



To,

July 25, 2022

**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,

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**Sub: Copy of Presentation**

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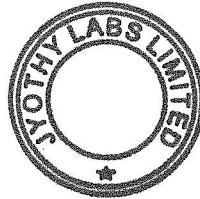
With reference to the captioned subject, please find attached herewith a copy of Presentation on the Company's performance for the quarter ended June 30, 2022.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

**For Jyothy Labs Limited**



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

Encl.: As above



**Jyothy Labs**

# PRESENTATION Q1FY23

July 25, 2022





## Content Flow

- 01. Overview
- 02. Market Scenario
- 03. Our Performance Journey
- 04. Result Highlights
- 05. Brand Performance & Initiatives
- 06. Way forward

# OVERVIEW

- Founded in 1983 by a first generation entrepreneur, our 'Chairman Emeritus' Mr. MP Ramachandran.
- Jyothy Labs is primarily in **Home Care** and **Personal Care** segments which constitute 50% of the Indian FMCG industry.


## Our Power Brands



## Key Product Categories



 ~Rs 2,196 cr Revenue in FY 2022

 2.8 Mn Outlets – Pan India availability

 1 mn Direct Reach

 22 Manufacturing Plants

 2800+ Sales team members

 7300+ Channel Partners



# 1 – In Fabric Whitener since its launch 3 decades ago



# 2 - Dishwash (bar and liquid) category, by value terms



#2 - Mosquito repellent coil, by volume

# MARKET SCENARIO

- **Business Environment :**
  - **Demand environment impacted by high inflationary pressure on the households**
  - Successive price increases impacting the volumes
  - **Stable Growth across all channels resulting in overall double digit sales growth**
- **Adverse Seasonality in Household Insecticide Business**
- **Margin Headwinds Continue inspite of frequent price increases**

# OUR STRATEGIC LEVERS- DELIVERS ROBUST PERFORMANCE ACROSS CATEGORIES



				<b>Growth (%)</b>
Q1FY23	38.6%	9.6%	-37.5%	2.1%
Q1FY23 (2Y CAGR)	32.9%	15.6%	-16.1%	7.6%
Q1FY23 (3Y CAGR)	10.4%	16.0%	20.9%	5.2%

# High Input Prices Persists..

## Key Products

	Unit	Currency	Mar-20	Mar-21	Mar-22	Jun-22	Jul-22	% Increase (Jul'22 vs Mar'21)	% Increase (Jul'22 vs Mar'22)
Linear Alkyl Benzene **	Tonne	\$	1195	1580	1743	2150	2250	↑ 42%	↑ 29%
Soda Ash	Kg.	₹	23	24	35	39	43	↑ 79%	↑ 23%
Caustic Soda LYE *	Tonne	\$	331	340.8	850	716	645	↑ 89%	↓ -24%
Crude Palm Oil ***	Tonne	\$	690	1269	1593	1147	1062	↓ -16%	↓ -33%
LDPE-Laminate Grade *	Kg.	₹	84	133	156	145	150	↑ 13%	↓ -4%
PET-Bottle Grade *	Kg.	₹	69	96	123	127	123	↑ 28%	
Polypropylene *	Kg.	₹	74	124	137	118	116	↓ -6%	↓ -15%
Diesel	Litres	₹	65	88	100	97.5	97.5	↑ 11%	↓ -3%

Sources : \* Polymer Updates \*\* ICIX \*\*\* Malaysian Palm Oil Board (MPOB)



# RESULT HIGHLIGHTS – Q1FY23 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 597 Crores increased by 13.7%. Volume Growth 5% (Ex-HI 21.8%)

Gross Margin at 39.9% from 43.3% in the same period last year

A&P Spend at Rs 45 Crores (7.5% of Net Sales) versus Rs 43 Crores (8.2% of Net Sales) in the same period last year, an increase by 4.9%

Operating EBITDA at 10% (Rs 59.8 Crores) versus 12% (Rs 63.3 Crores) in the same period last year.

