



To,  
**BSE Limited**  
 Phiroze Jeejeebhoy Towers,  
 Dalal Street,  
 Mumbai - 400 023  
**Scrip Code: 532926**

July 27, 2018

**National Stock Exchange of India Limited**  
 Exchange Plaza, Bandra Kurla Complex,  
 Bandra (East),  
 Mumbai – 400 051  
**Scrip Code: JYOTHYLAB**

**Sub: Intimation of Schedule of Analyst Meet/ Institutional Investor Meet under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/ Madam,

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that Officials of the Company will participate in the following Analyst/ Institutional Investor Meet:

| Date            | Type of Interaction | Interaction with       | Venue  |
|-----------------|---------------------|------------------------|--------|
| 27-07-2018      | Group               | Alder Capital          | Mumbai |
|                 |                     | Mirae Asset Management |        |
|                 |                     | L&T MF                 |        |
|                 |                     | LIC Nomura MF          |        |
|                 |                     | White Oak              |        |
|                 |                     | Reliance MF            |        |
|                 |                     | UTI MF                 |        |
|                 |                     | Sundaram MF            |        |
|                 |                     | SBI MF                 |        |
| 27-07-2018      | Group               | BNP Paribas            | Mumbai |
|                 |                     | IIFL                   |        |
|                 |                     | Axis Capital           |        |
|                 |                     | Sharekhan              |        |
|                 |                     | SBI Cap                |        |
|                 |                     | Antique                |        |
|                 |                     | Spark                  |        |
|                 |                     | Way2wealth             |        |
|                 |                     | Emkay                  |        |
|                 |                     | IDFC                   |        |
|                 |                     | Kotak                  |        |
|                 |                     | Mcquarie               |        |
|                 |                     | CIMB                   |        |
|                 |                     | ICICI Direct           |        |
| Dalal & Broacha |                     |                        |        |





A copy of the presentation to be shared with investors in the said Analyst/ Institutional Investor Meet is enclosed.

Further, the aforesaid information is also available on the website of the Company at [www.jyothylaboratories.com](http://www.jyothylaboratories.com)

This is for your information and records.

Thanking you,

Yours faithfully,

For Jyothy Laboratories Limited

*Shreyas Trivedi*

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



Encl.: As above

# Jyothy Laboratories Limited Analyst Presentation Q1FY19



# Index

- *Market Scenario*
- *Result highlights*
- *Business Initiatives*
- *Way Forward*



# Market Scenario

- *Naturals/Herbal tailwinds strong*
- *Demand scenario better than last two years led by rural*
- *Upswing in certain RM prices due to crude price increase and fall in rupee*



# Results



# Q1FY19 Snapshot (Standalone)

- GST comparable revenue growth 20.6% (volume growth 18.5%)
- A&P Expense at Rs 31.5 cr vs Rs 30.7 cr, A&P to Sales ratio at 7.8% vs 9.1% (on GST Adjusted sales)
- Gross Margin at 47.4% Vs 51% (on GST adjusted sales) in the same period last year.
- Operating EBITDA at Rs 61 cr Vs Rs 43.8 cr in the same period last year, EBITDA Margins at 15.1% v/s 13% (on GST adjusted sales) in Q1 FY18, Growth of 39.2%
- PBT at Rs 41.7 cr as against Rs 22.8 cr. In the same period last year, up by 83%
- PAT at Rs 32.4 cr as against Rs 20.6 cr in the same period last year, up by 57.1%
- EPS at Rs 1.78 in Q1 FY19 vs Rs 1.13 in Q1 FY18 (Pre Bonus)



# Q1 FY19 Snapshot

## Category Wise Revenue

All values in INR Crore

| Category               | Quarter Ended |                 |                       |                         |
|------------------------|---------------|-----------------|-----------------------|-------------------------|
|                        | Q1FY19        | Reported Q1FY18 | GST Comparable Q1FY18 | GST Comparable Growth % |
| Fabric Care            | 177           | 170             | 156                   | 13.4%                   |
| Dishwashing            | 133           | 111             | 104                   | 27.9%                   |
| Household Insecticides | 33            | 28              | 25                    | 28.0%                   |
| Personal Care          | 53            | 44              | 42                    | 27.6%                   |
| Other Products         | 9             | 9               | 8                     | 8.1%                    |
| <b>Total</b>           | <b>405</b>    | <b>362</b>      | <b>336</b>            | <b>20.6%</b>            |





