

Strictly Private & Confidential



Jyothy LABORATORIES LIMITED

Jyothy Laboratories Limited

May 31, 2010



Contents

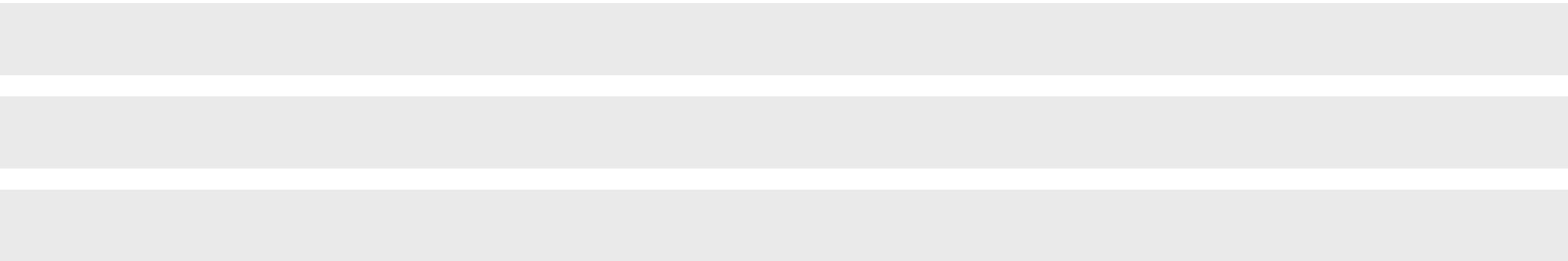


Company Overview

Financial Summary for 2009-10

Category-wise Analysis

Jyothy Fabricare Services Limited (JFSL) - Status Update



Company Overview



- A FMCG company with presence in the fabric care, household insecticide, surface cleaning, personal care and air care segments
- Promoted by Mr. M.P. Ramachandran in 1983
 - Mr. Ramachandran has over 37 years of experience in production, sales and management
- Leadership through Key Brands:
 - **Ujala**: #1 in Fabric Care: 72 % all-India market share by value and 57.1 % by volume for April to March 2010*
 - **Maxo**: 22.2 % all-India market share by value and 23.7 % by volume for April to March 2010*
 - **Exo**: 24.1 % South India market share by value and 21.5 % by volume for April to March 2010*

Liquid Blue Category

*Source: A.C. Nielsen



Company Overview (Cont'd.)



■ Extensive Distribution Network

- Available in ~ 2.7 mn outlets in India as of March 31, 2010 (Source: A.C. Nielson)
- Sales staff of over 1,800 people servicing approx. 3,500 distributors
- Field staff have a direct reach of ~ 1 million outlets
- Strong presence in both rural and urban markets

■ Manufacturing

- 28 manufacturing facilities in 15 locations across India - some of these are tax efficient units

Offering Value-for-Money Products to the Common Man



Financial Summary 2009-10



Profit & Loss Account



Particulars (Rs. in lacs)	12 months ended 31, March 2010	12 months ended 31, March 2009	Year Ended 31, March 2009 (9 months)
Gross Sales	75,046	57,511	45,194
Net sales	57,476	45,001	35,154
Other income	1,819	1,006	775
Total Income	59,295	46,007	35,929
Cost of Goods Sold	(31,277)	(24,256)	(19,822)
Employee Cost	(6,831)	(5,512)	(4,320)
Advertisement & Sales Promo Expenses	(3,686)	(2,487)	(1,788)
Other Expenses	(6,288)	(5,526)	(4,223)
EBITDA	11,213	8,226	5,776
Depreciation	(1,046)	(889)	(681)
Interest and Finance Charges	(61)	(40)	(37)
Profit before exceptional item and tax	10,106	7,297	5,058
Tax	(2,101)	(1,484)	(1,047)
Profit after tax	8,005	5,813	4,011
EPS	11.03	8.01	5.53
Book Value Per Share	54.97	48.55	48.55



Balance Sheet



Particulars (Rs. in lacs)	As On 31, March 2010	As On 31, March 2009
Share Capital	726	726
Reserves and Surplus	39,166	34,506
Net Worth	39,892	35,232
Total Loans (Sales Tax Deferral)	(17)	(17)
Net Block	19,809	18,511
Capital Work in Progress	346	611
Investments	1,798	1,726
Cash and Bank Balances	12,117	10,017
Net Current Assets (Excluding Cash)^	5,838	4,385

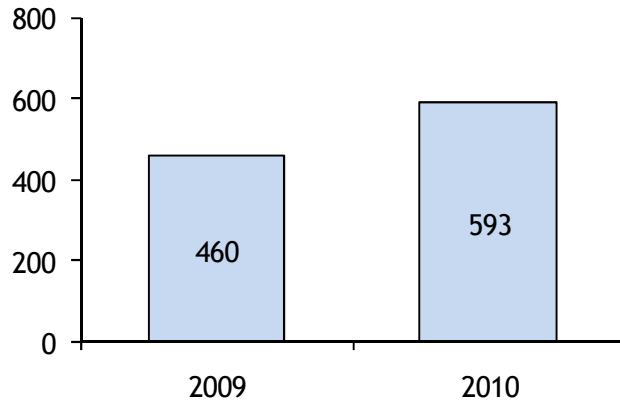
^ Net Current Assets (excl cash) defined as (Inventory+ Sundry Debtors + Other current assets sales promotion items-Current Liabilities-Provisions)



Financials Highlights - Profit & Loss



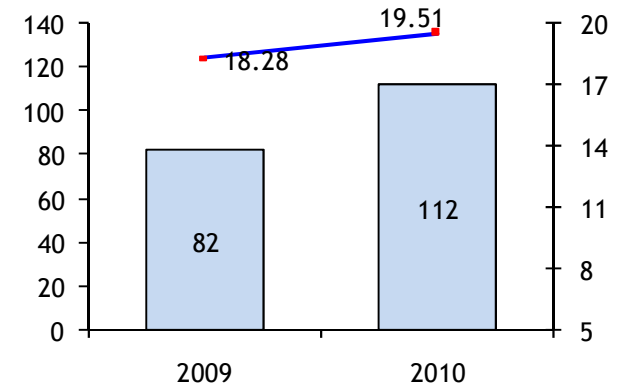
Total Income (Rs in crores)



