Jyothy LABORATORIES LIMITED

Jyothy Laboratories Limited
Analyst Presentation
Q3FY18
January 17, 2018

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Market Scenario

- *Urban Consumer Demand spiked by GST rate correction (w.e.f. 15th Nov)*
  - *Price benefit passed on to consumer by JLL*
- *Rural demand looks better*
- *Trade Channel members mostly adjusted to GST regime.*
- *CSD demand back to normal*

Results


UJALA
CRISP & SHINE
Henko
FRONT LOAD
TOP LOAD

EXO
Pril

MAXO

Margo

Back ground to Q3FY18 performance

- Q3FY17 - JLL had outperformed market in “Demonetisation quarter”
  - 3.1 % value growth in Q3FY17 – 3.6% volume growth in Q3FY17

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Q3 FY18 Snapshot

- GST comparable revenue growth 15.9% (volume growth 11.5%)
- A&P Expense at Rs 32.5 cr vs Rs 26.9 cr ; A&P to Sales ratio at 7.5% vs 7.2% (on GST Adjusted sales) in PY
- Gross Margin at 48.3% Vs 47% (on GST adjusted sales) in the same period last year.
- Operating EBITDA at Rs 69.3 cr Vs Rs 50.9 cr in the same period last year;
  EBITDA Margins at 16.1% v/s 13.7% (on GST adjusted sales) in Q3 FY17, Growth of 36.2%
- PAT at Rs 32.9 cr as against Rs 20.7 cr in the same period last year, Growth of 59.3%
- EPS at Rs 1.81 in Q3 FY18 vs Rs 1.14 in Q3 FY17, Growth of 59.2%

Consolidated GST Comparable Revenue Snapshot

All values in INR Crore

Quarter Ended

Category	Q3FY18	Reported Q3FY17	GST Comparable Q3FY17	Reported Growth %	GST Comparable Growth %
Revenue	431.2	398.3	372.0	**8.3%**	**15.9%**

Nine months Ended

Category	YTDFY18	YTDFY17	GST Comparable Q2FY17	Reported Growth %	GST Comparable Growth %
Revenue	1247.0	1283.1	1215.3	**-2.8%**	**2.6%**

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Q3FY18 Snapshot
Category Wise Consolidated Revenue

All values in INR Crore

Category	Quarted Ended			
	Q3FY18	Reported Q3FY17	GST Comparable Q3FY17	GST Comparable Growth %
Fabric Care	188.4	172.9	159.8	**17.9%**
Dishwashing	141.0	125.4	118.6	**18.9%**
Household Insecticides	37.5	45.3	41.7	**-10.0%**
Personal Care	44.5	34.0	32.3	**37.9%**
Other Products	8.4	10.0	9.2	**-8.1%**
Total	**419.9**	**387.6**	**361.4**	**16.2%**
Less: Inter Segment Revenue	-	-0.5	-0.5	
Total	**419.9**	**387.1**	**360.9**	**16.3%**
Laundry Services	11.3	11.1	11.1	**2.1%**
Grand Total	**431.2**	**398.3**	**372.0**	**15.9%**

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Q3FY18 Snapshot
Brand Wise Revenue

All values in INR Crore

	Quarted Ended			
Brand	**Q3FY18**	**Reported Q3FY17**	**GST Comparable Q3FY17**	**GST Comparable Growth %**
Ujala	106.2	98.3	90.5	**17.3%**
Exo	106.9	94.8	89.8	**19.1%**
Maxo	37.5	45.3	41.7	**-10.0%**
Henko	48.7	43.6	39.6	**23.0%**
Margo	38.0	27.9	26.5	**43.4%**
Pril	34.8	30.6	28.8	**21.0%**
Total Power Brand	**372.2**	**340.5**	**316.8**	**17.5%**
Others	47.7	46.7	44.1	**8.2%**
Total	**419.9**	**387.2**	**360.9**	**16.3%**
Laundry Services	11.3	11.1	11.1	**2.1%**
Grand Total	**431.2**	**398.3**	**372.0**	**15.9%**

