

To,

August 5, 2020

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

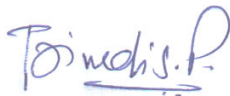
With reference to the captioned subject, please find attached herewith a copy of Presentation on the Company's performance for the quarter ended June 30, 2020.

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



Jyothy Labs

PRESENTATION Q1 FY2021

AUGUST 5, 2020



CONTENTS

- *About Us*
- *Market Scenario*
- *Our Resilient Performance*
- *Result Highlights*
- *Brand Performance & Initiatives*
- *Way Forward*

ABOUT US

- Founded in 1983 by a first generation entrepreneur, our 'Chairman Emeritus' Mr MP Ramachandran.
- Jyothy Labs is primarily in **Home Care** (includes Fabric wash, Dishwash and Household Insecticide) and **Personal Care segments** which constitute 50% of the Indian FMCG industry.
- Our **Key Product Categories: Fabric Care, Dish Wash, Household Insecticides and Personal Care**
- Our **6 Power Brands: Ujala, Exo, Maxo, Henko, Margo and Pril.**

~Rs. 1,700 + crore in
Revenue in FY2020

No#1 in Fabric
Whitener since its
launch

No#2 in Dishwash bar
and liquid category

No#2 in Mosquito
repellent coil
(in volume terms)

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

27 Manufacturing plants
across 23 locations

2,000+ Sales Team
Members & 6,100+
stockist /sub stockist

Part of BSE S&P 500
and Nifty 500

MARKET SCENARIO

- Overall consumer sentiment is improving. Indians are fairly resilient in any crisis and inspite of increasing COVID 19 cases, people are embracing to get economy and life back to normal. We are at crossroads and underlying consumption trends are yet to settle.
- **General Trade is doing well** as consumers prefer buying at Neighbourhood Kirana stores or on Ecommerce websites (contactless home delivery), while large format stores of Modern Trade and Canteen Stores Department continue to face operational issues.
- **Rural Demand has been positive** on back of good monsoons and government support while intermittent lockdowns in several Urban centres continue to face last mile delivery issues.
- **Restrictions on Manufacturing, Supply Chain and Sales market visits** continue to impact normal operations.

OUR RESILIENT PERFORMANCE

**PORTFOLIO
AGILITY**



**FLAWLESS
EXECUTION**



**FINANCIAL
PRUDENCE**

**Sales for Q1 FY2021 have delivered Positive Growth.
July the first month of Q2 FY2021 has also shown Positive Growth**

PORTFOLIO AGILITY

Leverage on our core 'Essential & Hygiene' Product Portfolio.

FLAWLESS EXECUTION

Determination, Passion and Commitment of every member of Jyothy Labs has ensured integrated and flawless execution to ensure we meet consumer demands and deliver positive growth.

FINANCIAL PRUDENCE

Proactive measures and focus on key financial parameters to enhance shareholder value.

OUR CORE ESSENTIAL & HYGIENE PORTFOLIO

Delivering Superior Growth

DISHWASH

Exo Bar, Gel Dishwash & Scrubber

Pril Liquid Dishwash & Bar

PERSONAL CARE

Margo (Neem Based)

Soap, Facewash,

Handwash, Sanitizer

DETERGENTS

Ujala Instant Dirt Dissolver &

Fast Wash Bar

Henko Stain Care & **Henko** Matic

HOUSEHOLD INSECTICIDE

Maxo Liquid Vaporiser

Coils and Incense Sticks

TOILET & FLOOR CLEANER

T-Shine Toilet Cleaner & Floor Cleaner



FLAWLESS EXECUTION

Go To Market ('GTM')

- **Urban Market Focus** - Strengthened with direct delivery through Retailer's app.
- **Rural Market Strategy:**
 - Adding more Sub-stockists
 - Driving sales of **Low Unit Packs** across brands of Rs.5 and Rs.10
- **Enhanced focus on E-commerce platforms** (contactless delivery) .

New Launches

- **Addition to Hygiene Portfolio:** T-Shine Floor Cleaner - 100% Organic Compound based floor cleaner.