# Q1 FY19 Snapshot

## Brand Wise Revenue

All values in INR Crore

| Brand                    | Quarter Ended |                 |                       |                         |
|--------------------------|---------------|-----------------|-----------------------|-------------------------|
|                          | Q1FY19        | Reported Q1FY18 | GST Comparable Q1FY18 | GST Comparable Growth % |
| Ujala                    | 91            | 89              | 81                    | 12.2%                   |
| Exo                      | 99            | 81              | 77                    | 29.6%                   |
| Maxo                     | 33            | 28              | 25                    | 28.0%                   |
| Henko                    | 46            | 46              | 42                    | 10.9%                   |
| Margo                    | 48            | 39              | 37                    | 29.5%                   |
| Pril                     | 35            | 30              | 28                    | 23.2%                   |
| <b>Total Power Brand</b> | <b>352</b>    | <b>313</b>      | <b>290</b>            | <b>21.3%</b>            |
| Others                   | 54            | 49              | 46                    | 16.3%                   |
| <b>Grand Total</b>       | <b>405</b>    | <b>362</b>      | <b>336</b>            | <b>20.6%</b>            |



# Q1 FY19 Snapshot (Standalone)

## Company's Performance

### Financials

All values in INR Crore except EPS

| Particular/Growth      | Quarter Ended |         |          |
|------------------------|---------------|---------|----------|
|                        | Q1FY19        | Q1FY18# | % Change |
| Revenue from Operation | 405.3         | 336.0   | 20.6%    |
| Operating EBITDA       | 61.0          | 43.8    | 39.2%    |
| PBT                    | 41.7          | 22.8    | 83.0%    |
| PAT                    | 32.4          | 20.6    | 57.1%    |
| EPS (INR)              | 1.78          | 1.13    | 57.0%    |

### Ratios

| Particular/Growth       | Quarter Ended |         |
|-------------------------|---------------|---------|
|                         | Q1FY19        | Q1FY18# |
| Gross Margin*           | 47.4%         | 51.0%   |
| Operating EBITDA Margin | 15.1%         | 13.0%   |
| PBT Margin              | 10.3%         | 6.8%    |
| PAT Margin              | 8.0%          | 6.1%    |
| A&P to Sales Ratio      | 7.8%          | 9.1%    |

\* Gross margin is reduced by 1.8% due to regrouping of sales promotion expenses to sales under IND AS 115

# Previous year sales and percentage are based on GST adjusted sales to show comparable numbers



# Q1 FY19 Snapshot Company's Performance

## EBIDTA Movement

| Particulars                       | Q1           |
|-----------------------------------|--------------|
| <b>EBITDA % - Previous period</b> | <b>13.0%</b> |
| Gross Margin                      | <b>-3.5%</b> |
| Employee Cost                     | <b>0.6%</b>  |
| Advertisement & Sales Promotion   | <b>1.4%</b>  |
| Other Expenditure                 | <b>3.6%</b>  |
| <b>EBITDA % - Current period</b>  | <b>15.1%</b> |

