Jyothy Laboratories Limited
Board Presentation
Q2 FY 17
25th October 2016

Market Scenario

- *Overall demand yet to pickup.*
- *Input costs stable.*
- *Market Competition continues to be highly intensive*
- *Company committed on delivering growth ahead of Industry*

Q2 FY 17 Snapshot

All Figures as per IND AS

- Sales growth of 6.6%(8 % by volume)
- A&P Expense at Rs 31.6 cr ; A&P to Sales ratio at 7.3% (7.5% in PY)
- Gross Margin at 46.5 % Vs 45.9 % in the same period last year.
- Operating EBITDA at Rs 64.2 cr as against Rs 55.4 cr during the same period last year ; (an increase of 15.9%). EBITDA Margins at 14.8 % v/s 13.6 % in Q2 FY 16
- PAT at Rs 32.0 cr ; an increase of 61.1%
- Cash profit at 39.7 cr in Q2 FY 17 vs 32.6 cr in Q2 FY 16 (increase of 21.7%)

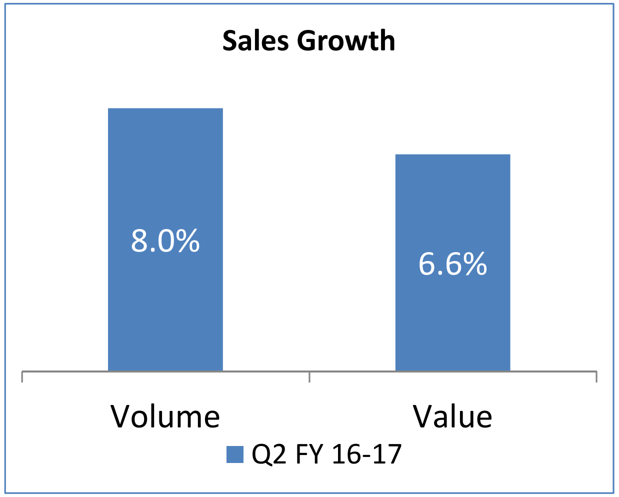
YTD FY17 Snapshot

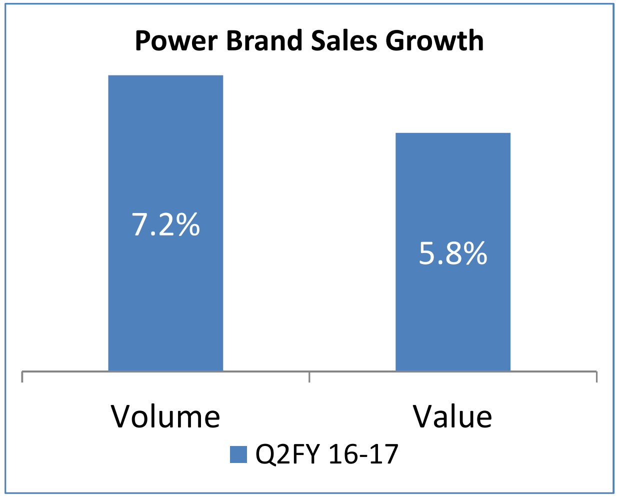
All Figures as per IND AS

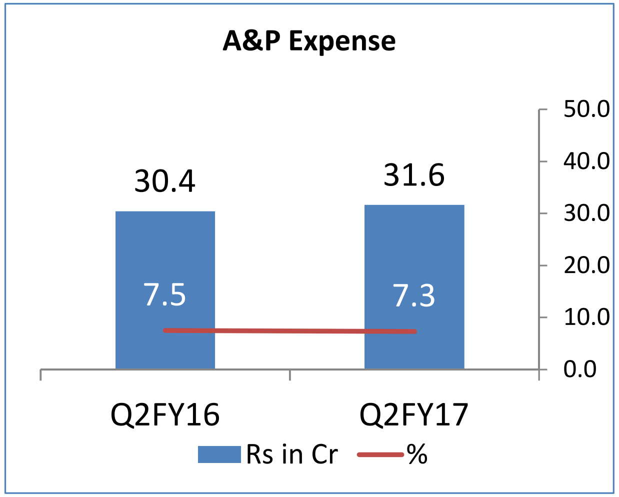
- Sales growth of 7.5 % (9 % by volume)
- A&P Expense at Rs 63.5 cr ; A&P to Sales ratio at 7.2% (7.3% in PY)
- Gross Margin at 47.2 % as against 46.1 % during the same period last year
- Operating EBITDA at Rs 145.2 cr as against Rs 124.5 cr during the same period last year ; (an increase of 16.6%).EBITDA Margins at 16.4 % v/s 15.1 % in YTD FY 16
- PAT at Rs 77.9 cr ; an increase of 70.9%
- Cash profit at 93.9 cr in Q2 FY 17 vs 76.0 Cr in YTD FY 16 (increase of 23.5%)

