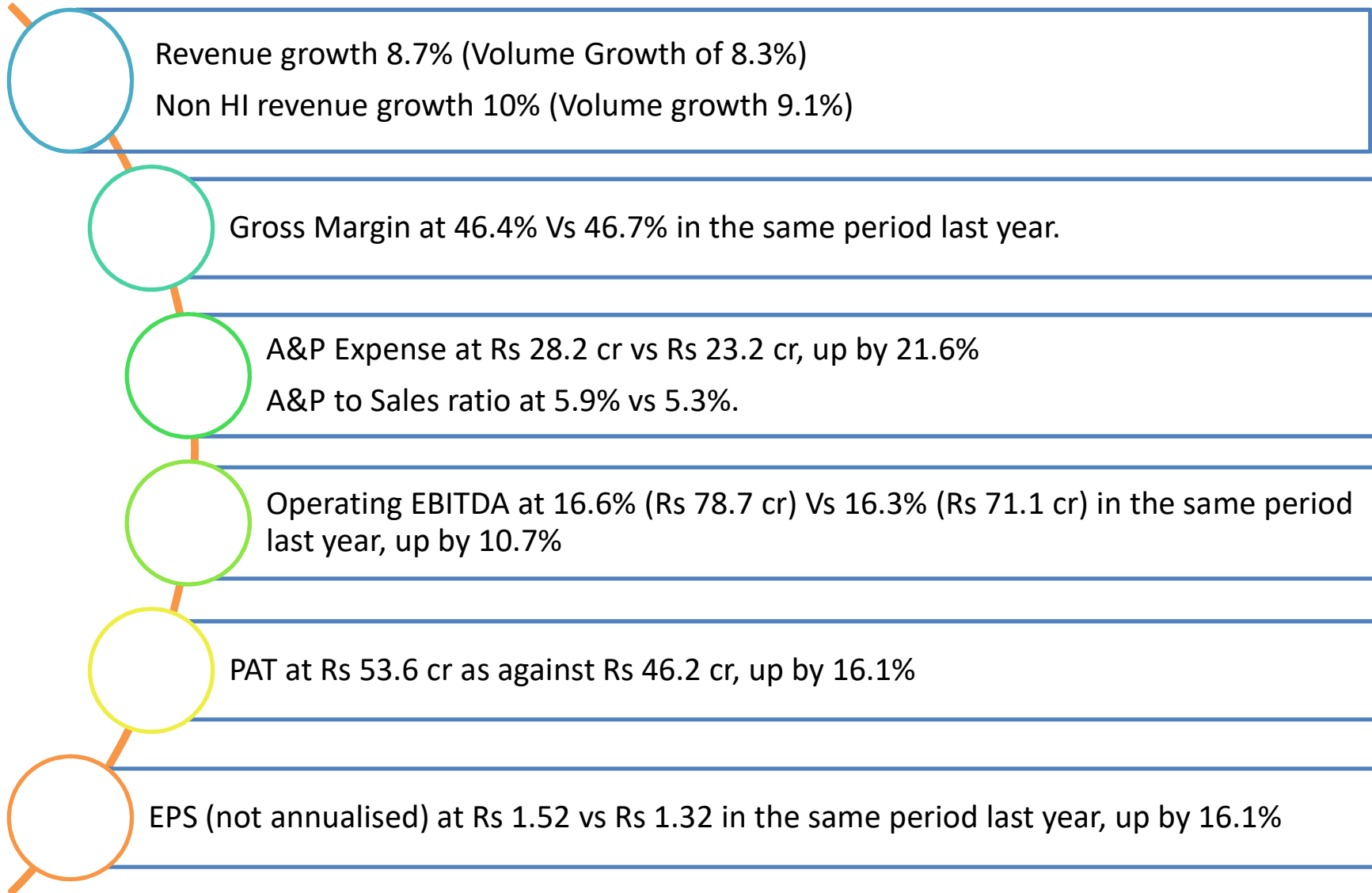
Part of BSE
S&P 500
and Nifty
500

Market Scenario

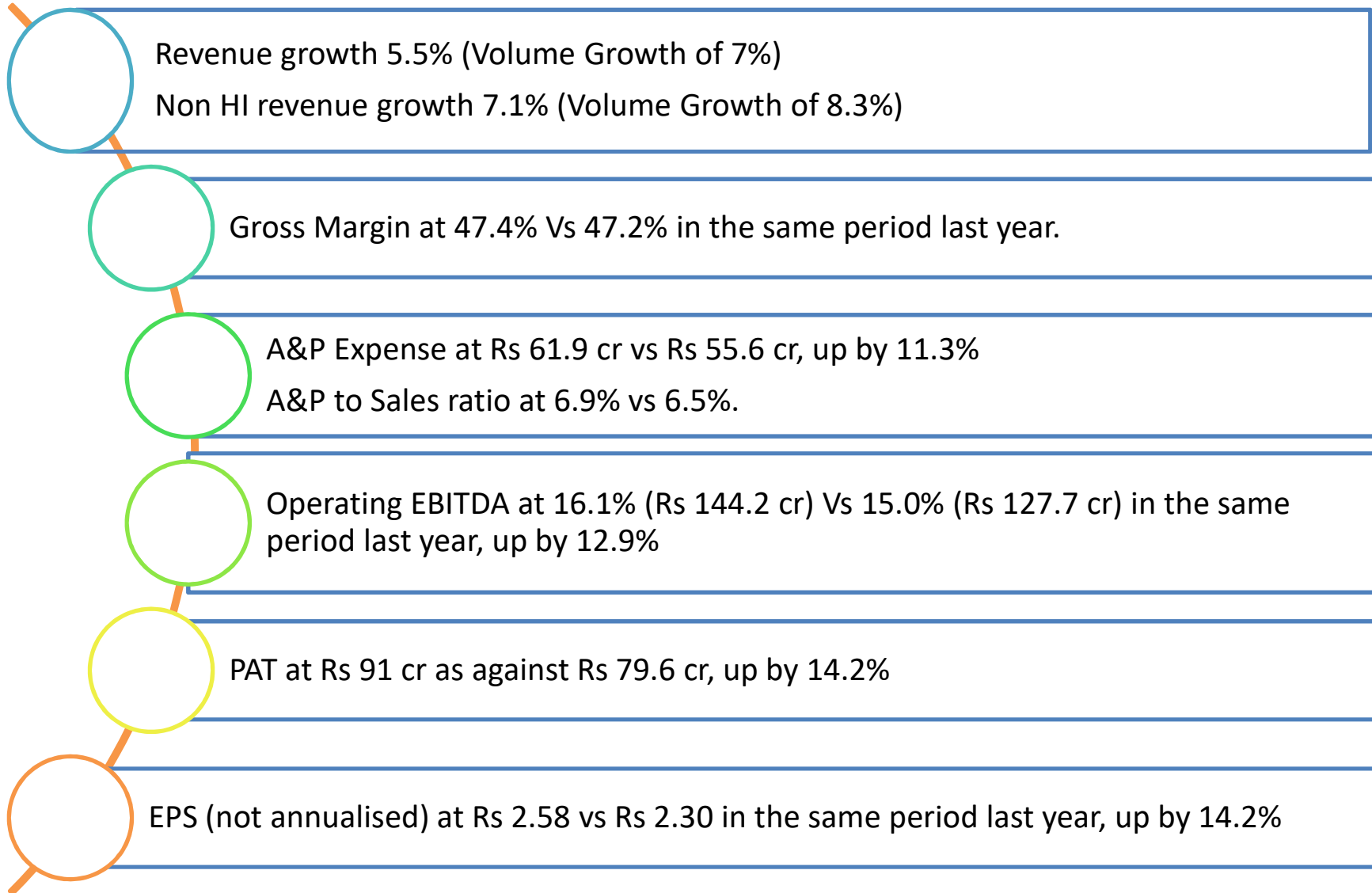
- *Demand environment impacted by overall slowdown in the economy*
 - However, main stay categories of Detergents and Dishwash continue to grow led by innovation
- Increased competitive pressure – visible in promotional intensity especially in Modern Trade
- Benign input cost environment aiding margin retention