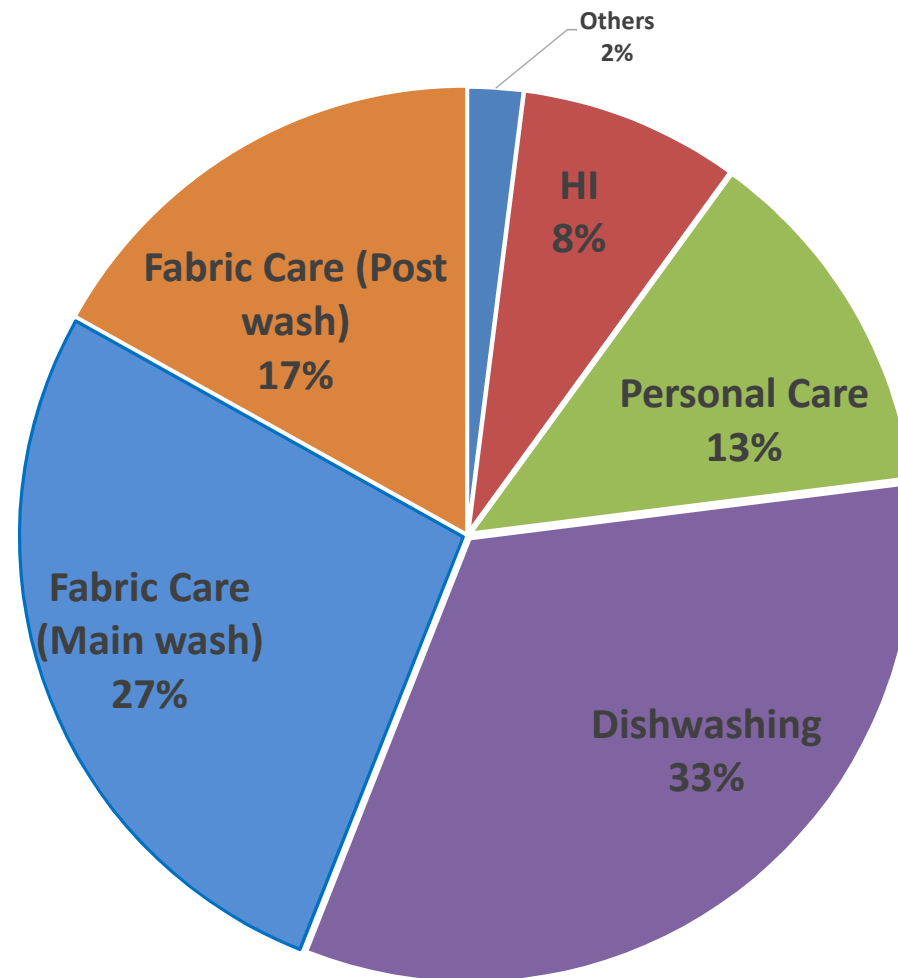
*Previous year percentage are based on GST adjusted sales to show comparable numbers*



# Brand Performance & Initiatives



# Category wise Business Share



# Fabric Care

44% of Total Business

| Category    | GST Comparable Growth in % |
|-------------|----------------------------|
| Fabric Care | 13.4%                      |

- **Ujala franchise** grows at a strong **12.2%**
- **Henko franchise** grows at a strong **10.9%**





# Fabric Care



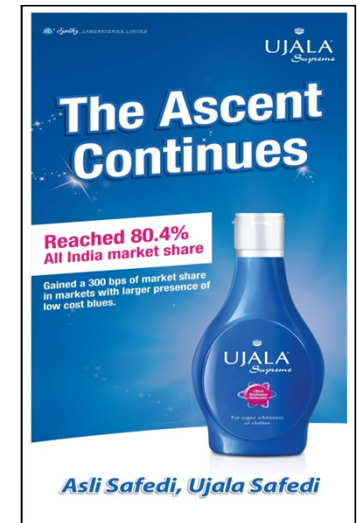
**Henko franchise** grows at a strong volume growth of **18.1%**  
Backed by Rs 10 pack



**Ujala IDD** association with Bigg Boss Kerala



New campaign in April '18



New campaign in April '18

← **Ujala franchise** grows at a strong 12.2% →



# Ujala Fabric Whitener

Post Wash

## Market Share in %

| MS            | YR16 | YR17 | JQ18 | 1 <sup>st</sup> Half 18 |
|---------------|------|------|------|-------------------------|
| UJALA SUPREME | 78.3 | 80.4 | 80.7 | 80.9                    |

Source – AC Nielsen (Calendar Year)



New commercial launched in April 18





# Ujala Detergent

Detergents

## Market Share in % (Kerala)

| MS        | YR15 | YR16 | YR17 | JQ18 |
|-----------|------|------|------|------|
| UJALA IDD | 17.6 | 16.2 | 16.8 | 17   |

Source – AC Nielsen (Calendar Year)

- Ujala detergent became the largest mid priced detergent brand in 2017, Kerala .
- Ujala Fast Wash continues to deliver great results.