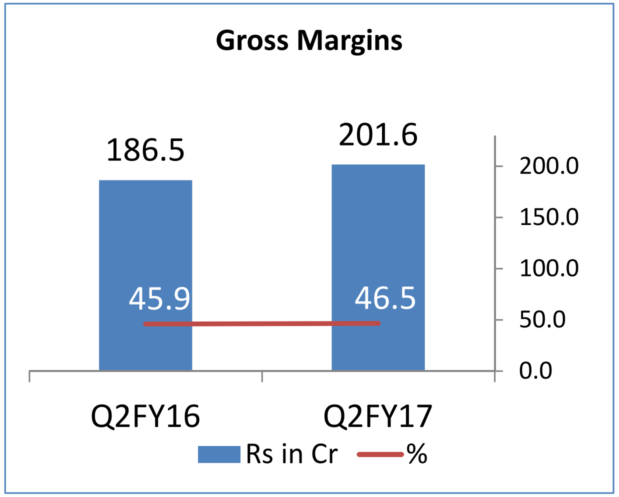
Q2 FY 17 Snapshot

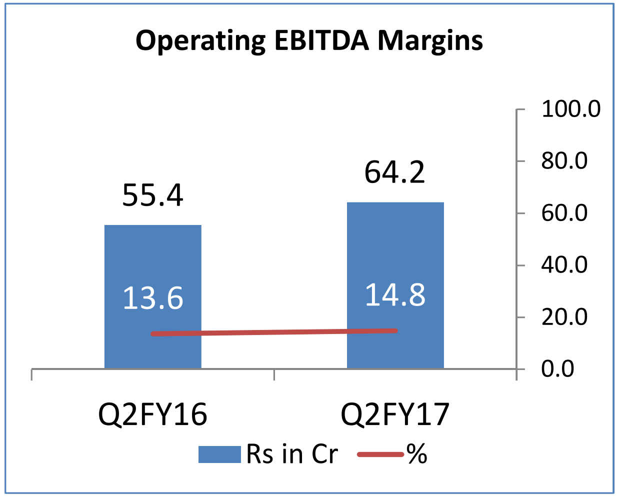
All Figures as per IND AS

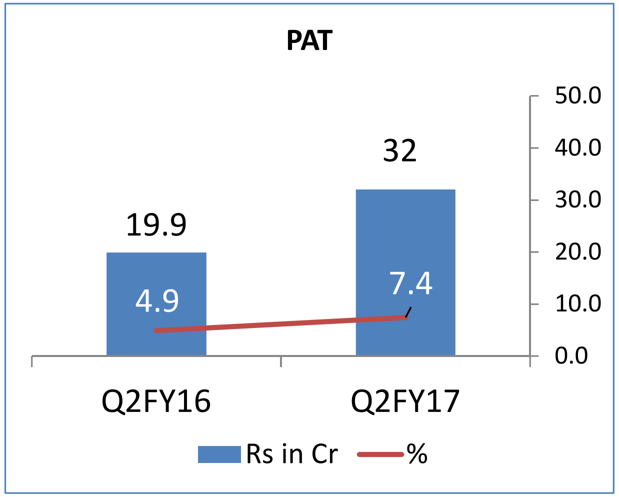






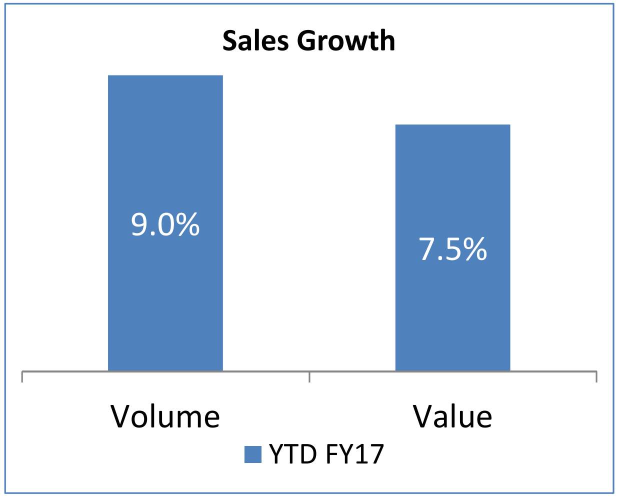


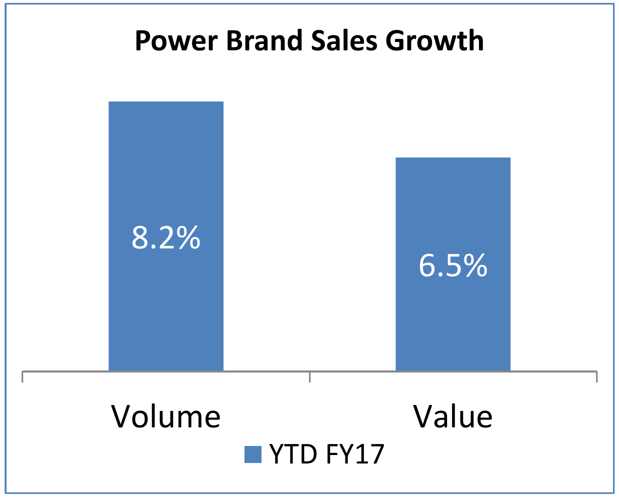


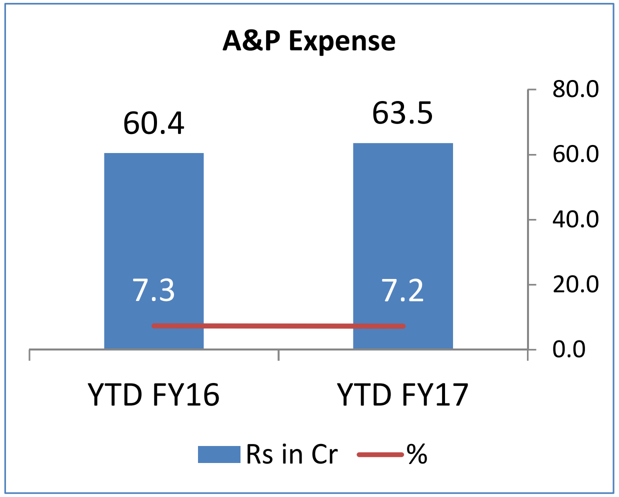


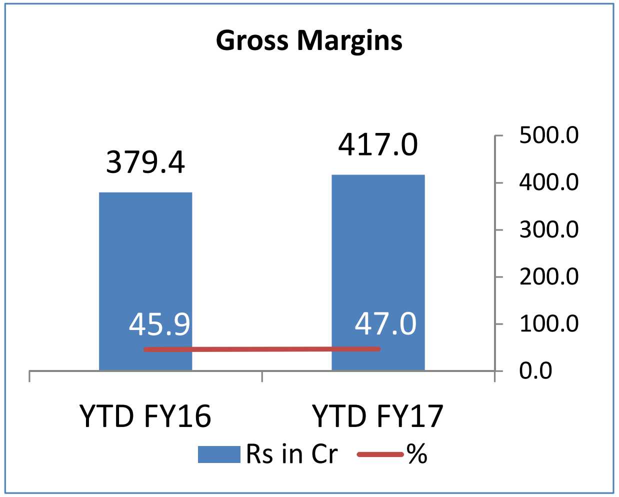
YTD FY17 Snapshot

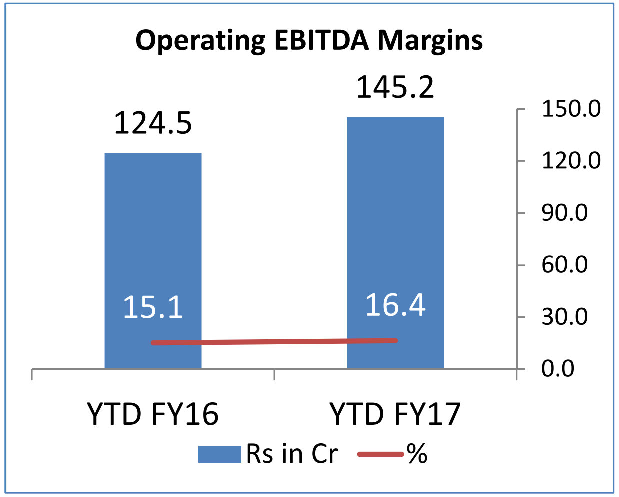