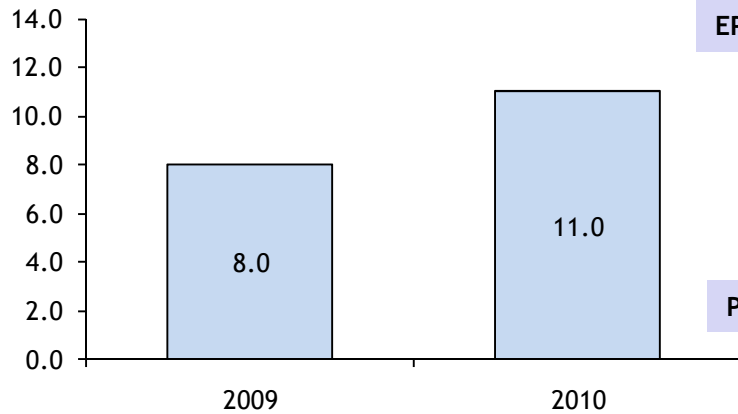
Total Income increased by 29%

EBITDA increased by 37%

EBITDA (Rs crores) & EBITDA Margin (%)



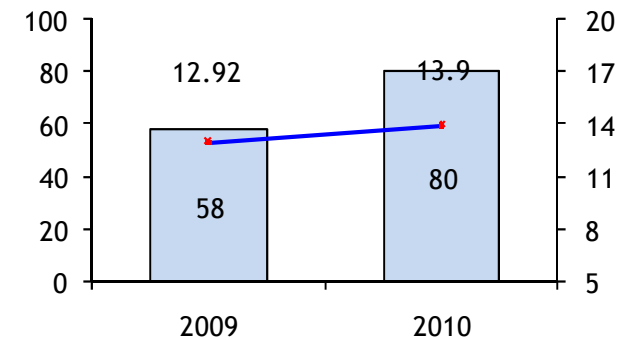
EPS (INR)



EPS increased by 38%

PAT increased by 38%

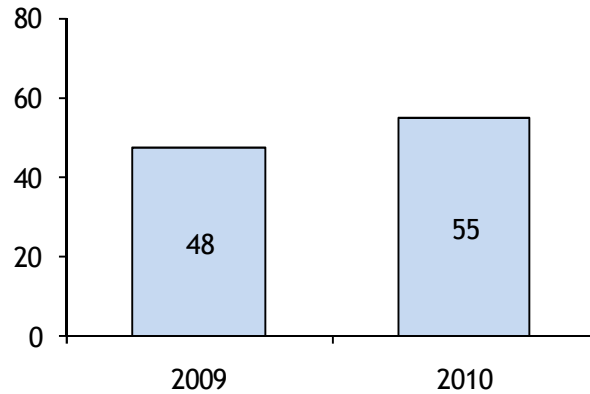
PAT (Rs crores & PAT Margin %)



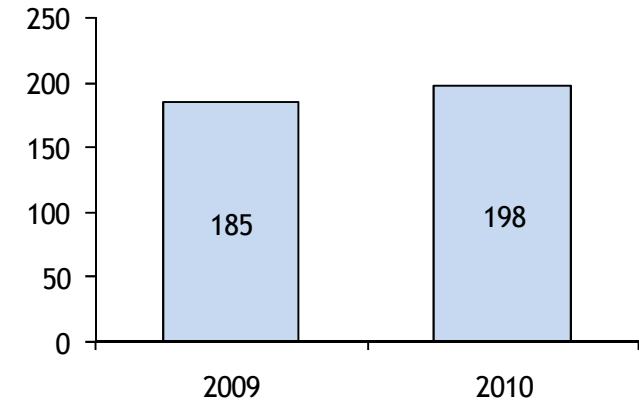
Financials Highlights - Balance Sheet



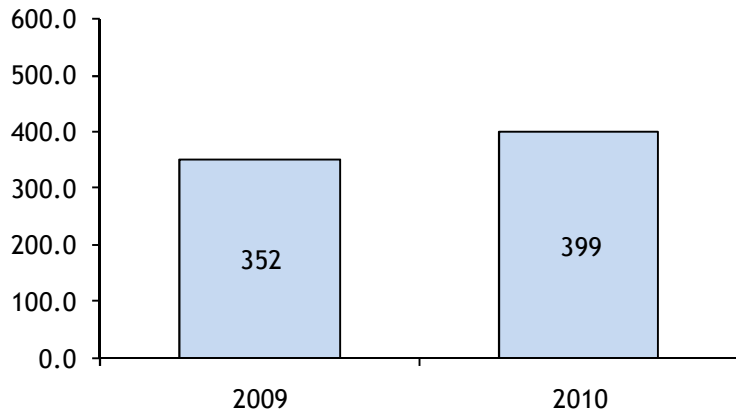
Book Value (INR)



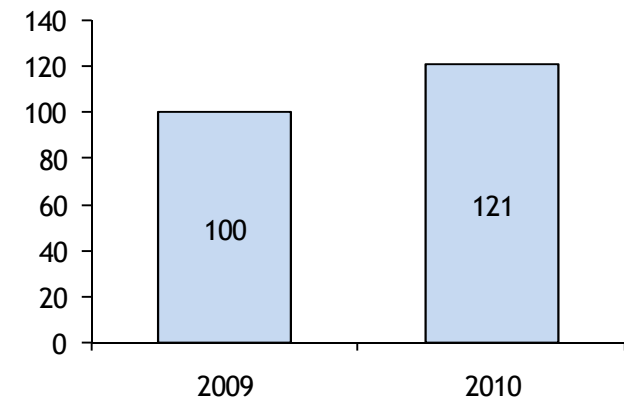
Fixed Assets (Rs in crores)



Net Worth (Rs in crores)



Cash & Bank Balance (Rs in Crores)