## Net sales Growth

| Brand                           | Q1FY19 GST Comparable Growth in % |
|---------------------------------|-----------------------------------|
| Henko Franchise                 | 10.9%                             |
| Henko Franchise (Volume Growth) | 18.1%                             |



Henko franchise grows at a strong volume growth of 18.1%, backed by Rs.10 pack



# Dishwashing

33% of Total Business

| Category    | GST Comparable Growth in % |
|-------------|----------------------------|
| Dishwashing | 27.9%                      |

Category Growth (Dishwash Bars) 9.3%

Source – AC Nielsen

- Exo Franchise continues to grow on the back of new communication and improved distribution (29.6% in AMJ quarter)
  - Exo Bar growth 26.5%
- Pril Franchise grew at 23.2% in AMJ Quarter





# Dish wash

Market Share Progress

| Brand       | Yr 16 | Yr 17 | JQ18  |
|-------------|-------|-------|-------|
| Exo Bar     | 10.9% | 11.4% | 10.9% |
| Pril liquid | 17.3% | 16.4% | 17.1% |

Source – AC Nielsen (Calendar Year)



Visibility drive on Pril



visibility drive on Exo Bar





# Dish wash scrubber

Growth Progress

| Brand    | Growth % |
|----------|----------|
| Scrubber | 50%      |
| Steel    | 34.6%    |



Good response for new launches - Pril Durascrub and Pril Durawipe



Exo Scrubber visibility drives



New campaign of Antibacterial Exo steel went on air from April 18



Exo Bins initiative was a stand out in OFOs



# Household Insecticides

8% of Total Business

## Net sales Growth

| Category       | Q1FY19 GST Comparable Growth in % |
|----------------|-----------------------------------|
| Maxo Franchise | 28%                               |
| Maxo LV        | 41.9%                             |

Category Growth (Mosquito Repellent Liquid) 13%

Source – AC Nielsen

LV Growth driven by Genius innovation





# Household Insecticide

Market Share Progress

| Brand     | YR 16 | YR17  | JQ18  |
|-----------|-------|-------|-------|
| Maxo LV   | 7.9%  | 7.6%  | 8.7%  |
| Maxo Coil | 18.7% | 20.9% | 21.9% |

Source – AC Nielsen (Calendar Year)



Maxo backed by strong media support



# Personal Care

13% of Total Business

**Margo - THE MARCH CONTINUES...**

## Net sales Growth

| Category | Q1FY19 GST<br>Comparable Growth in<br>% |
|----------|---|
| Margo    | 29.5%                                   |

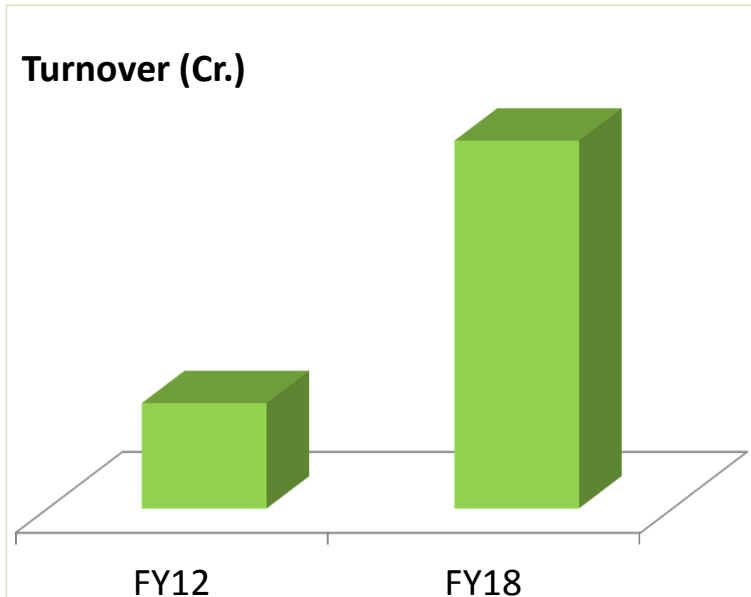
- Naturals proposition resonating with consumers.
- Only soap offering authentic Neem experience.