Result Highlights

Q2 FY20 Snapshot (Consolidated)



H1 FY20 Snapshot (Consolidated)



Category wise Net revenue

All values in INR Crore

| Category | Key Brand | Quarter Ended | | | Half Year Ended | | |
|------------------------|--|---------------|------------|--------------|-----------------|------------|--------------|
| | | CY | PY | Gr % | CY | PY | Gr % |
| Fabric Care | Ujala FW, Henko, Mr White, Ujala Crisp & Shine | 194 | 171 | 13.1% | 380 | 348 | 9.2% |
| Dishwashing | Exo, Pril | 155 | 143 | 8.6% | 289 | 276 | 5.0% |
| Household Insecticides | Maxo | 49 | 50 | -1.3% | 75 | 82 | -9.2% |
| Personal Care | Margo, Neem | 55 | 51 | 6.9% | 115 | 104 | 10.1% |
| Other Products | Maya, T Shine | 13 | 13 | | 19 | 22 | |
| Grand Total | | 465 | 428 | 8.6% | 878 | 832 | 5.5% |
| Laundry Services | FabricSpa | 10 | 9 | 11.1% | 19 | 18 | 7.6% |
| Grand Total | | 475 | 437 | 8.7% | 897 | 850 | 5.5% |

Q2FY20 Snapshot Company's Performance (Consolidated)

All values in Rs Crore except EPS

| Particular/Growth | Quarter Ended | | | Half Year Ended | | |
|---------------------------------|---------------|-------|----------|-----------------|-------|----------|
| | CY | PY | % change | CY | PY | % change |
| Revenue from Operation | 474.9 | 436.9 | 8.7% | 897.4 | 850.3 | 5.5% |
| Operating EBITDA | 78.7 | 71.1 | 10.7% | 144.2 | 127.7 | 12.9% |
| PBT (before Exceptional Item) * | 62.8 | 60.4 | 4.0% | 112.8 | 105.8 | 6.6% |
| PAT # | 53.6 | 46.2 | 16.1% | 91.0 | 79.6 | 14.2% |
| EPS (INR) (not annualised) | 1.52 | 1.32 | 16.1% | 2.58 | 2.30 | 14.2% |

Financial Parameters

| Particular/Growth | Quarter ended | | Half Year Ended | |
|--------------------------------------|---------------|-------|-----------------|-------|
| | CY | PY | CY | PY |
| Gross Margin | 46.4% | 46.7% | 47.4% | 47.2% |
| Operating EBITDA Margin | 16.6% | 16.3% | 16.1% | 15.0% |
| PBT Margin (before Exceptional Item) | 13.2% | 13.8% | 12.6% | 12.4% |
| PAT Margin # | 11.3% | 10.6% | 10.1% | 9.4% |
| A&P to Sales Ratio | 5.9% | 5.3% | 6.9% | 6.5% |

*Exceptional items includes one time expenses of Rs 3.8 cr spent during the Q1FY20 related to change in the Brand Identity

The Company has decided to opt for concessional Income Tax rate from FY27 onwards once fiscal benefit (80IE deduction) are utilised.