Note: * Advertisement and Sales Promotion

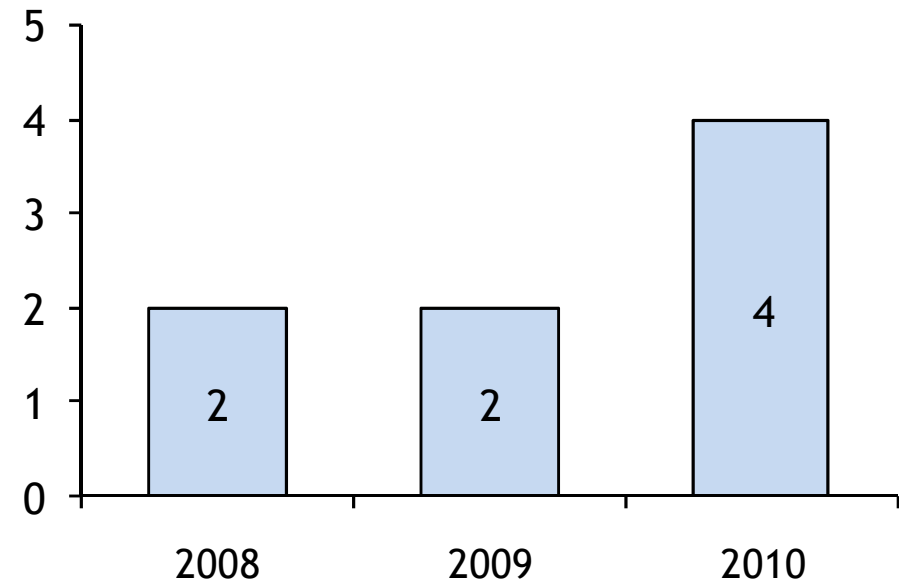
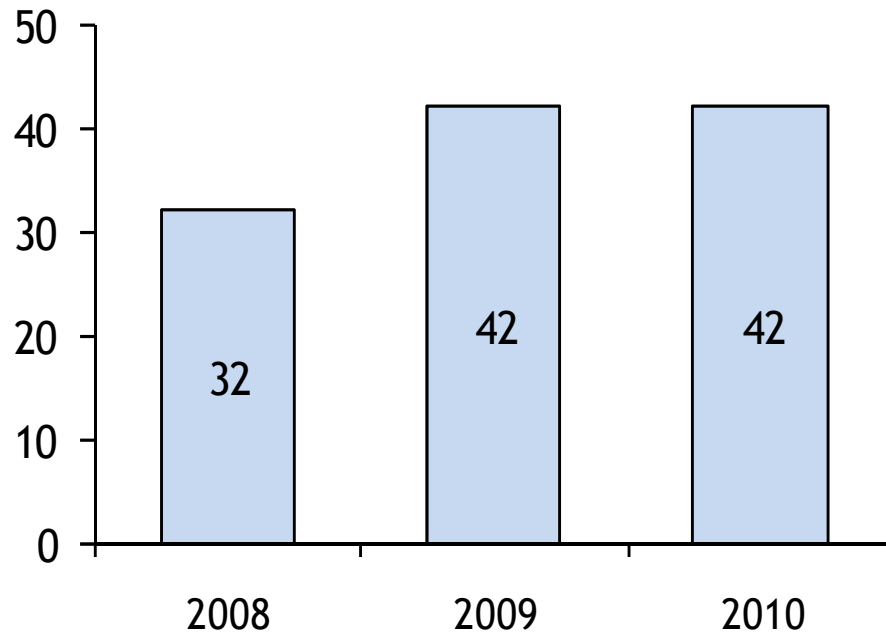


Financials Highlights - Dividend Payout



Dividend Pay Out (%)

Dividend Per Share



Note: * Advertisement and Sales Promotion



Category-wise performance





Category-wise Revenue Mix for FY2010

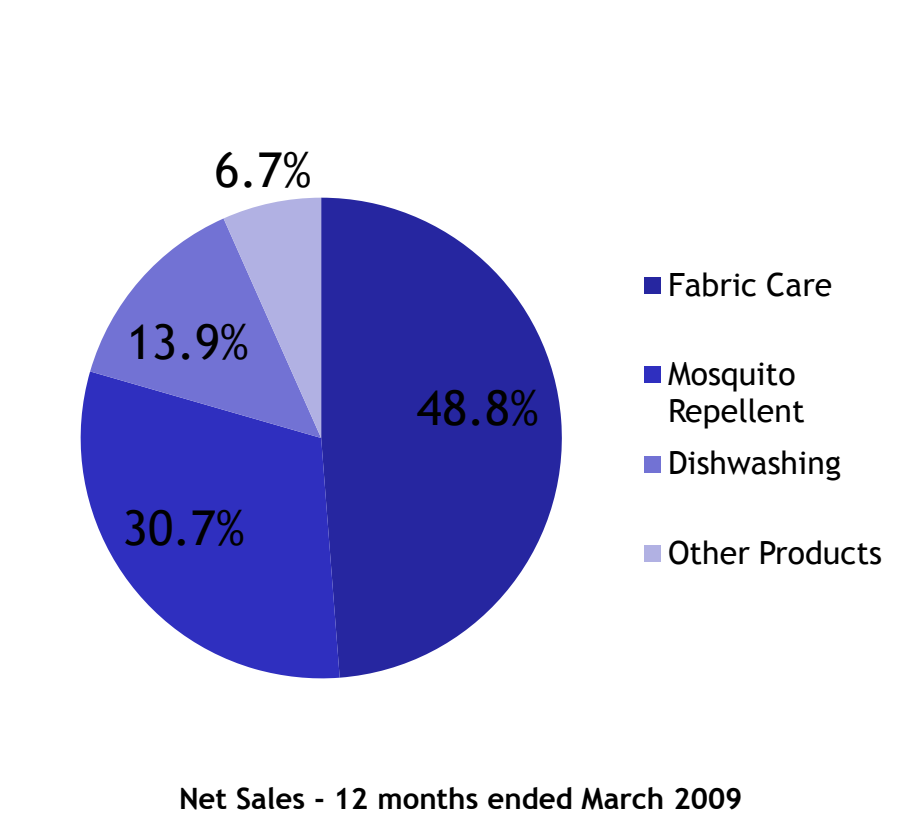
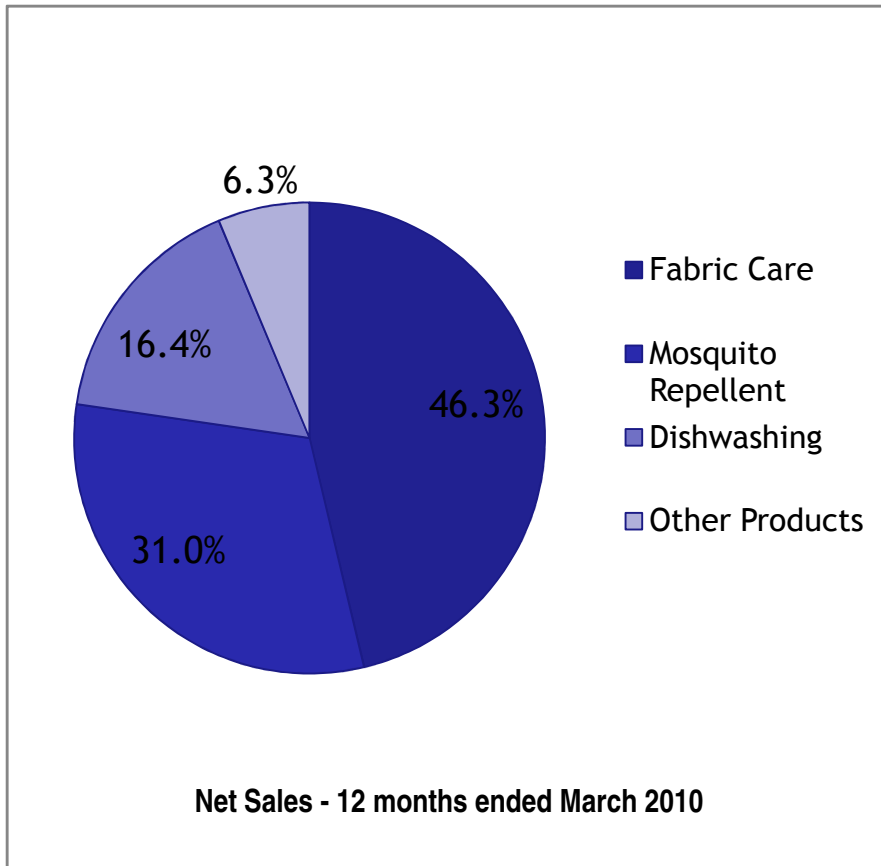