All Figures as per IND AS

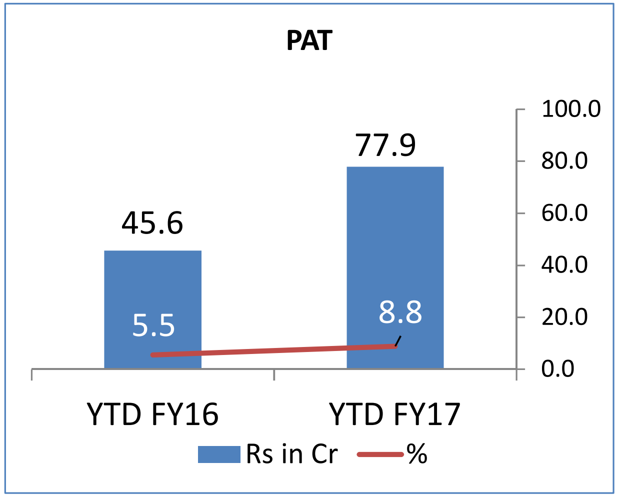












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Q2 FY 17 Highlights
Company's Consolidated Performance

All Figures as per IND AS

Financials

	Q2 2017			YTD 2017		
Particular/Growth	FY 17	FY 16	% Change	FY 17	FY 16	% Change
Net Sales	433.5	406.5	6.6%	887.5	825.8	7.5%
Operating EBITDA	64.2	55.4	15.8%	145.2	124.5	16.6%
PAT	32.0	19.9	61.2%	77.9	45.6	70.9%
EPS (INR)	1.77	1.1	61.1%	4.3	2.52	71.1%

All values in INR Crore except EPS

Ratios

	Q2 2017		YTD 2017	
Particular/Growth	FY 17	FY 16	FY 17	FY 16
Gross Margin	46.5%	45.9%	47.0%	45.9%
Operating EBITDA Margin	14.8%	13.6%	16.4%	15.1%
PAT Margin	7.4%	4.9%	8.8%	5.5%
A&P to Sales Ratio	7.3%	7.5%	7.2%	7.3%

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Advertisement & Sales Promotion Spend - Regroup

