Jyothy Laboratories Limited
Analyst Presentation
Q2FY18 & H1FY18
November 7, 2017

Jyothy LABORATORIES LIMITED

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Market Scenario

- *Consumer demand showing sign of pickup in rural*
- *Trade Channel members mostly adjusted to GST regime. Some part of wholesale channel still under stress*
- *CSD expected to become normal in second half of the year*

Results


UJALA
CRISP& SHINE
Henko
FRONT LOAD
TOP LOAD
Henko MATIC
Henko

EXO
ROUND
Pril

MAXO
A-GRADE
MAXO
FITS ALL MACHINES

NEW
Margo

Q2 FY18 Snapshot

- GST comparable revenue growth 9.6% (volume growth 3.5%)
- A&P Expense at Rs 34.6 cr vs Rs 31.6 cr ; A&P to Sales ratio at 8.1% (7.3% in PY)
- Gross Margin at 48.1% Vs 46.8% in the same period last year.
- Operating EBITDA at Rs 70.7 cr Vs Rs 64.2 cr in the same period last year; EBITDA Margins at 16.4% v/s 14.9% in Q2 FY17, Growth of 10%
- PAT at Rs 45.7 cr as against Rs 31.1 cr in the same period last year, Growth of 47%
- EPS at Rs 2.52 in Q2 FY18 vs Rs 1.71 in Q2 FY17, Growth of 47%

Consolidated GST Comparable Revenue Snapshot

All values in INR Crore

Quarter Ended

Category	Q2FY18	Reported Q2FY17	Comparable Q2FY17	Reported Growth %	Comparable Growth %
Revenue	429.9	431.9	392.2	**-0.5%**	**9.6%**

Half year Ended

Category	YTDFY18	YTDFY17	Comparable Q2FY17	Reported Growth %	Comparable Growth %
Revenue	815.8	884.9	845.1	**-7.8%**	**-3.5%**

Q2FY18 Snapshot
Category Wise Consolidated Revenue

All values in INR Crore

	Quarted Ended			
Category	**Q2FY18**	**Reported Q2FY17**	**GST Comparable Q2FY17**	**GST Comparable Growth %**
Fabric Care	164.9	176.0	158.1	4.4%
Dishwashing	130.1	129.9	115.7	12.4%
Household Insecticides	64.6	67.6	62.9	2.8%
Personal Care	50.7	36.5	34.6	46.7%
Other Products	9.7	11.5	10.6	-8.9%
Total	**420.0**	**421.5**	**381.8**	**10.0%**
Less: Inter Segment Revenue	-0.1	-0.3	-0.3	
Total	**419.9**	**421.2**	**381.5**	**10.1%**
Laundry Services	10.0	10.7	10.7	-6.3%
Grand Total	**429.9**	**431.9**	**392.2**	**9.6%**

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Q2FY18 Snapshot
Brand Wise Revenue

All values in INR Crore

	Quarted Ended			
Brand	**Q2FY18**	**Reported Q2FY17**	**GST Comparable Q2FY17**	**GST Comparable Growth %**
Ujala	91.3	100.5	91.0	0.4%
Exo	97.9	95.1	85.1	15.1%
Maxo	64.6	67.6	62.9	2.8%
Henko	43.6	44.7	39.5	10.4%
Margo	45.1	30.1	28.5	58.2%
Pril	33.8	35.1	31.0	9.0%
Total Power Brand	**376.4**	**373.1**	**338.0**	**11.4%**
Others	43.6	48.1	43.5	0.2%
Total	**419.9**	**421.2**	**381.5**	**10.1%**
Laundry Services	10.0	10.7	10.7	-6.3%
Grand Total	**429.9**	**431.9**	**392.2**	**9.6%**

Q2 FY18 Snapshot
Company's Consolidated Performance

Financials

	Quarter Ended			YTD		
Particular/Growth	**FY 18**	**FY 17**	**% Change**	**FY 18**	**FY 17**	**% Change**
Revenue from Operation	429.9	431.9	-0.5%	815.8	884.9	-7.8%
Operating EBITDA	70.7	64.2	10.0%	113.0	145.2	-22.1%
PAT	45.7	31.1	46.9%	70.0	76.1	-8%
EPS (INR)	2.52	1.71	46.8%	3.85	4.19	-8%

All values in INR Crore except EPS

Ratios

	Quarter Ended		YTD	
Particular/Growth	**Q2FY18**	**Q2FY17**	**FY 18**	**FY 17**
Gross Margin	48.1%	46.8%	49.1%	47.2%
Operating EBITDA Margin	16.4%	14.9%	13.9%	16.4%
PAT Margin	10.6%	7.2%	8.6%	8.6%
A&P to Sales Ratio	8.1%	7.3%	9.6%	7.2%