Financial Snapshot - Sales



FY2010 Category-wise Revenue Breakdown

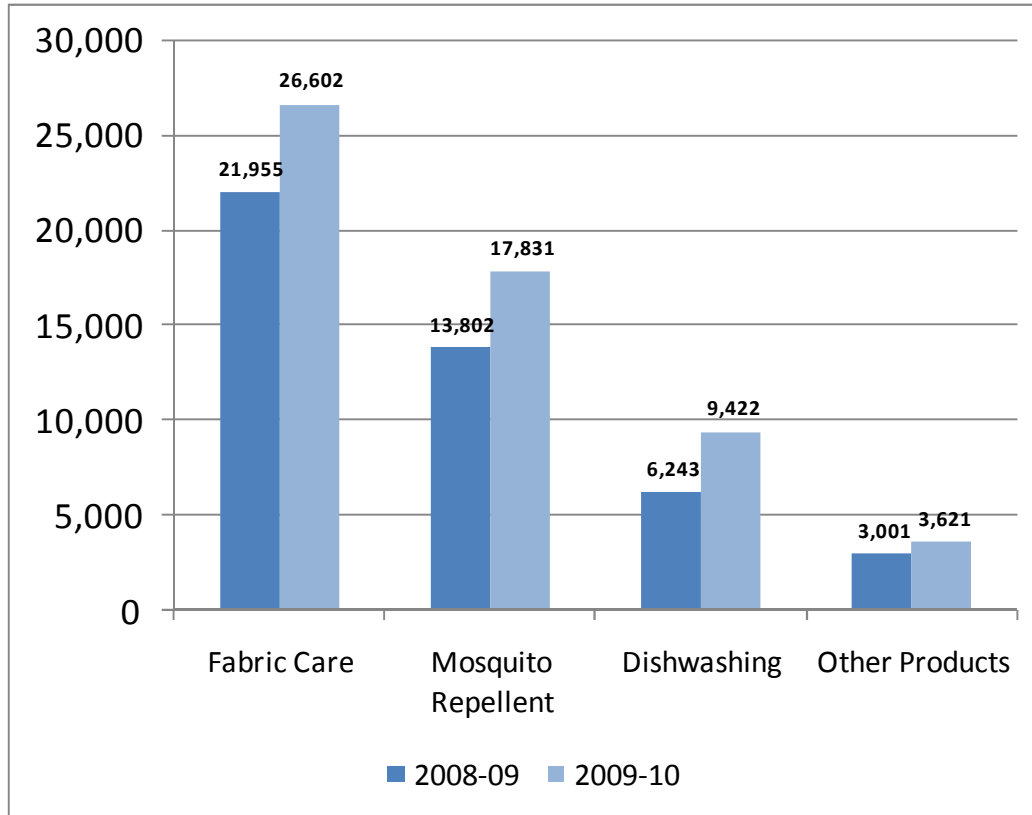
FY2009 Category-wise Revenue Breakdown



Financial Snapshot - Sales



Category-wise Net Sales FY10 Compared with 12MFY09



Rs in Lacs

Category	12 Months Ended March		
	2010	2009	Growth %
Fabric Care	26,602	21,955	21%
Mosquito Repellent	17,831	13,802	29%
Dishwashing	9,422	6,243	51%
Other Products	3,621	3,001	21%
	57,476	45,001	28%



Fabric Care: UJALA (Brand Size - Rs. 302 crores)



Largest Brand in Fabric Whiteners



Brand Facts

- Launched in 1983 - A 27-year old Brand
- Largest brand in the fabric whiteners segment

Positioning

- Positioned as a *liquid* fabric whitener that do not cause the clothes to “blue” or appear patchy

Market Share

- #1 in Product Category: 72% all-India market share by value for March 2010*
- Kerala - 99.99% by value for March 2010*

Brand Extension

- Washing Powder - Launched in 2003 in Kerala & extended to other southern states in January 2009.
- Ujala Stiff and Shine - Launched in Kerala in 2005 and nationally in March 2008

Consolidation Through Acquisition

- Acquisition of “Ruby” liquid blue and “More Light” brand in 2007-08.