EBIDTA Movement (Consolidated)

| Particulars | Q2FY20 | H1FY20 |
|-----------------------------------|--------------|--------------|
| EBITDA % - Previous period | 16.3% | 15.0% |
| Gross Margin | -0.2% | 0.2% |
| Employee Cost | -0.4% | -0.3% |
| Advertisement & Sales Promotion | -0.6% | -0.4% |
| Other Expenditure * | 1.5% | 1.6% |
| EBITDA % - Current period | 16.6% | 16.1% |

* As per new IND AS 116, Rent expenses of Rs 5.14 cr in Q1FY20 & Rs 5.21 cr in Q2FY20 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

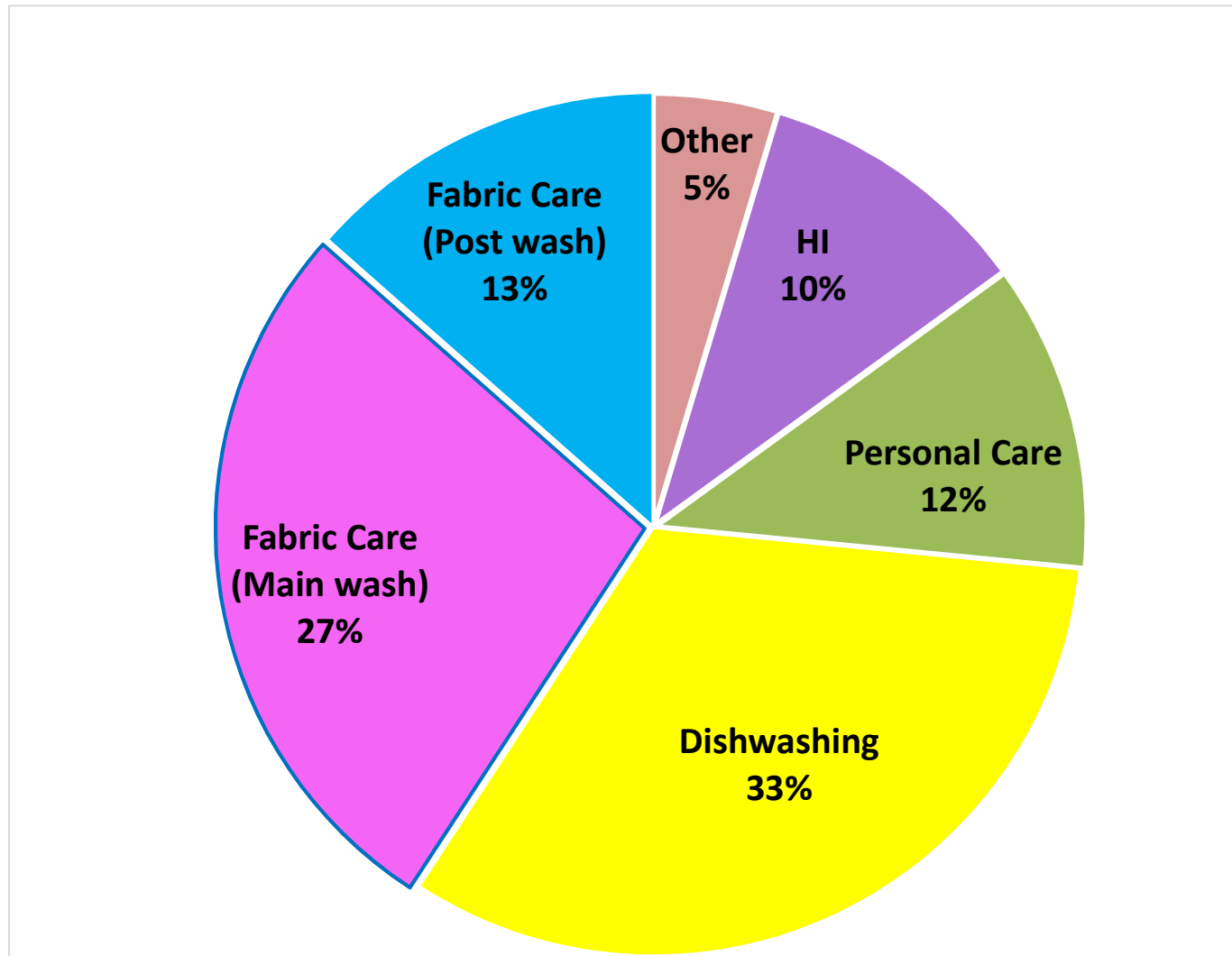
Household Insecticide

- Increasing footprint
- Winning through Innovations

Personal Care

- Reinvigorating Brand
- Relevant Extensions
- Differentiated propositions on naturals