Q2 FY18 Snapshot

Company's Consolidated Performance

EBIDTA Movement

Particulars	Q2	YTD
EBITDA % - Previous period	**14.9%**	**16.4%**
Gross Margin	1.3%	1.9%
Employee Cost	-0.7%	-1.5%
Advertisement & Sales Promotion	-0.7%	-2.4%
Other Expenditure	1.6%	-0.5%
EBITDA % - Current period	**16.4%**	**13.9%**

Brand Performance & Initiatives

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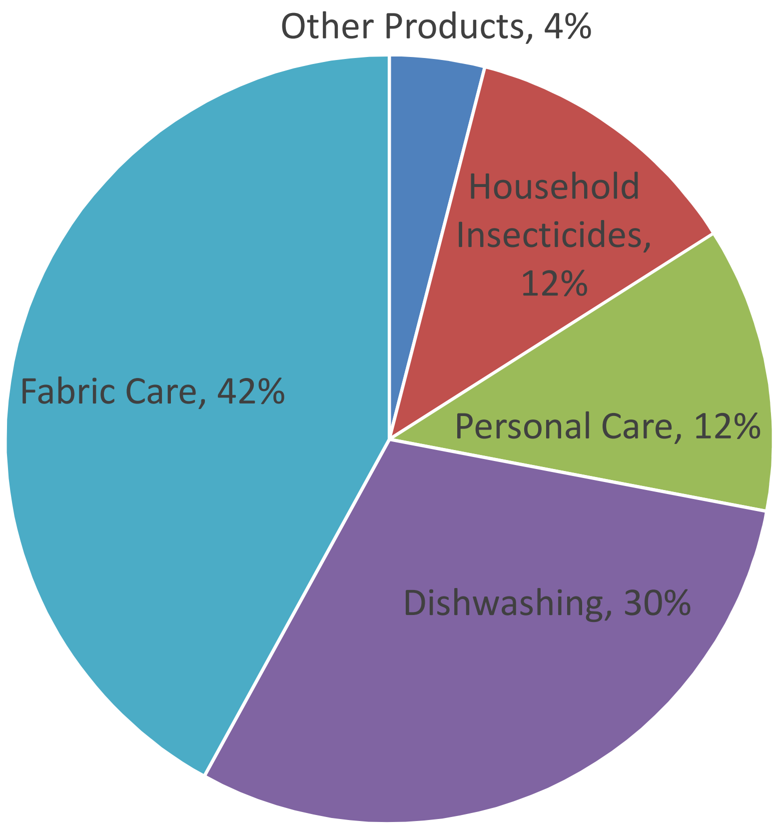
Category wise Business Share



Fabric Care

42% of Total Business

	Quarted Ended		
Category	Q2FY18	GST Comparable Q2FY17	GST Comparable Growth %
Fabric Care	164.9	158.1	**4.4%**

- **Henko franchise** grows at a strong **10.4%**
- **Ujala IDD** Grows 21.6% on back of new campaign launched
- **Ujala C&S** grows at **19.2%**
- **Ujala Supreme -**12% QoQ

Fabric Care

Henko franchise grows at a strong **10.4%**

- **HSCP @ 18.2%↑**

Ujala IDD new campaign launched growing **21.6%↑**

Ujala C&S grows at **19.2%↑**

New Campaign
In Dec Qtr

Dishwashing

30% of Total Business

	Quarted Ended		
Category	**Q2FY18**	**GST Comparable Q2FY17**	**GST Comparable Growth %**
Dishwashing	130.1	115.7	**12.4%**

- Exo Franchise recorded a growth of 15.1% in JAS quarter
- Pril Franchise grew at 8.6% in JAS Quarter

Growths mentioned above are GST comparable figures

Dishwash

- Exo Dishwash Bar grew at 17.7%

- Exo Bactoscrub grew at 20.6%

- Pril liquid's new campaign went on air in September along with Pril Kraft TVC

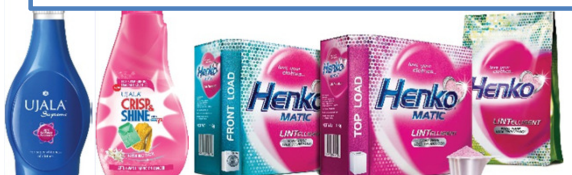
Household Insecticides

12% of Total Business

	Quarter Ended		
Category	Q2 FY 18	Comparable Q2FY 17	Comparable Growth %
Household Insecticides	64.6	62.9	**2.8%**

Building Brand Maxo

- Driving Machines to Build Household Penetration
  - Nearly 145% growth in machines over LY
  - Machines : 16% of Liquid sales in SQ (vs 7% LY)
- Genius accounting for 12 % of Maxo LV sales



Personal Care

12% of Total Business

All values in INR Crore

	Quartered Ended		
Category	Q2FY18	Comparable Q2FY17	Comparable Growth %
Personal Care	50.7	34.6	**46.7%**
Margo	45.1	28.5	**58.2%**

- Successful Brand Relaunch on Margo
- ATL campaign across markets for 6 weeks
- Active presence on social media through innovative consumer engagement activities.