Going Forward 2010-11

- Detergent - Rollout in other states underway
- Looking for Brand Extensions



* Source: A.C. Nielsen



Ujala Brand Extension



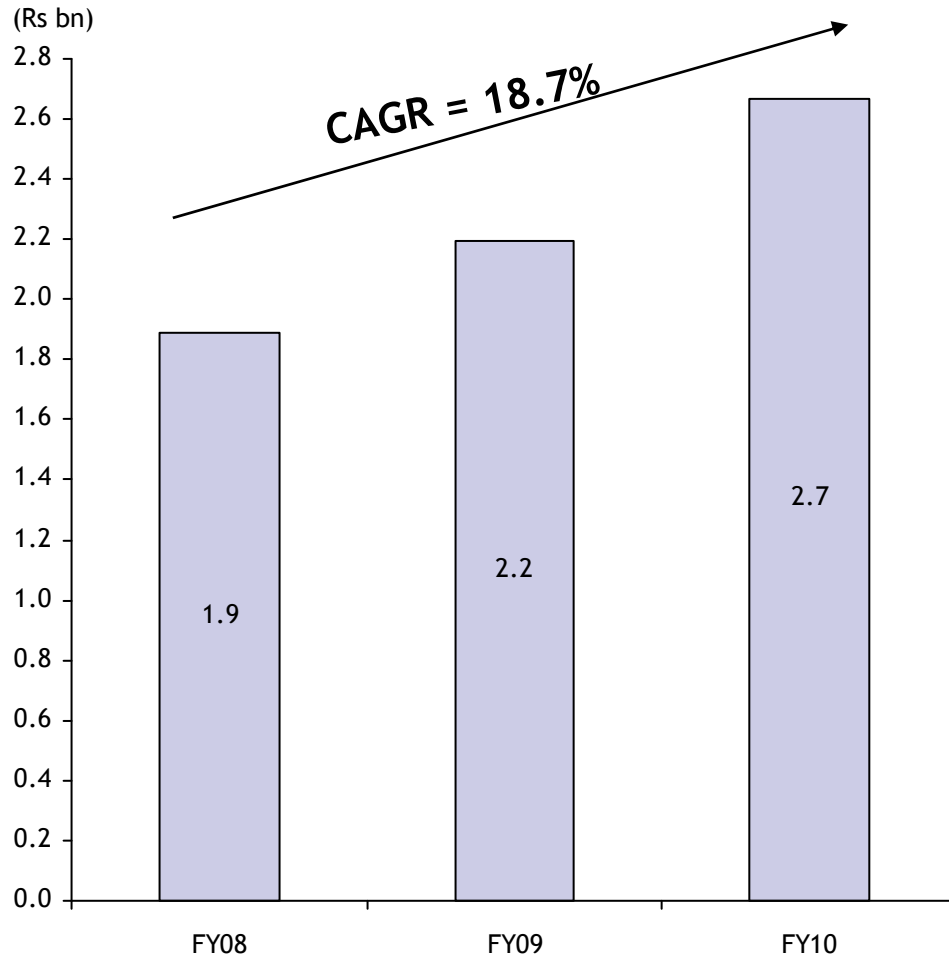
- ❑ Propose to extend Ujala Detergent Powder to other states
- ❑ Signed up with “Sachin Tendulkar as Brand Ambassador for UJALA



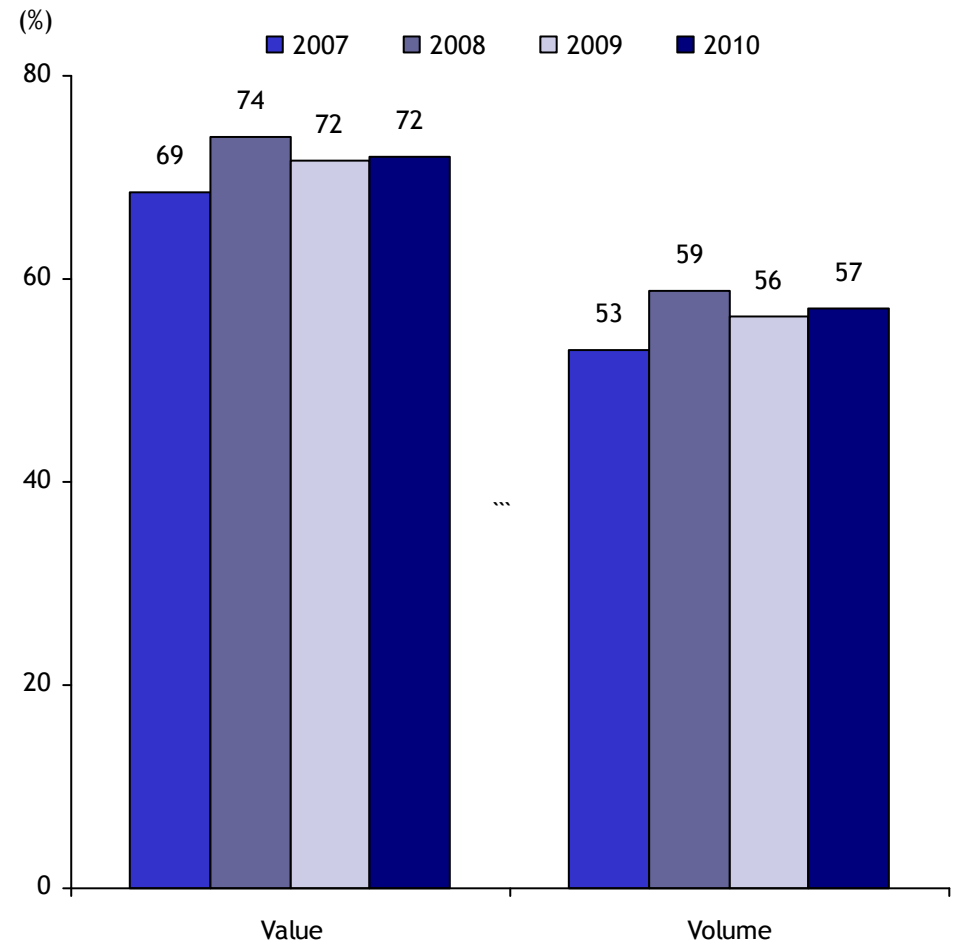
Fabric Care: Ujala (Cont'd.)