Category wise business share (Q2FY20)



Fabric Care

40% of Total Business

| Category | Q2FY20 Growth in % | H1FY20 Growth in % |
|-------------|-----------------------|-----------------------|
| Fabric Care | 13.1% | 9.2% |



Ujala Fabric Whitener

Market Share in %

| MS | CY16 | CY17 | CY18 | MQ19 | JQ19 | SQ19 |
|---------------|------|------|------|------|------|------|
| Ujala supreme | 78.3 | 80.4 | 80.6 | 81.2 | 81.9 | 82.1 |

Source – AC Nielsen (Calendar Year)

Q2 FY'20 – Ujala Drive

- Strong Investment behind Brand to drive growth.
- Strong activations at trade and consumer level.



Post Wash

Ujala Crisp & Shine

Post Wash

| Brand | Q2FY20 Growth in % | H1FY20 Growth in % |
|---------------------|-----------------------|-----------------------|
| Ujala Crisp & Shine | 24.8% | 23.4% |

SH FY'20 Planned initiatives

- New market launch planned – Karnataka



Ujala IDD Detergent

Detergents

Market Share in % (Kerala)

| MS | MQ19 | JQ19 | SQ19 |
|-----------|------|------|------|
| UJALA IDD | 15.5 | 16.1 | 15.5 |

Source – AC Nielsen (Calendar Year)

- Ujala IDD continues to outperform the category growth.
- The brand maintains its leadership position as the largest mid priced detergent brand in Kerala.
- Onam Festive Activation powers detergent powder growth in Kerala.

Jyothy labs

നിങ്ങൾക്കേവർക്കും
UJALA ഡിറ്റർജന്റിന്റെ
ഓണാശംസകൾ!

മഹാബലിയുടെ വരവിൽ നിങ്ങളുടെ ആകുലതകൾ അലിഞ്ഞ് ഇല്ലാതാകട്ടെ. ജീവിതത്തിൽ ഐശ്വര്യവും സന്തോഷവും നിറയട്ടെ.

UJALA DETERGENT
 അഴുക്കിനെ അലിയിച്ചു കളയുന്നു!

Henko Franchise

Detergents & Bars



- New & Powerful product mix driving growth.
- Focused approach in relevant markets.
- New initiatives in Ecommerce.



Dishwashing

33% of Total Business

| Category | Q2FY20 Growth in % | H1FY20 Growth in % |
|-----------|-----------------------|-----------------------|
| Dish wash | 8.6% | 5.0% |

| Market Share Progress in % | Brand | CY18 | MQ19 | JQ19 | SQ19 |
|----------------------------|---------|------|------|------|------|
| | Exo Bar | 11.1 | 11.0 | 11.3 | 11.2 |
| Pril liquid | 16.7 | 16.0 | 16.1 | 16.0 | |

Source – AC Nielsen (Calendar Year)



Dishwash

- In Exo, Low unit packs grew at 10% - helping drive category conversion among non users
- Pril Tamarind now contributes to 10%* of the brand



A promotional advertisement for Pril Tamarind dish soap. On the left is a large, clear plastic bottle of 'Pril Tamarind Shine Specialist' dish soap with a red cap and a blue spray nozzle. The bottle has a label that says 'Active POWER BOOSTERS'. In the center, the text 'EXPERIENCE SHINE LIKE NEVER BEFORE' is written in large, bold, red capital letters. On the right, a smiling man and woman are shown. The man is wearing a white shirt and a grey apron, and the woman is wearing a red top. They are both holding a small bottle of Pril Tamarind dish soap. In the top right corner, the Pril logo is displayed with the word 'PERFECT' underneath it.