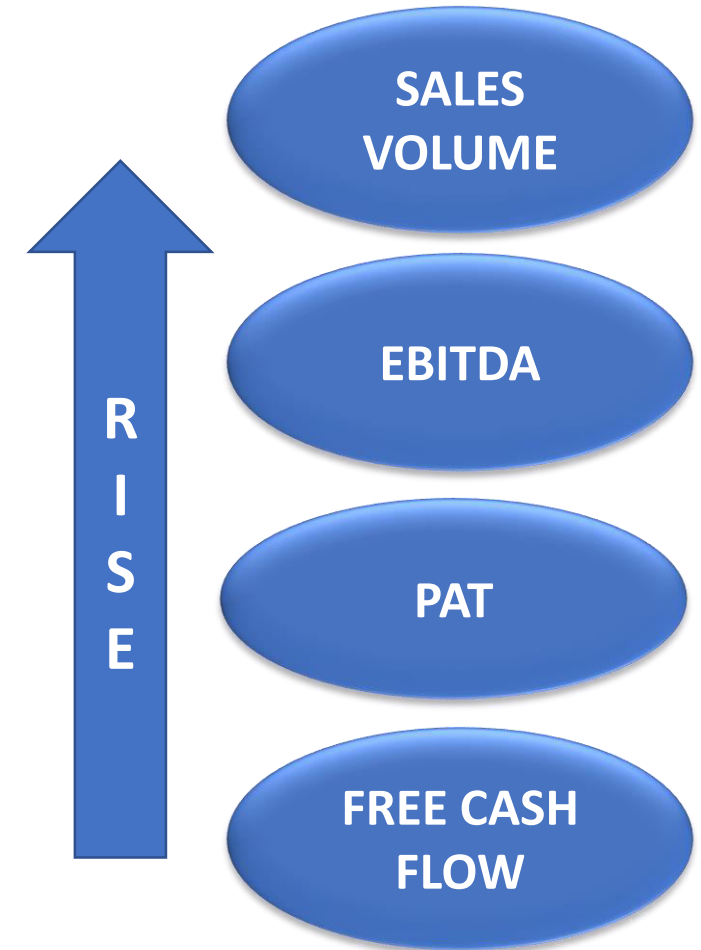
Media Activities

- **National Launch of #Vocalforlocal Campaign** covering all our brands in one shot in 8 languages in TV and print media.
- **Media Spends** - Focus on digital marketing and tactical micro marketing plan.

Enhancing Production Facilities

- Despite the constraints we **commenced operations of a new Dishwash Manufacturing Plant at Pithampur, Madhya Pradesh**, capex for the same was done prior to March 2020.
- Post the nationwide Lockdown 1.0, our manufacturing plants & supply chain partially resumed operations since mid-April 2020 and **currently we are operating at near pre-Covid Levels.**

- **Detailed SKU and Plant Specific Sales Planning** for ensuring seamless supply to consumers across India.
- **Strict Adherence to Business Hygiene** - Cash Sales, Controlled Trade Schemes and proactive alignment of all our business partners interest.
- **Managing Input costs price volatility.**
- **Proactive payment to all suppliers to ensure** preferred business relationship.
- **Cost Discipline** across organisation.
- Only **Strategic and Focussed Media Spends** to keep improving 'Share of Voice'.



RESULT HIGHLIGHTS – Q1FY21 SNAPSHOT (CONSOLIDATED)



Revenue up 2.5% (FMCG Sales up by 4.1% and Volume up by 6.1%).

Gross Margin at 46.2% from 48.6% in the same period last year.

Operating EBITDA at 17.7% (Rs 76.5Crores) versus 15.5% (Rs 65.6Crores) in the same period last year, an increase by 16.6%.

PAT at Rs 50 Crores as against Rs 37.4 Crores, increased by 33.8% over same period last year.

EPS (not annualised) at Rs 1.42 versus Rs 1.07 in the same period last year.