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Q3 FY18 Snapshot

Company's Consolidated Performance

Financials

All values in INR Crore except EPS

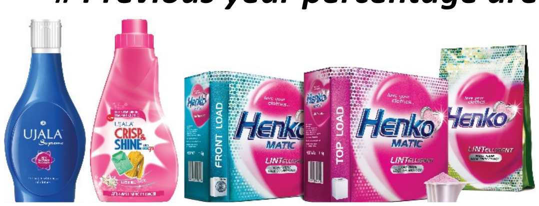
	Quarter Ended			YTD		
Particular/Growth	FY 18	FY 17	% Change	FY 18	FY 17	% Change
Revenue from Operation *	431.2	372.0	15.9%	1,247.0	1,215.3	2.6%
Operating EBITDA	69.3	50.9	36.2%	182.3	196.0	-7.0%
PAT	32.9	20.7	59.3%	102.9	96.7	6.4%
EPS (INR)	1.81	1.14	59.2%	5.66	5.33	6.3%

** Previous year sales is GST comparable sales to show comparable numbers*

Ratios

	Quarter Ended		YTD	
Particular/Growth	Q3FY18	Q3FY17 #	FY 18	FY 17 #
Gross Margin	48.3%	47.0%	48.9%	48.8%
Operating EBITDA Margin	16.1%	13.7%	14.6%	16.1%
PAT Margin	7.6%	5.6%	8.3%	8.0%
A&P to Sales Ratio	7.5%	7.2%	8.9%	7.4%

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



Q3 FY18 Snapshot

Company’s Consolidated Performance

EBIDTA Movement

Particulars	Q3	YTD
EBITDA % - Previous period	**13.7%**	**16.1%**
Gross Margin	1.2%	0.1%
Employee Cost	0.2%	-0.6%
Advertisement & Sales Promotion	-0.3%	-1.4%
Other Expenditure	1.3%	0.4%
EBITDA % - Current period	**16.1%**	**14.6%**

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

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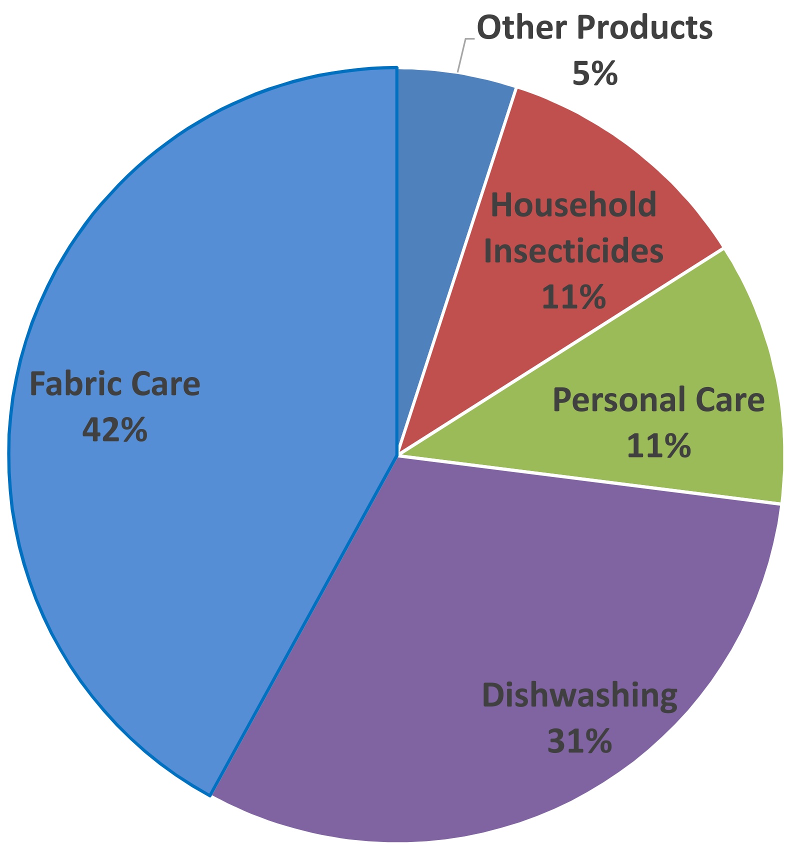
Brand Performance & Initiatives

Category wise Business Share



Fabric Care

42% of Total Business

	Quarter Ended		
Category	**Q3FY18**	**GST Comparable Q3FY17**	**GST Comparable Growth %**
Fabric Care	188.4	159.8	**17.9%**