* In the SKUs and channel in which it is present

Dishwash

Q2: Launch of Pril Tamarind Rs 20 Pouch



Market Trends :

- Liquid Dishwash growing 1.5x bars
- High growth as consumers increase proportion of liquids in repertoire
- Pouches growing 2x liquids*

**Experience Shine like
never before**

Household Insecticides

10% of Total Business

Net sales Growth

| Category | Q2FY20 Growth in % | H1FY20 Growth in % |
|----------------|-----------------------|-----------------------|
| Maxo Franchise | (-) 1.3% | (-) 9.2% |



Delayed season in key contributing States declines Coil sales



Household Insecticide

| Market Share Progress in % | Brand | CY18 | MQ19 | JQ19 | SQ19 |
|----------------------------|-----------|------|------|------|------|
| | Maxo Coil | 21.2 | 19.7 | 21.6 | 21.7 |
| Maxo LV | 7.6 | 6.5 | 9.8 | 8.3 | |

Source – AC Nielsen (Calendar Year)



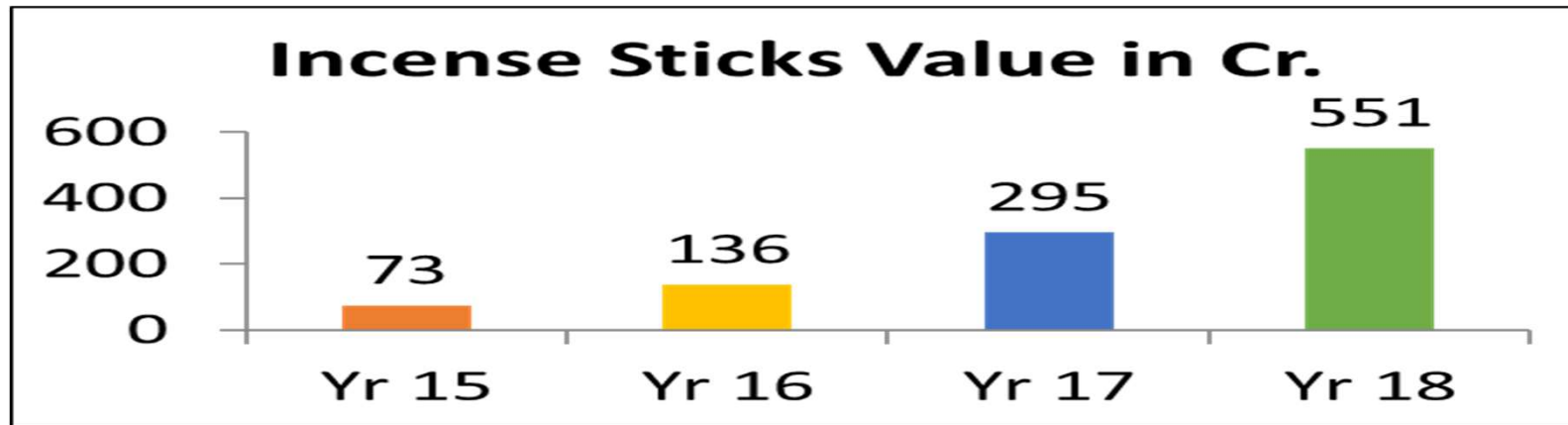
Maxo Genius Combi : 55% (Q2 FY20 Growth)



Outlet Visibility



Spurious Agarbathi in India Threat to legitimate mosquito repellent Industry



Year 19 turnover at MRP estimated at 700 cr.(over 30% of Coils Market)

Source – AC Nielsen (Calendar Year)

Two pronged attack by industry to curb illegal incense stick menace :

- Raids at factory and distribution points
- Driving consumer awareness



Positive step by Government of India: “Free” Import policy revised to “Restricted”

Jolt to illegal incense sticks importers

Centre puts curbs on import of Agarbatti

The Ministry of Commerce and Industry has amended category for raw agarbatti from 'free' to 'restricted'.