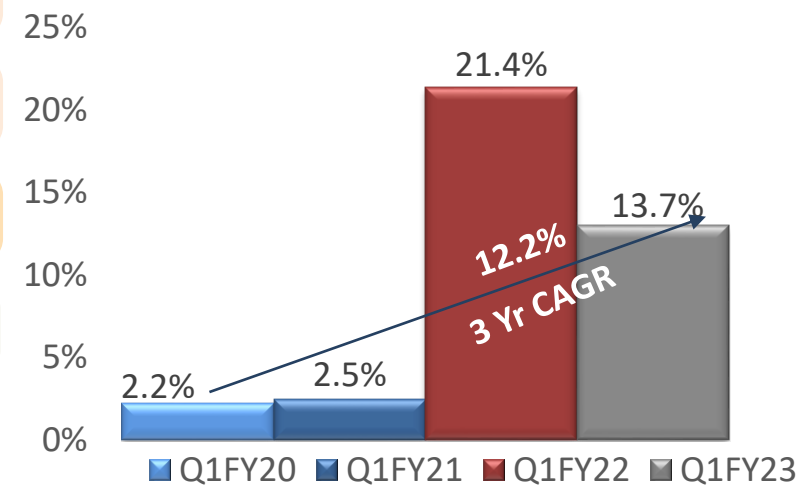
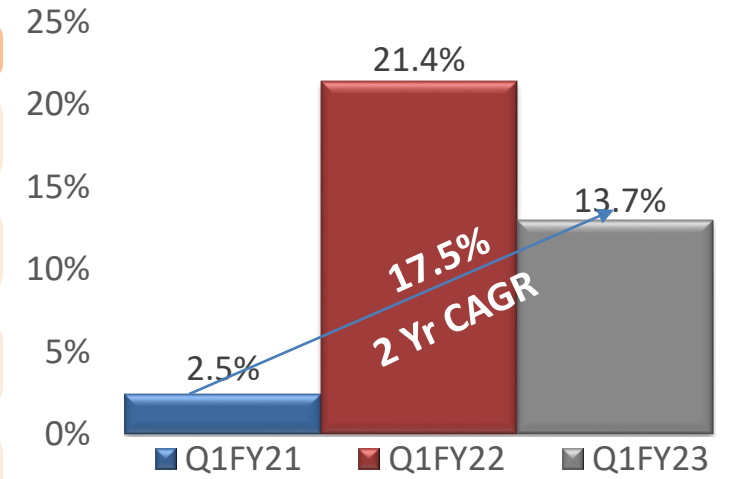
PAT at Rs 47.7 Crores as against Rs 40.2 Crores, in the same period last year, up by 18.7%

# CATEGORY WISE NET REVENUE

JLL

		QUARTER ENDED		
		CY	PY	GR%
Fabric Care	Ujala FW, Henko, Mr White, Ujala Crisp & Shine	251	181	38.6%
Dishwashing	Exo & Pril	209	191	9.6%
Household Insecticides	Maxo	45	72	-37.5%
Personal Care	Margo, Neem & Fa	69	68	2.1%
Other Products	T Shine & Maya	12	10	11.4%
<b>Total</b>		<b>586</b>	<b>522</b>	<b>12.2%</b>
Laundry Services		11	3	277.5%
<b>GRAND TOTAL</b>		<b>597</b>	<b>525</b>	<b>13.7%</b>

Q1 FY23 Revenue Growth



# SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

PARTICULAR/GROWTH	QUARTER ENDED		
	CY	PY	% CHANGE
REVENUE FROM OPERATION	597	525	13.7%
OPERATING EBITDA	59.8	63.3	-5.4%
PAT	47.7	40.2	18.7%

## Financial Parameters

PARTICULAR/GROWTH	QUARTER ENDED	
	CY	PY
GROSS MARGIN	39.9%	43.3%
OPERATING EBITDA MARGIN	10.0%	12.0%
PAT MARGIN	8.0%	7.7%
A&P TO SALES RATIO	7.5%	8.2%