CATEGORY WISE NET REVENUE

CATEGORY	KEY BRAND	QUARTER ENDED		
		CY	PY	GR%
FABRIC CARE	Ujala FW, Ujala IDD, Ujala Crisp & Shine, Henko, Mr White	142	187	-23.8%
DISHWASHING	Exo, Pril	157	134	16.6%
HOUSEHOLD INSECTICIDES	Maxo	64	25	151.1%
PERSONAL CARE	Margo, Neem, Fa	60	60	0.4%
OTHER PRODUCTS	T Shine, Maya	7.4	6.8	8.7%
GRAND TOTAL		430	413	4.1%
LAUNDRY SERVICES		3	10	
GRAND TOTAL		433	423	2.5%

Q1 FY21 SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

Particulars/Growth	Quarter ended		
	CY	PY	% Change
Revenue from Operation	433	423	2.5%
Operating EBITDA	76.5	65.6	16.6%
PAT	50.0	37.4	33.8%
EPS (INR) (not annualised)	1.42	1.07	33.8%

Financial Parameters

Particulars/Growth	Quarter ended	
	CY	PY
Gross Margin	46.2%	48.6%
Operating EBITDA Margin	17.7%	15.5%
PAT Margin	11.6%	8.8%
A&P to Sales Ratio	4.6%	8.0%

EBITDA MOVEMENT (CONSOLIDATED)

Particulars	
EBITDA % - Previous period (Q1 FY20)	15.5%
Gross Margin	-2.3%
Employee Cost	0.3%
Advertisement & Sales Promotion	3.4%
Other Expenditure*	0.8%
EBITDA % - Current period (Q1 FY21)	17.7%

* Other Expenditure includes donation of Rs 5 crore paid for relief work done for COVID 19 to Prime Minister and Chief Minister's Funds. Excluding, COVID donation, the EBITDA for the current quarter would have been **18.8%**.



BRAND PERFORMANCE AND 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

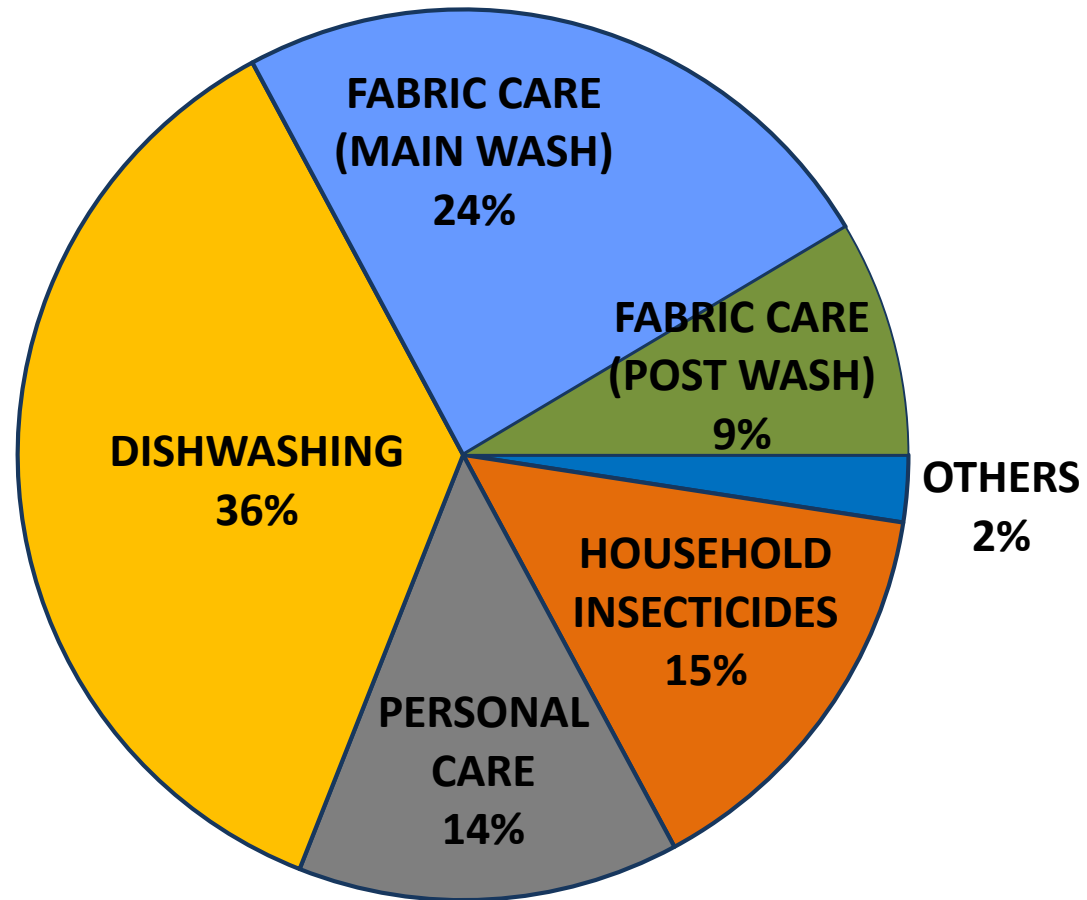
HOUSEHOLD INSECTICIDES

- Increasing footprint
- Winning through Innovations

PERSONAL CARE

- New Extensions
- Differentiated propositions on naturals

CATEGORY WISE BUSINESS SHARE (Q1FY21)