Ujala Brand Performance – Net Sales



Liquid Fabric Whitener Market Shares



Source: A.C. Nielsen

¹ For calculating CAGR Financial Year is taken as April to March

¹ includes Ujala detergents and Ujala Stiff and Shine



Mosquito Repellent: MAXO (Brand Size Rs. 257 crores)



Largest Player in Rural Market



Brand Facts

- One of the leading brands in the mosquito repellent segment; launched in 2000

Positioning

- Positioned as a mosquito repellent offering “corner to corner” protection

Market Share

- 22 % all-India market share by value for March 2010*

Brand Extension

- Liquids / Aerosols
- DEPA products for outdoor application

Going Forward 2010-11

- Focus on liquid/aerosol
- Brand Investments / New Campaign - “RAAT ACCHI TOH DIN ACCHA”
- Bought technology DEPA (a repellent formulation for all Blood sucking insects and Mosquitoes) from “DRDO” (Defense Research & Development Organization) Ministry of Defense, Government of India.

*Source: A.C. Nielsen





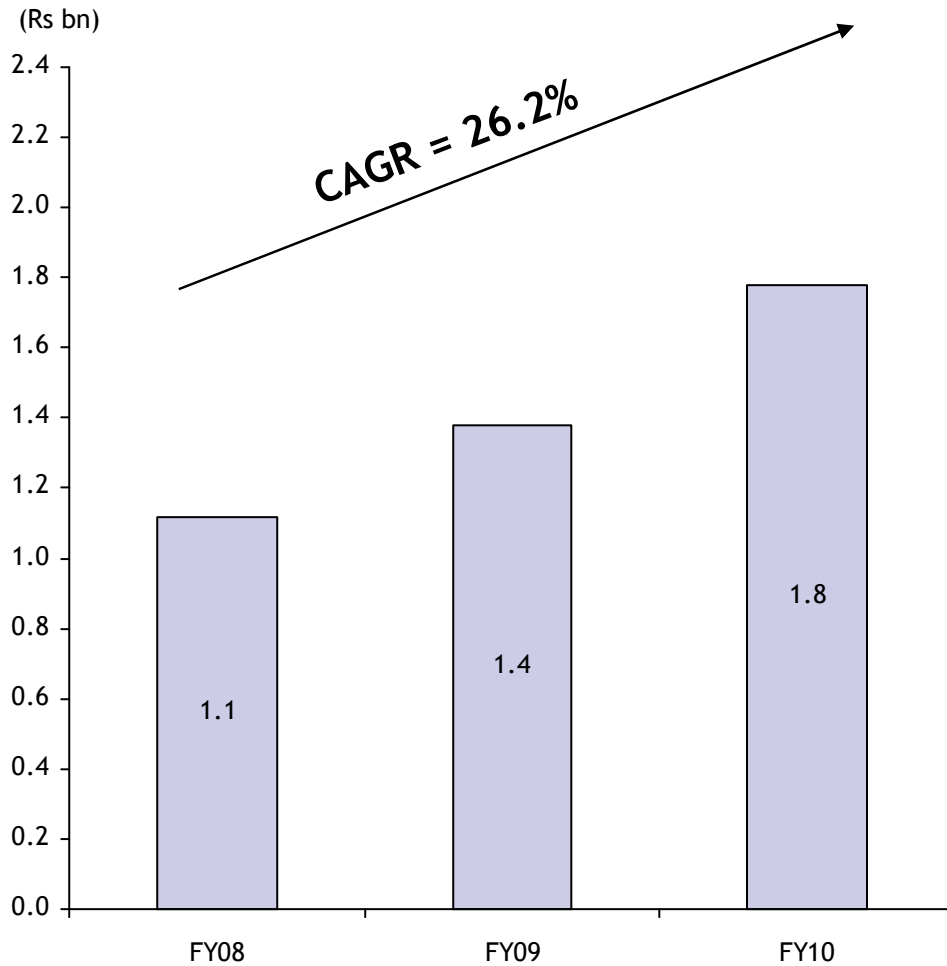
- ❑ Bought technology DEPA (a repellent formulation for all Blood sucking insects and Mosquitoes) from “DRDO” (Defense Research & Development Organization) Ministry of Defense, Government of India to manufacture and market across the globe.
- ❑ Launch of these products is scheduled in Aug/Sept 2010.