- **Henko franchise** grows at a strong **23%**
- **Ujala IDD** Grows **28%** on back of new campaign
- **Ujala C&S** grows at **22.1%**
- **Ujala Supreme** grows at **9.7%**

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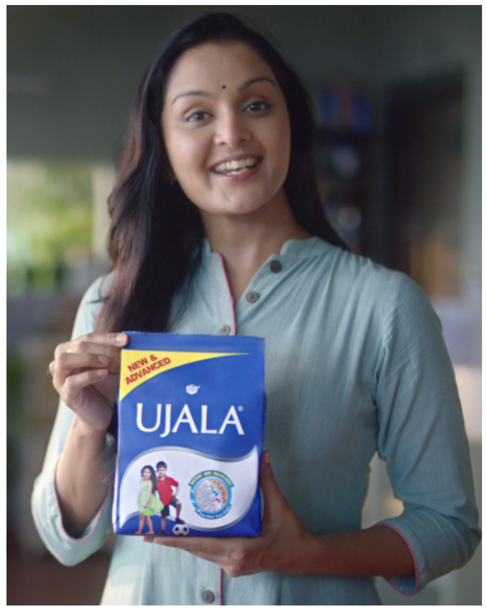
Fabric Care

Henko franchise grows at a strong **23%**

- **HSCP @ 26.9%↑**



Ujala IDD new campaign launched growing **28%↑**

Ujala C&S grows **22.1% ↑**

New campaign in Jan '18

Ujala FW grows **9.7% ↑**

New campaign in Jan '18

Dishwashing

31% of Total Business

	Quarter Ended		
Category	**Q3FY18**	**GST Comparable Q3FY17**	**GST Comparable Growth %**
Dishwashing	141.0	118.6	**18.9%**

- Exo Franchise grew at 19.1% in OND quarter
- Pril Franchise grew at 21% in OND Quarter

Growths mentioned above are GST comparable figures

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Dishwash

Refurbished Mixes

Exo Bar - Kid licking

Exo scrubber - Stomach ache

Pril liquid

- Exo Dishwash Bar: New campaign from Oct FY 18
- Exo Dishwash Bar grew at 20% QOQ in OND and 17.7% in JAS quarter

- Exo Bactoscrub: New campaign from Nov FY 18
- Exo Bactoscrub grew at 23.2% QOQ in OND and 20.6% in JAS quarter

- Pril liquid campaign: New campaign in Q3FY18
- Pril Dishwash liquid grew at 24.5% QOQ in OND and 9.9% in JAS quarter

Personal Care

11% of Total Business

All values in INR Crore

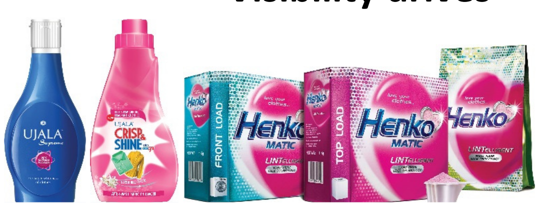
Quartered Ended			
Category	Q3FY18	Comparable Q3FY17	Comparable Growth %
Personal Care	44.5	32.3	**37.9%**
Margo	38.0	26.5	**43.4%**

Margo restage successful – Backed by strong support

Visibility drives

Retail engagement drives

Innovative POP



Margo – Growth Journey

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- Leveraging on naturals wave
- 56% growth in non-traditional markets
- Nearly 60% increase in household penetration

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Household Insecticides

11% of Total Business

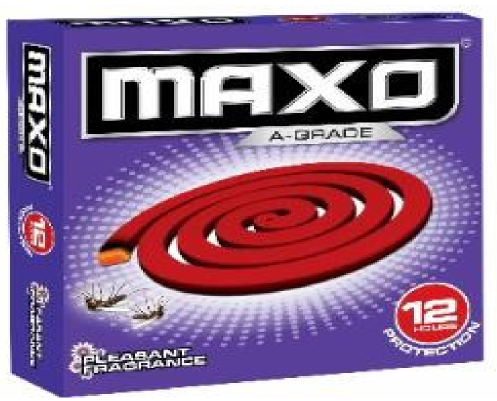
Household Insecticides

All values in INR Crore

	Quarter Ended		
Category	**Q3 FY 18**	**GST Comparable Q3FY 17**	**Comparable Growth %**
Household Insecticides	37.5	41.7	**-10%**
Maxo LV	20.6	15.5	**33.5%**
Maxo Coil	16.5	24.4	**-32.1%**