FABRIC CARE - 33% of TOTAL BUSINESS

UJALA FABRIC WHITENER

Market Share in %

Brand	CY 16	CY 17	CY 18	CY 19
Ujala Fabric Whitener	78.3%	80.4%	80.6%	81.7%

Source – AC Nielsen (CY - Calendar Year)

Brand Performance:

- During lock-down, usage of Fabric Whitener has reduced. However, a section of consumers continue to use Fabric Whitener as it is integral to washing of white clothes.
- Buoyancy in the rural economy is compensating for the urban slow down.

UJALA CRISP AND SHINE

Marketing Initiatives:

- New TV commercial with the South Superstar – Nayantara launched in Q2 FY21.



GRAND PREMIERE OF
UJALA
CRISP & SHINE
LATEST TVC



TVC LAUNCH
14TH JULY, 2020



UJALA CRISP AND SHINE
TVC FEATURING NAYANTHARA



#VOCALFORLOCAL
CAMPAIGN FEATURING
UJALA FABRIC WHITENER

FABRIC CARE

UJALA DETERGENT – INSTANT DIRT DISSOLVER & FAST WASH BAR

Market Share in % (Kerala)

Brand	CY 17	CY 18	CY 19
Ujala Instant Dirt Dissolver('IDD')	17%	17%	16%

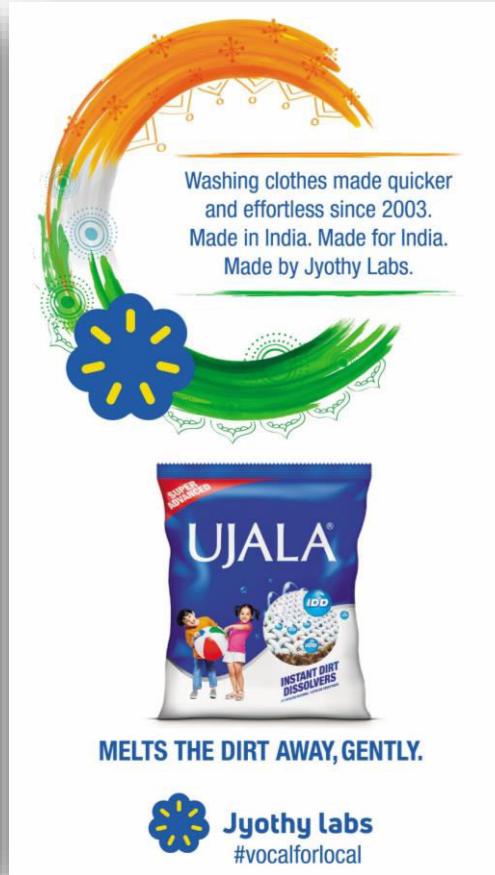
Source – AC Nielsen

Marketing Initiatives:

- A highly visible Mass Media (TV & Digital) Campaign ran in Kerala in FY20Q1 featuring Manju Warier for Ujala IDD Detergent Powder.
- #VocalForLocal Campaign featuring Ujala IDD Detergent Powder.
- TV Campaign for Ujala Fast Wash announcing New packaging.



MANJU WARRIER - UJALA IDD ADVERTISEMENT FEATURED IN VANITHA WOMEN'S MAGAZINE



#VOCALFORLOCAL UJALA IDD DETERGENT POWDER

FABRIC CARE

HENKO DETERGENT

Brand Performance

- Brand continues to have an aggressive pull in General Trade and register competitive growth.



Marketing Initiatives

- #VocalForLocal Campaign featuring Henko Detergent in TV, Print and Digital platforms.
- Aggressive Retail Visibility & focused drives were undertaken in Key Markets.