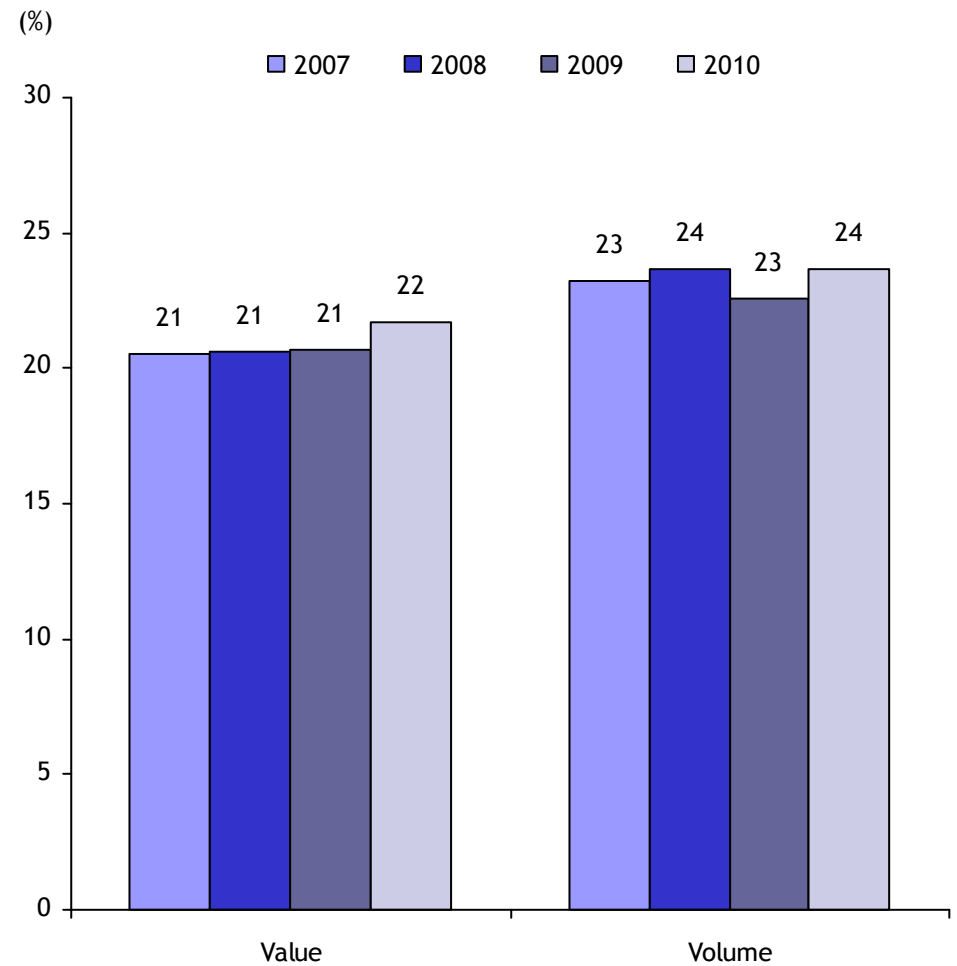
Mosquito Repellent: Maxo



Maxo Brand Performance – Gross Sales



Maxo Coils Market Shares



¹ For calculating CAGR Financial Year is taken as April to March

Source: A.C. Nielsen



Dishwashing Products: EXO (Brand Size Rs.146 crores)



Brand Facts

- Exo Dishwash Bar - India's first anti-bacterial dish wash launched in 2000
 - Features Cyclozan, which gives a protective cover against bacterial contamination of utensils

Positioning

- Positioned as a brand giving consumers protection against bacterial contamination of utensils in addition to the promise of "clean and shiny" utensils - EXO Family HEALTHY Family.

Market Share

- 24.1 % market share by value in Southern India for March 2010*

Brand Extension

- Dishwashing liquid - Exo Liquid
- Dishwashing scrubber - Exo Safai

Going Forward 2010-11

- National roll out started in phased manner from October 2009
- Presently available in 3.5 lakh retail outlets
- **National Campaign**

*Southern states include T.N., Karnataka, Kerala and A.P.