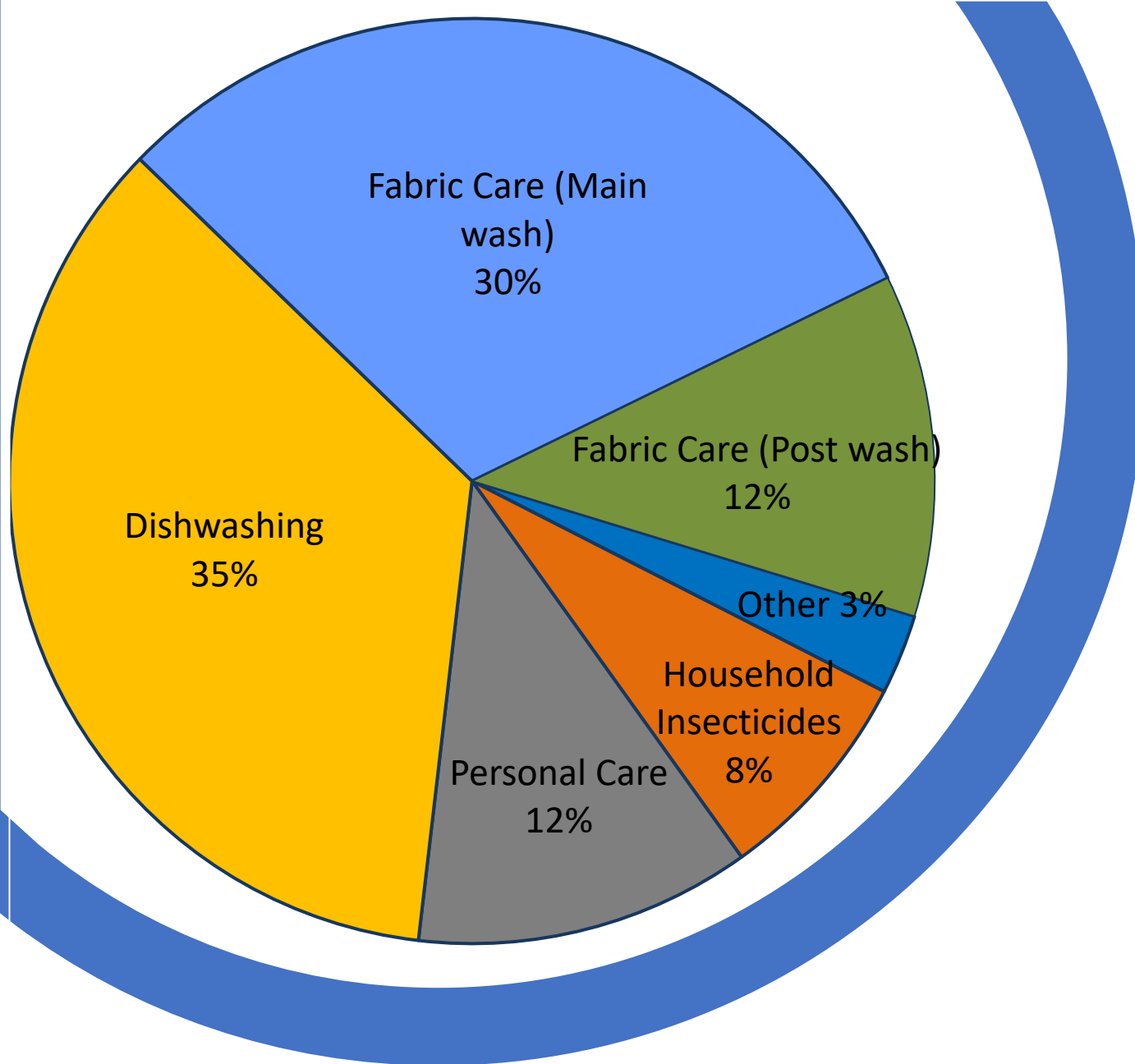
## EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q1FY22
<b>EBITDA % - PREVIOUS PERIOD</b>	<b>12.0%</b>
GROSS MARGIN	-3.5%
EMPLOYEE COST	1.4%
ADVERTISEMENT & SALES PROMOTION	0.6%
OTHER EXPENDITURE	-0.6%
<b>EBITDA % - CURRENT PERIOD</b>	<b>10.0%</b>



## BRAND PERFORMANCE & INITIATIVES





Q1 FY23

## Category Wise Business Share



Q1FY23

**Our brands continue to win hearts with their availability, accessibility and assurance of value.**

We have kept the momentum going of delivering a double-digit growth amidst an ever-challenging economic environment.

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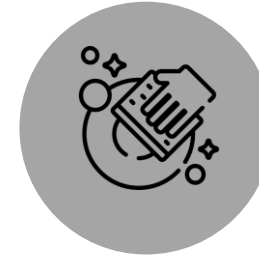
# Category highlights in Q1FY23



Fabric care



Home care



Dish Wash



Personal Care

- **Robust performance in Fabric Care.**
  - Extensive distribution drives for all detergent brands.
  - Resurgence of demand for detergent products post opening up in large format stores ie Modern Trade, Canteen Stores and E-Commerce.
  - Our Mid Price detergent powder brands of Mr White and MoreLight which have delivered overall high growth momentum.
- **Healthy growth in dishwash**
  - Unique positioning and superior value continue to drive demand
  - Small packs promoted in select markets to drive trials
- **Seasonal Trends impacted household insecticides.**
  - Extreme weather conditions in North & East India continued to impact Coil and Liquid sales.





**Ujala  
Supreme**

# Fabric care (post wash)

## Performance

Continued robust performance registering a double-digit growth riding high on a new campaign.