Not just wash
— care —



Jyothy labs
#vocalforlocal

#VOCALFORLOCAL
HENKO DETERGENT POWDER



AGGRESSIVE RETAIL VISIBILITY

DISHWASHING - 36% OF TOTAL BUSINESS

EXO AND PRIL - LIQUID DISHWASH AND BAR

- Relentless focus on Hygiene is driving growth in the segment.
- With preference of people to stay safe and work from home there is an increased consumption of food at home resulting in more utensils being washed.
- Focus on smaller packs is catapulting the brand to higher growth and unlocking opportunities in rural markets where they prefer small packs.

Market Share Progress in %	Brand	CY18	CY19
	Exo Bar	11.1	11.2
	Pril liquid	16.7	16.0

Source – AC Nielsen (Calendar Year)



EXO AND PRIL - MARKETING CAMPAIGNS ON DIGITAL PLATFORMS



Inshorts Campaign



YouTube and E-Commerce Campaign

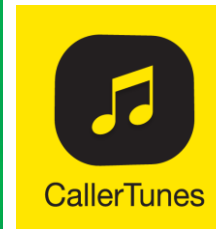


Facebook and Instagram Consumer Speak and CallerTunes



“Easy removal of stains. Oil, nonveg stains and smell is removed in single wash. Highly recommended for everyone.”

- Dr. Srilatha (Hyderabad)



#A Pril Couple Contest Bartan Chamke.. Aur Rishtey bhi !!

HOUSEHOLD INSECTICIDES - 15% OF TOTAL BUSINESS

MAXO - LIQUID VAPORISER, COILS AND INCENSE STICKS

- Healthy growth in sales of Coils, Liquids Vaporisers and Combi Machines attributed to extended mosquito infestation season this year and consumers adopting a preventive approach
- Continuous TV Media Support and additional emphasis through Digital Campaigns, focused on Key states to generate off takes.

Market Share Progress in %	Brand	CY18	CY19
	Maxo Coil	21.2	21.1
	Maxo Liquid Vaporiser	7.6	8.1



MAXO GENIUS - MARKETING CAMPAIGNS ON DIGITAL PLATFORMS



Jyothy labs

MAXO GENIUS
Intelligent Protection

Corona ke zamane mein,
switch chhookar 'NO MODE CHANGE'!
Presenting **MAXO GENIUS AUTOMATIC MOSQUITO REPELLENT**
'Touch-Free' machine that changes its modes, automatically.

The advertisement features a white and purple MAXO GENIUS automatic mosquito repellent machine and a bottle of repellent. The text is in Hindi and English, highlighting the product's automatic mode-changing feature.

Topical content on hygiene underlining the need for Machine that changes modes without touch of the switch.



MAXO GENIUS

9 out of 10
agreed

that Maxo Genius
successfully repels mosquitoes*

“Amazing product with
auto shift feature
It is very convenient to use.”
- Sunita
(Delhi)

Auto
genius mode

The testimonials section consists of three vertical panels. The first panel shows a progress bar with 9 out of 10 circles filled, indicating high customer agreement. The second panel features a woman holding the product, with a quote praising its auto shift feature. The third panel shows another woman holding the product, with the text 'Auto genius mode'.

Consumer testimonials based Digital campaign on MAXO GENIUS Combi garners 23 lakh views on Social media.

PERSONAL CARE - 14% of TOTAL BUSINESS

MARGO - SOAP, FACEWASH, HANDWASH AND HAND SANITIZER

Brand Performance:

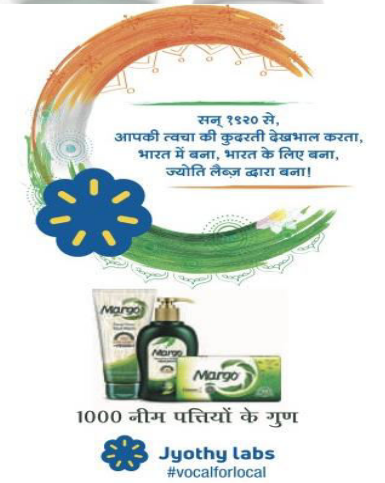
- Margo with its unique proposition of 'Neem' is gaining momentum. Summer season and emphasis on health and hygiene helped the brand grow.
- Newly launched Margo Hand Sanitizer and Margo Hand Wash witnessed good demand.