By ET Bureau | Sep 01, 2019, 11:33 PM IST



- With the prompt action by Government, consumer will either shift to Natural Agarbathi or to Coil segment
- Source : Notification no. 15 /2015-2020 dated 31st August 2019 issued by Government of India

Personal Care

12% of Total Business

Net sales Growth

| Category | Q2FY20 Growth in % | H1FY20 Growth in % |
|------------------|-----------------------|-----------------------|
| Personal Care | 6.9% | 10.1% |

Growth achieved
across states

Continued on-air
support



Strong consumer activation across 11 cities

Competition has reduced the prices in mid range segment, Margo remains unchanged



Geographical extension
of Margo Glycerine:
Launched in Kerala

T-Shine update (Kerala Market)

| Market Info (Liquids) | SQ19/SQ18 |
|-----------------------|-----------|
| Category Growth | 21.5% |

Source – AC Nielsen Calendar Year

T shine : Market share in Kerala in %

| Brand | CY18 | MQ19 | JQ19 |
|---------|------|------|------|
| T-Shine | 4.4 | 4.6 | 4.8 |

Source – AC Nielsen Calendar Year

Product Relaunch
in Oct 19



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

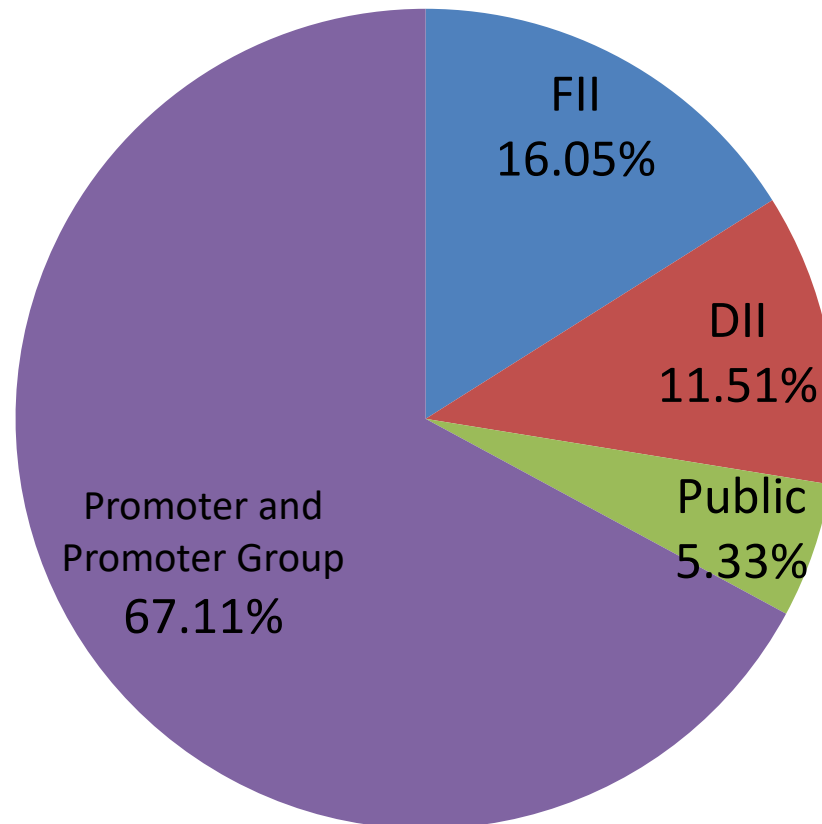


Way Forward

- Consumer sentiments improving ahead of festive season. With good monsoon, rural off-take expected to pick up.
- Growth driven by innovations and higher investments on brands
- Focus on improving sales productivity through technology

Shareholding Pattern

As on September 30, 2019



Seek the light,
Spread the light!



For more information

Please contact

| | |
|--|---|
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|--|---|

Please visit

www.jyothylabs.com

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