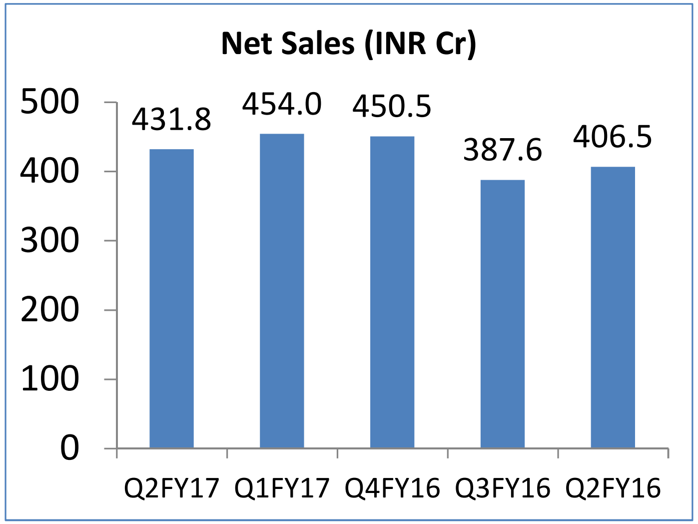
Consolidated

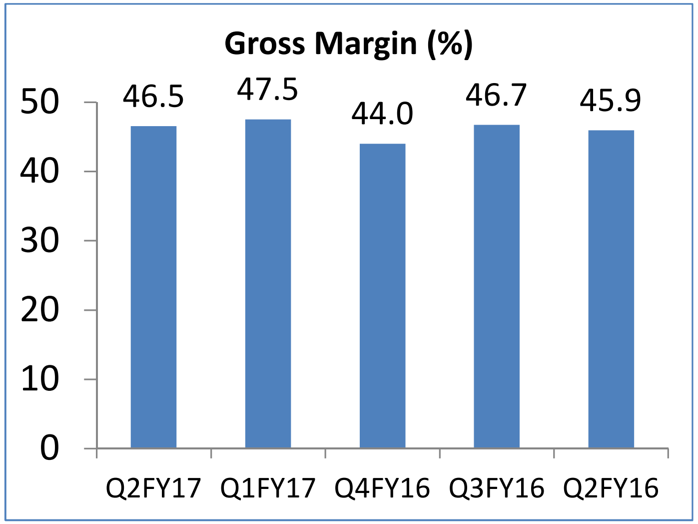
INR Lakhs

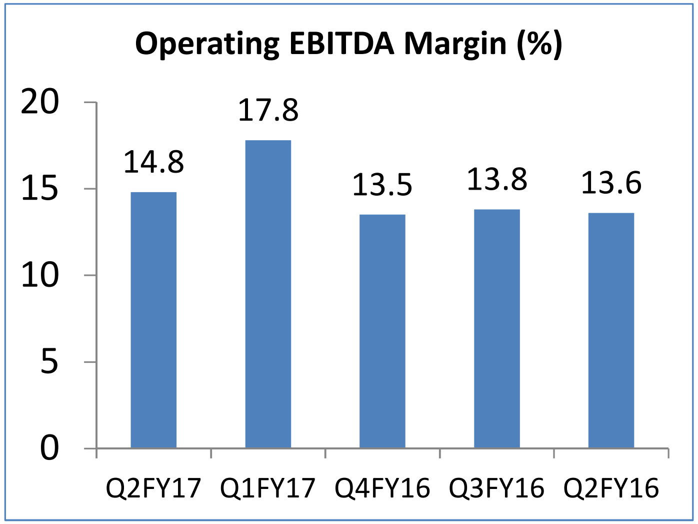
Line	Q2 FY 16-17	% of Sales	YTD FY 16-17	% of Sales	Q2 FY 15-16	% of Sales	YTD FY 15-16	% of Sales
Advertisement and Sales Promotion expense	6,192	14%	12,496	14%	4,883	12%	9,938	12%
Sales promotion regrouped to Sales	-1,988	-5%	-3,929	-4%	-984	-2%	-1,986	-2%
Sales promotion regrouped to Cost of goods Traded	-1,042	-2%	-2,222	-3%	-863	-2%	-1,914	-2%
Advertisement and Sales Promotion expense as per IND AS	3,162	7%	6,345	7%	3,036	7%	6,038	7%

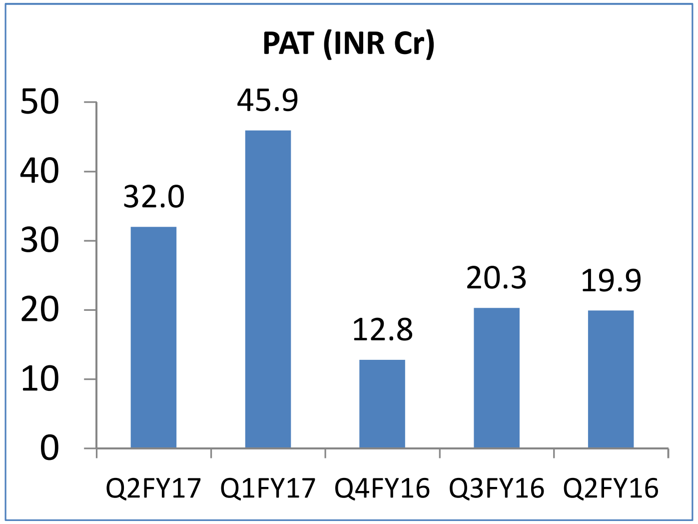
Performance highlights for last five quarters