Market share		
MQ21	MQ22	JQ22
83.6%	84.1%	84.1%

Source – AC Nielsen

## Key initiatives

- Launch of new media campaign starring superstar Ms. Taapsee Pannu.
- Digital campaign on #UjalaSafediSeNoSamjhuta across key social media platforms
- Targeted BTL activations in rural markets



New ATL & Social media campaign featuring Taapsee Panu.



BTL initiatives in rural

# Fabric care (post wash)

## Performance

The brand continues to appeal to its lapsers as a result of the pandemic and is successful in building the base back.

## Key initiatives

Consumer promo with Ujala Supreme to generate trials  
TV commercial featuring superstar Ms. Nayanthara promoted in digital mediums as well

Ujala  
Crisp &  
Shine



Extensive visibility in new market

Consumer promo with Ujala



**Ujala  
Detergent**

# Fabric care (main wash)

## Performance

Ujala Detergent continues its good performance with a healthy double-digit growth.

Market share (Detergent powder in Kerala)		
MQ21	MQ22	JQ22
19.3%	21.9%	20.3%

Source – AC Nielsen

## Key initiatives

Continued focus on liquid detergents in select markets

Extensive emphasis on distribution led growth

Consistent presence in ATL featuring Super Star Manju Warriar – delivering the unique promise of instant dirt dissolution.



ATL Brand Communication and wider distribution in select markets



# Fabric care (main wash)

## Performance

Henko Portfolio had an encouraging start to FY23 with double-digit growths posted across variants.

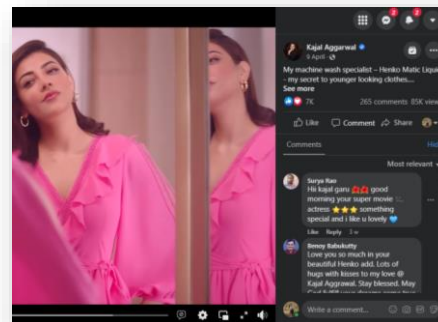
## Key initiatives

Launch Sustenance continued in Q1 for the newly launched Henko Matic Liquid. ATL (TV & Digital) Campaign featuring Superstar Kajal Agarwal continued in Key Markets.

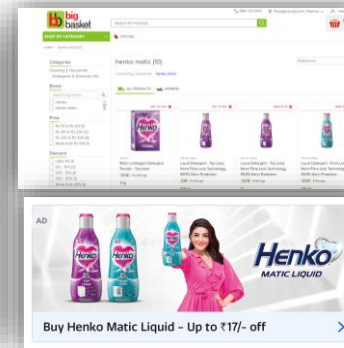
BTL in the form of POS Visibility was ramped up in General Trade stores to create impactful launch awareness.

Brand continued to be Visible & competitive on Key Ecom Channel.

Henko



ATL & Social Media campaigns



Ecom Visibility



POS Visibility



EXO

# Dishwash (Exo)

- Consistent drive and Higher offtake on LUPs to drive penetration enabled brand to reach out to new consumer
- Superior Value for money in the Tub segment helped the brand to grow at a higher rate

Market Share			
Brand	MQ21	MQ22	JQ22
Exo	13.3%	13.7%	13.7%

Source – AC Nielsen



## Key initiatives

- Continued Media Investment in brands with active integration in high profile programs
- Print as a medium to build saliency for brand in Uttar Pradesh and Uttarakhand



# Dishwash (Pril)

- High loyalty for the brand in the higher price point pack delivered handsome double-digit growth on those packs
- Also, focus on LUPs helped the brand to reach highest ever no: of outlets (on those packs)

Market Share			
Brand	MQ21	MQ22	JQ22
Pril	15.3%	14.3%	15.1%

Source – AC Nielsen



## Key initiatives

- Active Brand Integration in high impact property like Chef vs Fridge in Key Pril markets



# Household Insecticide

## Performance

- Extreme weather conditions in North and East India continued to impact Coil and Liquid sales.
- Decline in Q1 FY23 attributed due to higher base in Q1FY22
- 3 year CAGR Growth for Q1FY23 is 20.9%. In spite of seasonality, growth outlook is positive

Market Share			
Format	MQ21	MQ22	JQ22
Coil	22.4%	22%	24.2%
Liquid	8.2%	8.9%	10%

Source – AC Nielsen

## Key initiatives

Print ads in leading dailies in key markets featuring Rajkumar Rao highlighting the fully automatic feature of the machine.

BTL initiatives to generate trials and awareness in focus states.