Henkel Update

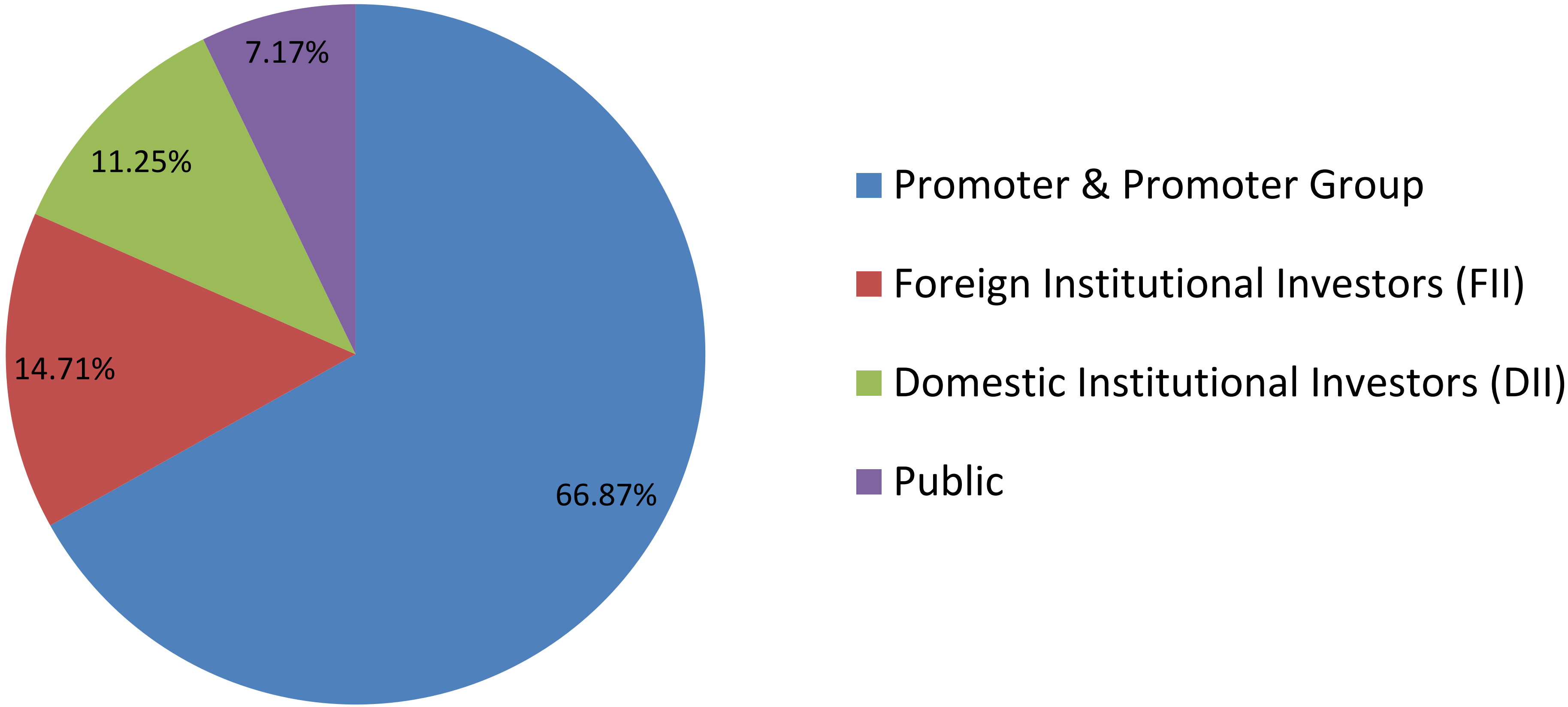
- Henkel has not exercised their option to buy shares
- Existing licensing agreement for Pril & Fa will continue.
- We are mutually exploring other possibilities to work together

Way Forward

- 15% growth for Q3FY18 (19% for the month of October)
- Healthy EBIDTA of 16% plus
- Continue innovation agenda backed by strong investment in media
- CSD expected to be back fully on track
- GST / Demonetization behind us – future looks bright

Shareholding Pattern

as on 30st Sep 2017



For more information

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Please visit

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