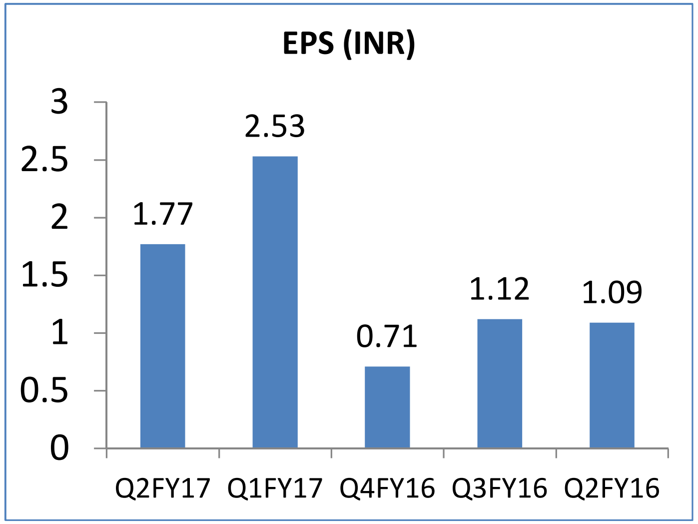
All Figures as per IND AS

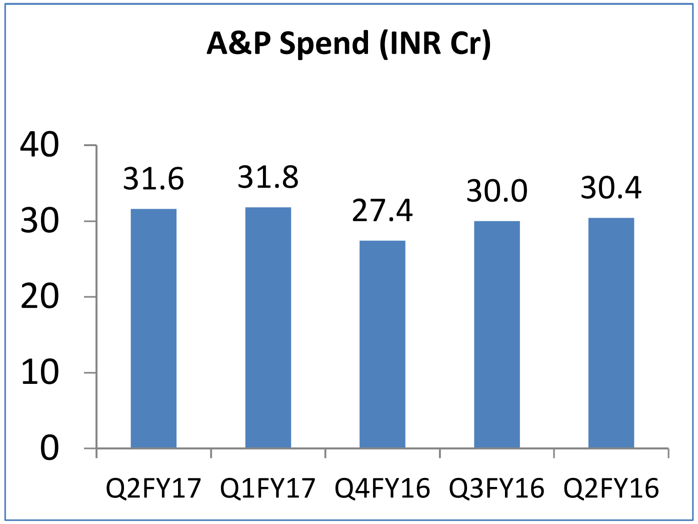












Q2 FY 17 Highlights
Category Wise Consolidated Sales

All Figures as per IND AS

	Consolidated					
Category	**Q2 FY 17**	**Q2 FY 16**	**Growth %**	**YTD FY 17**	**YTD FY 16**	**Growth %**
Fabric Care	175.7	170.5	3.1%	382.2	357.8	6.8%
Dishwashing	129.9	115.8	12.2%	263.9	238.4	10.7%
Household Insecticides	67.6	64.5	4.7%	104.8	106.0	-1.1%
Personal Care	36.5	36.0	1.3%	92.4	86.3	7.1%
Other Products	11.2	7.9	41.5%	19.1	14.0	36.5%
Total	**420.9**	**394.7**	**6.6%**	**862.4**	**802.5**	**7.5%**
Laundry Services	12.6	11.8	6.9%	25.1	23.4	7.6%
Grand Total	**433.5**	**406.5**	**6.6%**	**887.5**	**825.8**	**7.5%**

All values in INR Crore

Q2 FY17 Highlights

Brand Wise Sales

All Figures as per IND AS

	Consolidated					
Brand	**Q2 FY 17**	**Q2 FY 16**	**Growth %**	**YTD FY 17**	**YTD FY 16**	**Growth %**
Ujala	100.5	100.0	0.4%	218.7	207.4	5.4%
Exo	95.1	84.1	13.0%	196.3	176.8	11.0%
Maxo	67.6	64.5	4.7%	104.8	106.0	-1.1%
Henko	44.7	40.2	11.3%	93.7	85.0	10.3%
Margo	30.1	31.6	-4.9%	79.7	77.2	3.2%
Pril	35.2	32.3	9.1%	68.3	62.7	8.9%
Total Power Brand	**373.2**	**352.7**	**5.8%**	**761.4**	**715.1**	**6.5%**
Others	47.8	42.0	13.8%	100.9	87.4	15.4%
Total	**420.8**	**394.7**	**6.6%**	**862.3**	**802.5**	**7.5%**
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All values in INR Crore

Brand Wise
Performance & Initiatives

Post Wash

Ujala Fabric Whitener

Rs lakhs

Product	Q2 FY17	% Growth	YTD FY17	% Growth
Ujala Supreme	6,461	-5.1%	14,318	2.6%

Rs lakhs

Market info	2015
Category Size	54,315
Category Growth	1%
Market Share %	77.6%

Source : A C Nielsen

- Market expansion inputs in place
  - Communication targeting new users to increase category penetration
  - On ground activation in select states
- We expect to accelerate growth through second half.

Detergents

Ujala Fabric Detergent

Rs lakhs

Product	Q2 FY17	% Growth	YTD FY17	% Growth
Ujala Detergent	2,078	0.4%	4,530	2.7%

Rs lakhs

Kerala Market	2015
Category Size	30,038
Category Growth	-1%
Market Share %	17.6%

Source : A C Nielsen

- Ujala IDD is the second largest brand in kerala.