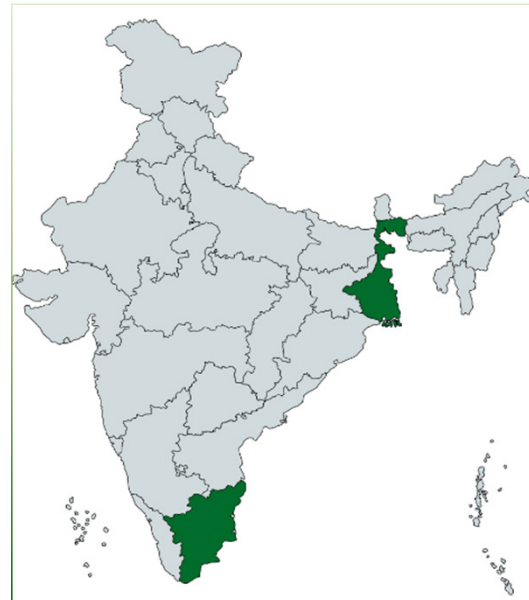


# Personal Care

## Margo - THE MARCH CONTINUES...



**6 year CAGR 23%**



- Erstwhile traditional core markets contributes 30%.
- Non core grows 1.5x of core market



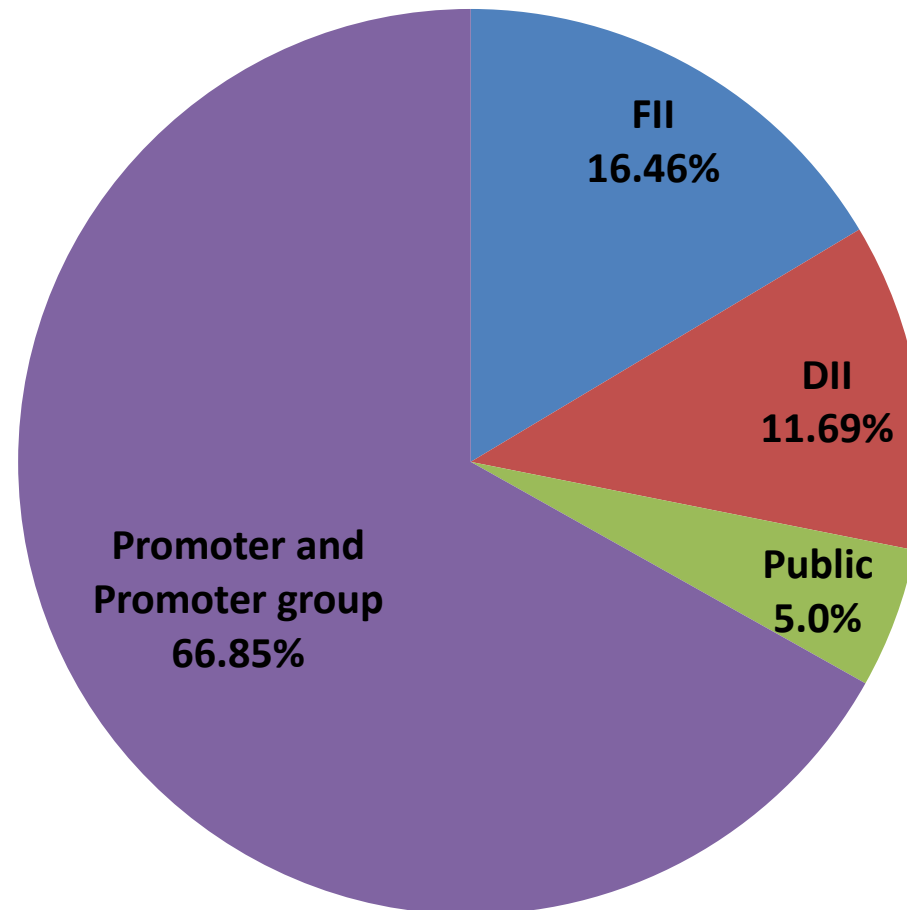
## Way Forward

- *Strong innovations across portfolio to deliver growth*
- *Strengthening sales distribution platform backed by IT network*
- *Demand scenario looking positive*



# Shareholding Pattern

as on June 30, 2018



For more information

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Thank you