Marketing Initiatives:

- Digital campaign with hashtag #BackToNeem was played across leading social media platforms.
- OTT platforms were also used for better reach.
- Retail visibility drive through MARGO hawker bags.
- Campaign supporting the #VocalForLocal initiative was played on TV and leading dailies.

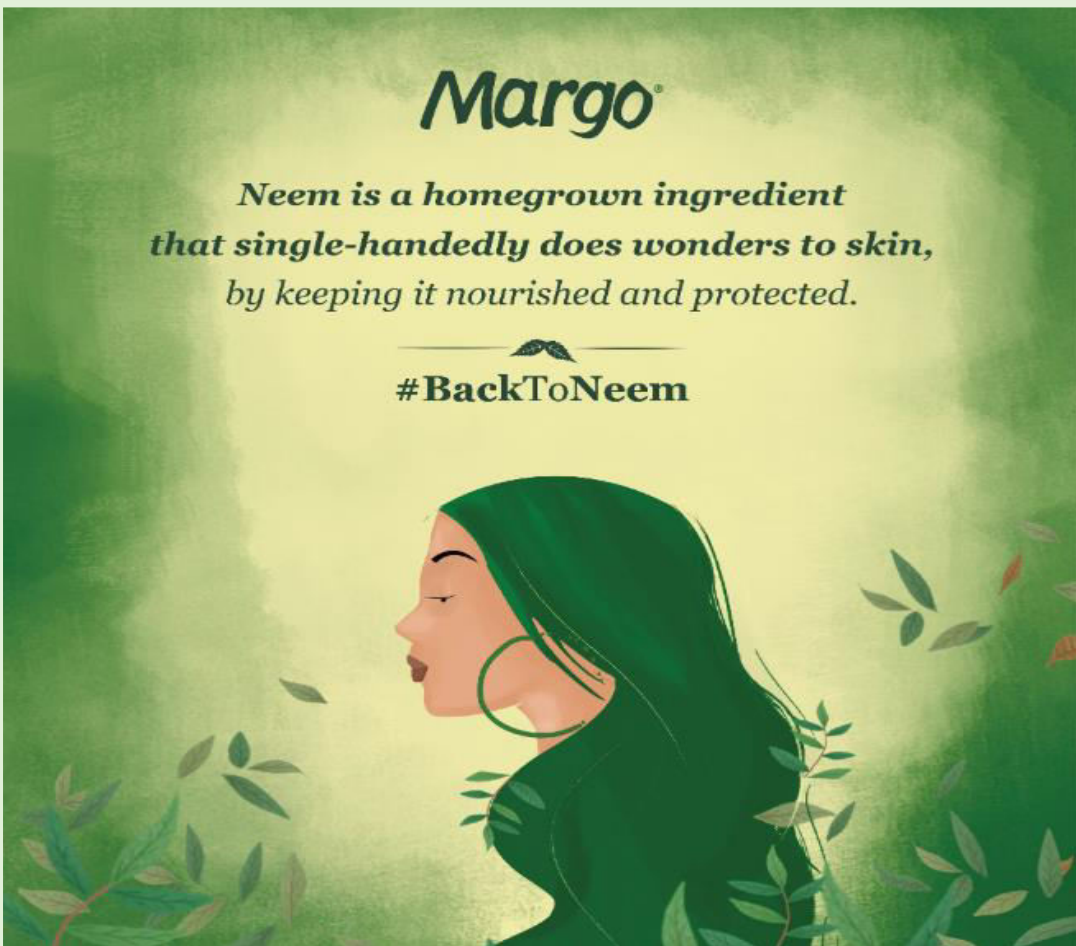


MARGO HAWKER BAGS



#VOCALFORLOCAL
MARGO

MARGO - MARKETING CAMPAIGNS ON DIGITAL PLATFORMS



Ramedis N.V. 5.4K like this · Skin Care Service
Jun 22 · ...met Margo neemzeep #MargoOriginalNeem #backtoneem Nu bij de Groothandel SRD 3.35 per stuk, u koopt bij ons een verpakking van 5stuks voor SRD16.75.