Print ads in key markets



Collaterals Visibility



# Margo

## Personal Care

### Performance

Price increases on account of significant higher input cost has led to reduced offtake from consumers

### Key initiatives

- ATL investments across states to maximize seasonal sales
- Change in SKU mix with continued focus on small pack
- Continued promotions in social media given the TG media usage



ATL & Social media campaigns



Visibility drives in key markets

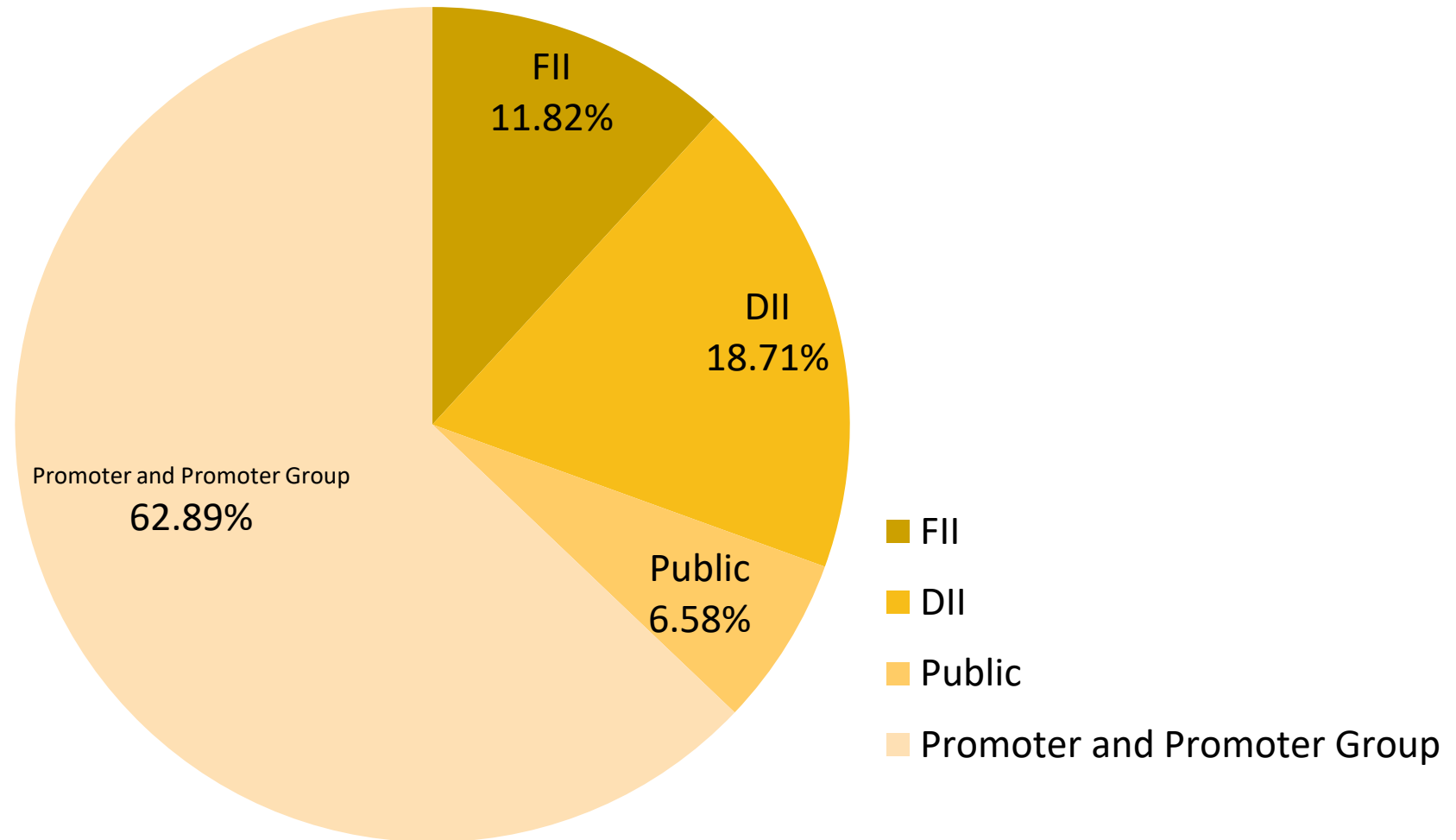


## WAY FORWARD

- **Continued focus on Volume Led Growth** to achieve **Higher Scale** of Business operations
- Investment towards strategic brand building and direct distribution as it is a critical source of competitive advantage and barrier to entry
- Improving frequency of retail service to tackle Slowdown.
- Softening of commodity prices of crude oil, palm oil and others will reduce the inflationary impact on gross margins
- **Expectations of Good monsoon and government welfare measures, rural off-take expected to pick up**

# SHAREHOLDING PATTERN

As on June 30, 2022



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