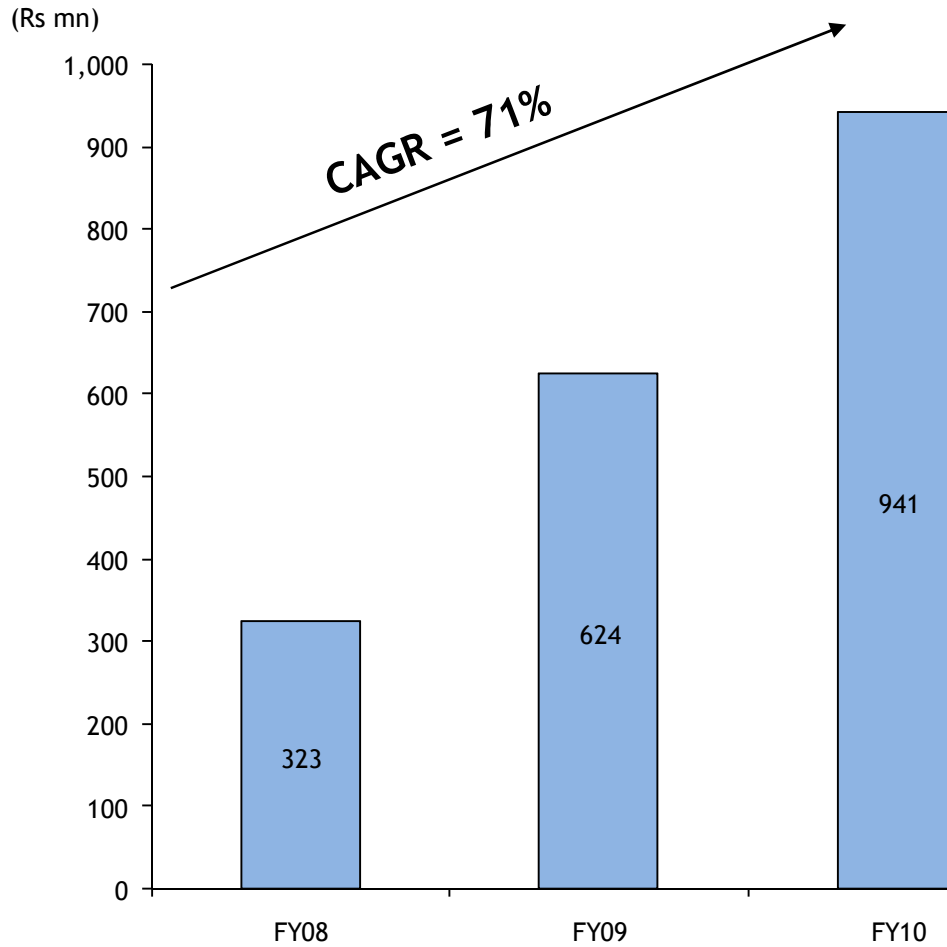
*Source: A.C. Nielsen



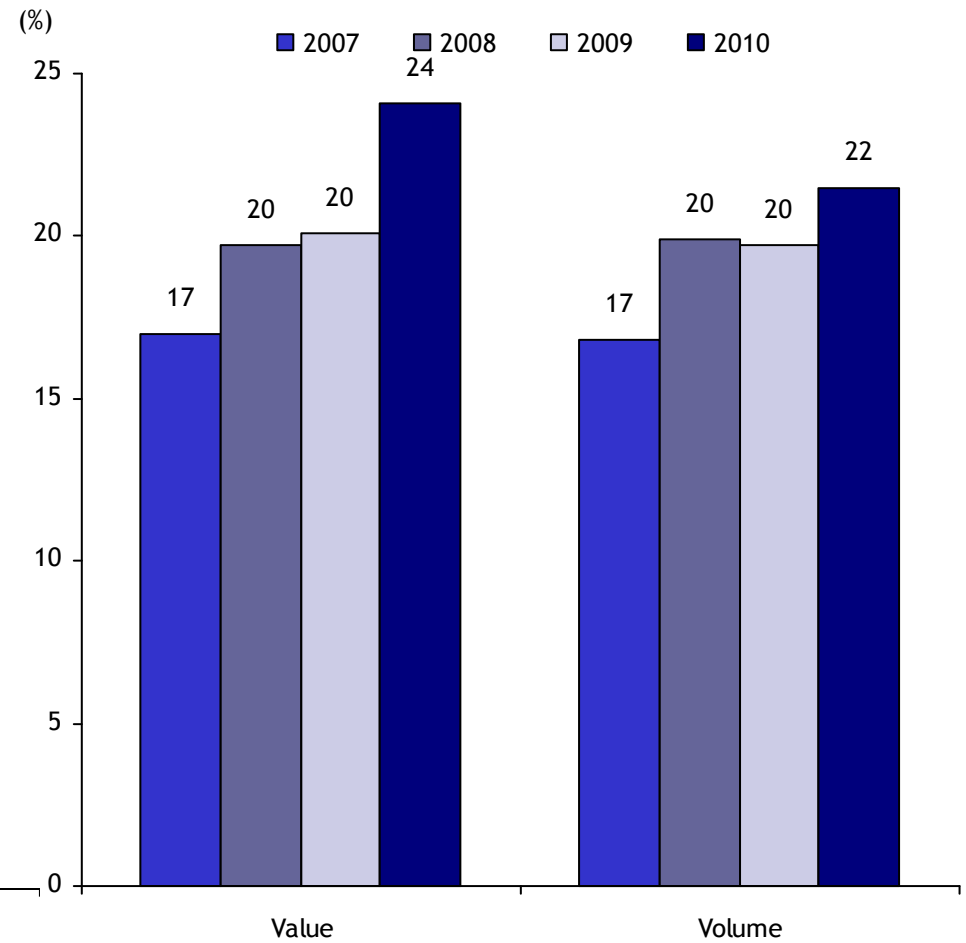
Dishwashing Products: Exo



Exo Brand Performance – Net Sales



Exo Dish Wash Bar Market Shares



¹ For calculating CAGR Financial Year is taken as April to March

Source: A.C. Nielsen



Jyothy Fabricare Services Limited (JFSL) - Status Update



Jyothy Fabricare Services Ltd.

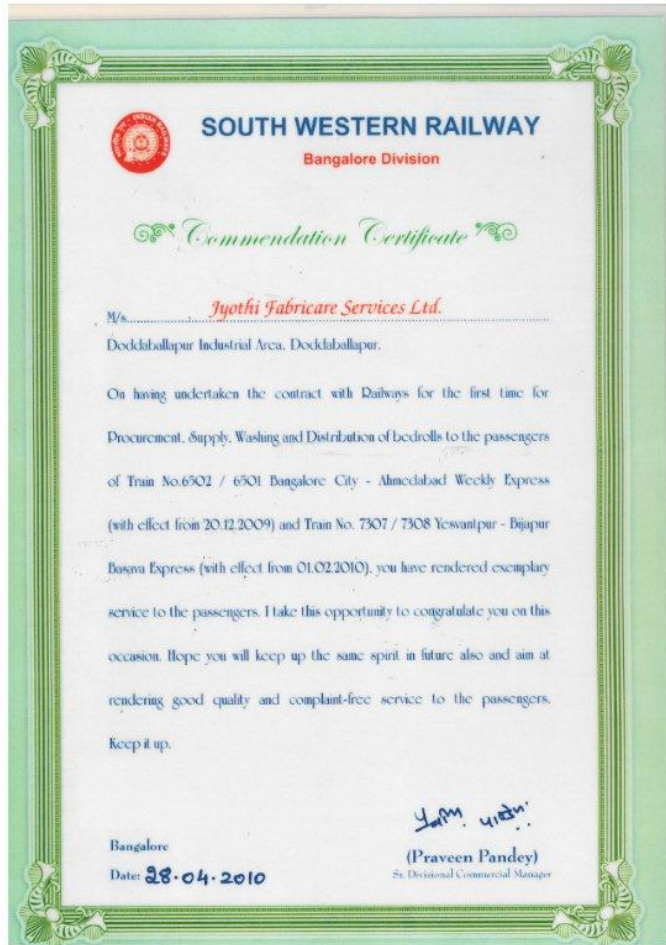
- Launched Fabric Spa - “World class laundry at affordable price at your doorstep - November at Bangalore
- Opened 5 Fabric Spa premium stores at Indira Nagar - Sadashiv Nagar - Koramangla - Mantri Mall - Hyper City (White Field) - Initial Response is encouraging
- Snoways - Economy added 22 more outlets - Total 30 now
- Own laundry facility with 70,000 sq. feet of Built up area commenced processing from November 2009.
- Processing/Washing - Institution 25,000 pcs a day
Retail 3,000 pcs a day



Jyothy Fabricare Services Limited (JFSL) - Status Update



Jyothy Fabricare Services Ltd.



- Got 12 trains bedroll for washing on trial basis - daily washing approx: 2000 bed rolls
- Got Excellence Award from South Western Railways
- Bid for BOOT
Central Mumbai - 12 Ton/day
Southern Railways - 10 Ton/day





Jyothy Fabricare Services Ltd.

- Mr M P Ramachandran
- Mr K Ullas Kamath
- Ms M R Jyothy
- Mr Vijay Rodha
- Mr Laxminarayan



JFSL Brands & Services



Institutional



Retail Premium



Rentals



Door to Door



Retail Economy



JFSL - Some clients as on March 2010



Hotels & Resorts	Airlines	Serviced Apartments	Others
Royal Orchid	Luftansa	Oakwood - Prestige	Fitness One
ITC - Fortune	Air France	Sterling Suites	Big Bazar - Food Court
Mapple	Singapore Airlines	Living Space	Golden Chariot
Hotel IRIS	Paramount	Chalet India	Talwalkars
Grand Inn	Jet		Palm Meadows Club
Golden Residency	LSG Skychef		HAL
Bangalore Gate	Taj Sats		
Hotel Atria			
Ramanashree			
Hotel 9 Marks Inn			





Jyothy Fabricare Services Ltd.

- Consolidate - Bangalore Operations
- Achieve cash breakeven by 31st March 2011
- Plan to go to other cities - Chennai/Hyderabad/Pune - 2011-12
- Explore franchise route on PAN India - 2012-15



Fabric Spa Building



Fabric Spa Factory







Fabric Spa Outlet





Thank You