Dhara Poshia shared Margo's post
Jun 25 · ...Be safe and beautiful with #MargoOriginalNeem #backtobeautiful #backtoneem

Tunish Kumar shared Margo's post
Jun 16 · ...From Within #BackToNeem #MargoOriginalNeem #ContestAlert #GuessTheGibberish Done team Liked, Shared, tagged and follow you on all social media platforms 🙌

Neha Bhasker shared Margo's post
Jun 16 · ...TnC at https://bit.ly/BackToNeem_Contest_TnC #BackToNeem #MargoOriginalNeem #ContestAlert #GuessTheGibberish

Priyadarshi Das
Jun 20 · #MargoOriginalNeem #backtoneem

Margo Page · 68K like this · Health/Beauty
Jun 26 · ...look naturally beautiful and share it with #Backtoneem #Bingo #NaturalSkinCare

Soumabha Misra
Jun 16 · Margo #BackToNeem #MargoOriginalNeem #ContestAlert #GuessTheGibberish

#BackToNeem campaign rolled out to make Neem relevant in current times and to further strengthen the association of Neem with Margo.

T-SHINE TOILET AND FLOOR CLEANER

- New Launch of 100% Organic compound based T-Shine Floor cleaner in all Southern India states.
- Extended geography of the T-Shine toilet and floor specialist.



**T-SHINE Toilet Specialist
Extended to Bangalore**



DISCOVER POLISH LIKE SHINE ON FLOORS

Instant Dirt Repel Technology



Available across Mahogany, Jasmine
and Tulsi fragrance



#VOCALFORLOCAL CAMPAIGN – MAKING BHARAT ATMANIRBHAR SINCE 1983



Adding brightness to your whites since 1983.
Made in India. Made for India.
Made by Jyothy Labs.



Asli Safedi, Ujala Safedi.

 Jyothy labs
#vocalforlocal

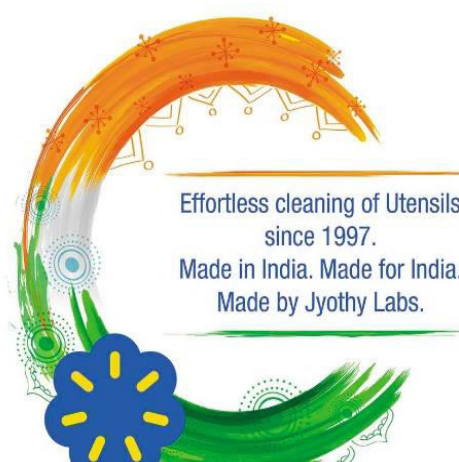


Keeping your utensils germ free since 2000.
Made in India. Made for India.
Made by Jyothy Labs.




EXO FAMILY. HEALTHY FAMILY.

 Jyothy labs
#vocalforlocal



Effortless cleaning of Utensils since 1997.
Made in India. Made for India.
Made by Jyothy Labs.



BARTAN CHAMKEIN, AUR RISHTY BHI.

 Jyothy labs
#vocalforlocal

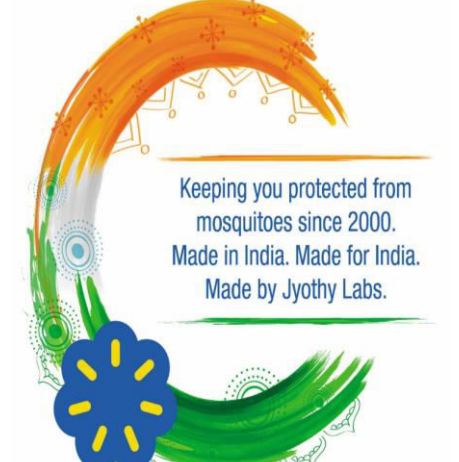


Natural skin care since 1920.
Made in India. Made for India.
Made by Jyothy Labs.




GOODNESS OF 1000 NEEM LEAVES

 Jyothy labs
#vocalforlocal



Keeping you protected from mosquitoes since 2000.
Made in India. Made for India.
Made by Jyothy Labs.



MAXO ON. MOSQUITOES GONE.