Coil Impacted by

- Disruption in wholesale segment especially in North and East
- Early onset of winter



Household Insecticides

Building Brand Maxo

VOTED PRODUCT OF THE YEAR
Consumer Survey of Product Innovation

- Aggressive Drive on Maxo Genius To Build Household Penetration
    - IInd continuous quarter of over 100% growth in combi machines
    - Genius accounting for nearly 10% of LV sales in DQ (vs 2% LY)
- Continued Media support on Maxo Genius

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PRICE REDUCTIONS IMPLEMENTED ACROSS SKUs

		Current MRP	New MRP
EXO Round	(500g)	~~₹47/-~~	₹45/-
EXO Round	(250g)	~~₹27/-~~	₹25/-
EXO Bar	(300g)	~~₹24/-~~	₹22/-
Pril Bar	(500g)	~~₹51/-~~	₹48/-
Pril Liquid	(2 ltr)	~~₹395/-~~	₹370/-
Pril Liquid	(750ml)	~~₹165/-~~	₹155/-
Pril Liquid	(425ml)	~~₹99/-~~	₹96/-
Pril Liquid	(225ml)	~~₹55/-~~	₹51/-
Henko Stain Champion	(500g)	~~₹58/-~~	₹54/-
Henko Matic Front Load	(2kg)	~~₹480/-~~	₹450/-
Henko Matic Top Load	(2kg)	~~₹435/-~~	₹400/-
Ujala Detergent	(1kg)	~~₹82/-~~	₹75/-
Ujala Detergent	(4kg)	~~₹358-~~	₹330/-
Mr.White Detergent	(7kg*) *5kg + 2kg Free	~~₹450/-~~	₹425/-
More Light Detergent	(1kg)	~~₹55/-~~	₹52/-

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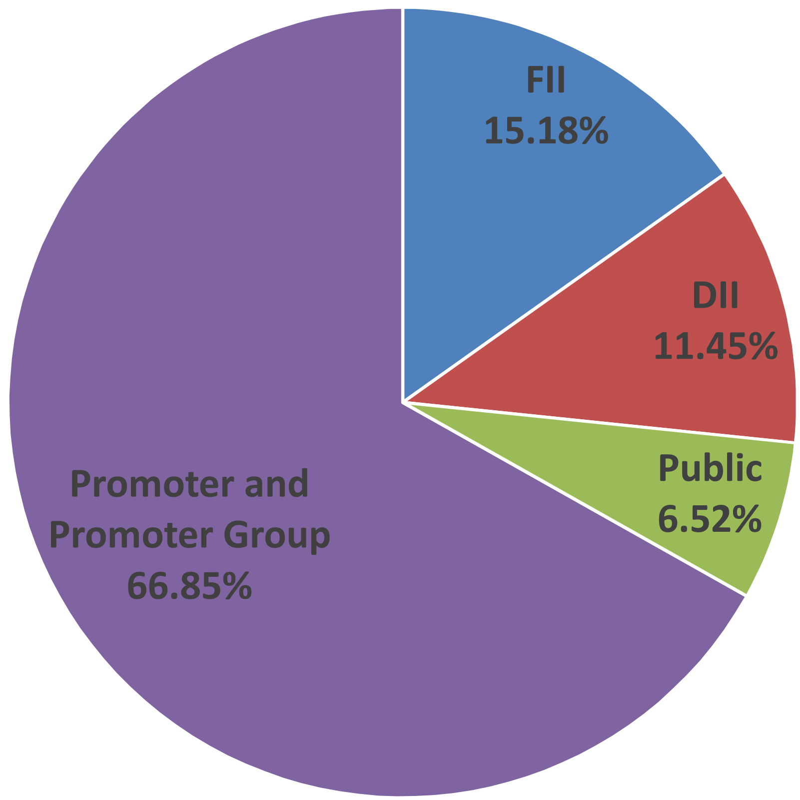
JLL CONSUMER OFFERS ACROSS BRANDS

Way Forward

- *Brand building & innovation agenda fully on track*
- *IT enabled Go To Market strategy in place*
- *Demand scenario looks positive*

Shareholding Pattern

as on 31st Dec 2017



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Thank you