Post Wash

Ujala Fabric Stiffener

Rs lakhs

Product	Q2 FY17	% Growth	YTD FY17	% Growth
Ujala Crisp & shine	1,420	36.6%	2,837	28.3%

- Relevant and differentiated proposition backed by popular southern super star.
- Ujala Crisp & Shine strong growths in Kerala at 39% in Q2FY'17
- Ujala Crisp & Shine is over 20% of Ujala Fabric Whitener in Tamil Nadu within 1 year of launch.

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Detergents

Henko

Rs lakhs

Product	Q2 FY17	% Growth	YTD FY17	% Growth
Henko Franchise	4,469	11.3%	9,369	10.3%

Wonder Wash : Fresh Communication

Dish Wash

Pril Liquid

Rs lakhs

Product	Q2 FY17	% Growth	YTD FY17	% Growth
Value	2,628	11.5%	5,049	11.7%

Rs lakhs

Market Info	2015	Q2 FY17
Category Size	36,334	10,236
Category Growth	15%	4%
Market Share %	16.7%	17.7%

Source : A C Nielsen

Small packs (225ml & pouches) Nearly 50% of the market.
SQ 17 : Pril grew at 27% QOQ

- Pril continues to gain market share.

Dish Wash

Dishwash Portfolio

SQ FY17: 129 Crs – QoQ 12% on the back of Strong Innovations

Dish Wash

Exo DishWash Bar

Rs lakhs

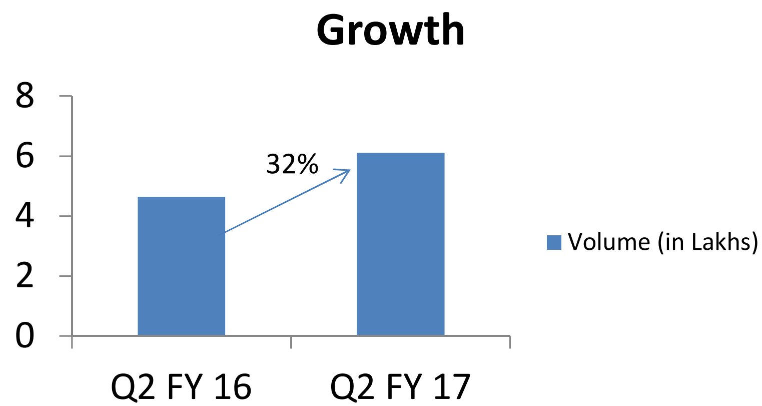
Product	Q2 FY17	% Growth	YTD FY17	% Growth
Value	7,183	17.7%	14,564	11.6%

Rs lakhs

Market Info	2015	Q2 FY17
Category Size	213,706	55,454
Category Growth	9%	0.4%
Market Share %	10.4%	10.8%

Source : A C Nielsen

SQ 16 : Bars continue growth trajectory



We continue to drive Dishwash bars as we increase our footprint.

Household Insecticides

Maxo Coil

Rs lakhs

	2015	Q2 FY17
Category Size	157,278	39,957
Category Growth	-0.1%	2%
Market Share %	18.4%	19.3%

Source: A C Nielsen

Maxo LV

Rs lakhs

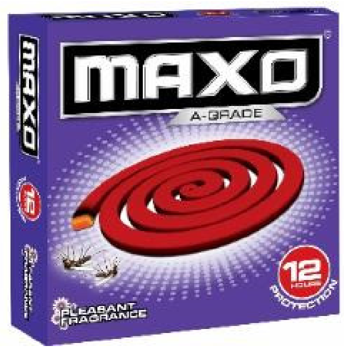
Market info	2015	Q2 FY17
Category Size	147,090	41,565
Category Growth	11%	17%
Market Share %	6.7%	7.1%

Source: A C Nielsen

Rs lakhs

Product	Q2 FY17	% Growth	YTD FY17	% Growth
Value	6,484	2.2%	10,058	-4.0%

- Signs of recovery (after a poor Q1 where both category & our growth declined in FY'17 due to unfavorable seasonality - extended summer).
- Growth in market share backed by excellence in execution and strengthening brand equity.