 Jyothy labs
#vocalforlocal

#VOCALFORLOCAL CAMPAIGN – ON GROUND PROMOTION

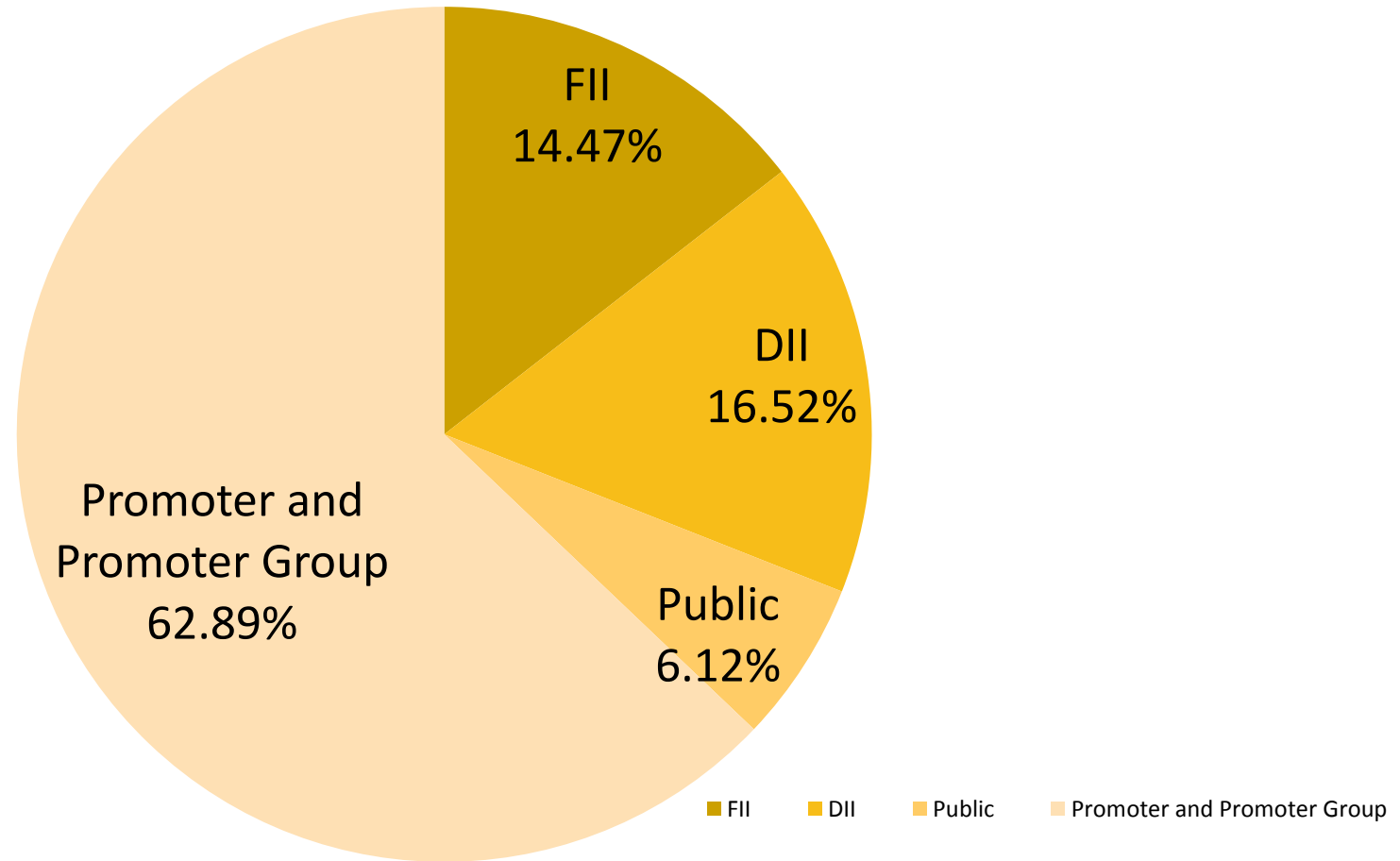


WAY FORWARD

- While business environment and consumer sentiment remain volatile, we **focus on our core Essential & Hygiene Portfolio** keeping employees health and safety utmost important.
- Backed by our strong portfolio and relentless execution, we are **confident to deliver competitive growth**.
- **Jyothy Labs #VocalforLocal campaign continues gain momentum** with the Atmanirbhar sentiment growing among retailers and consumers.
- **Soft input prices likely to support gross margin**; besides several cost optimisation initiatives to support healthy cash flow management.

SHAREHOLDING PATTERN

As on 30 June 2020



DISCLAIMER

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THANK YOU

Contact for any queries

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