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Household Insecticides

Maxo Magic Card

Product	Q2 FY17	% Growth	YTD FY17	% Growth
Value	228	126%	376	273.0%

	Q1 FY17	Q 2 FY 17	% Growth
Category Size	9,211	9,208	0%
Market share	7.8%	6.5%	-13%
NSV	148	228	54%

Personal Care

Margo

Rs lakhs

Product	Q2 FY17	% Growth	YTD FY17	% Growth
Margo	3,006	-4.9%	7,971	3.2%

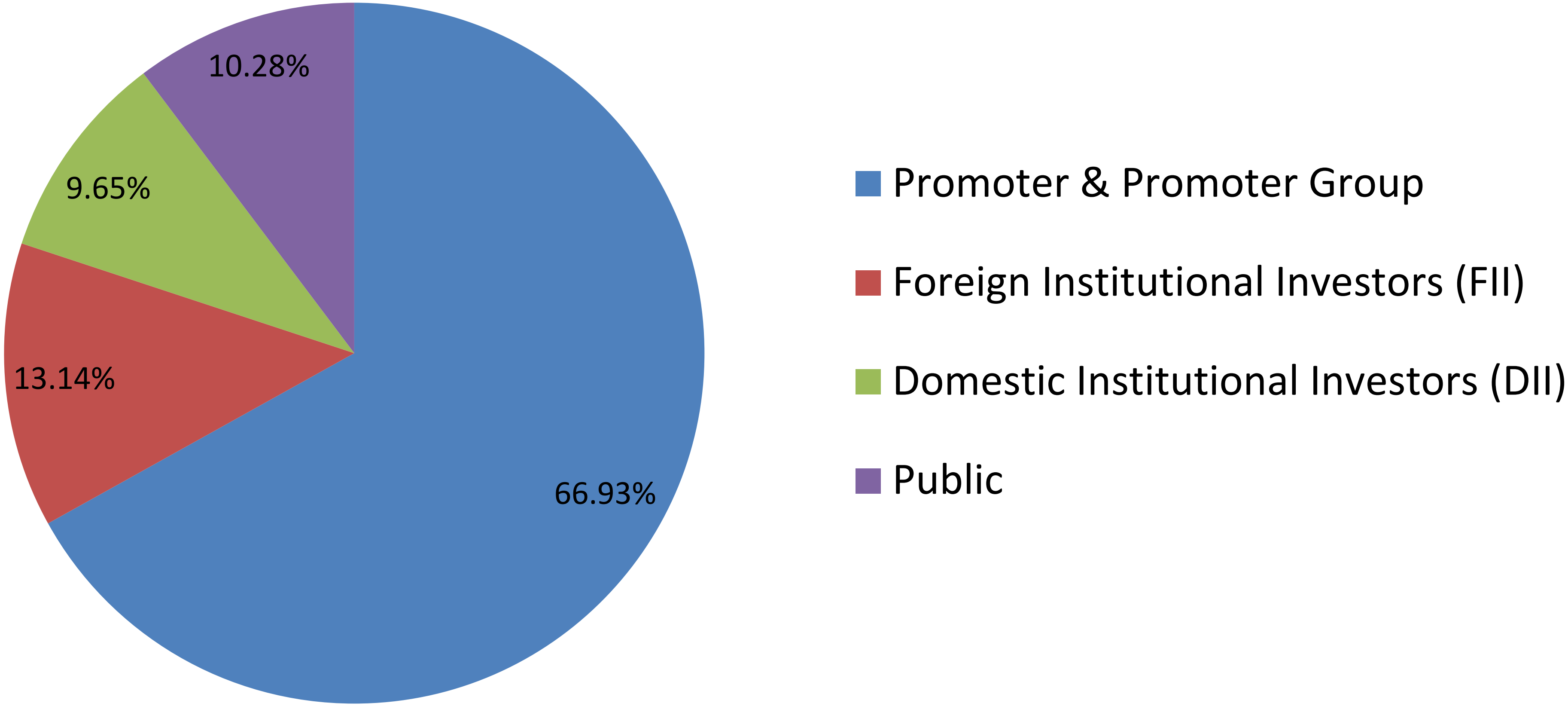
- Core relaunch work underway to significantly modernized brand and bring in new users.

Way Forward

- *Leverage efforts made so far to drive strong rural growth.*
- *Maintain Gross Margin levels*
- *Continue to focus on Brand differentiation based on consumer insights*
- *Continue investment behind brands*

Shareholding Pattern

as on 30th September 2016



For more information

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