

Jyothy Laboratories Limited

Analyst Presentation

Q4 FY 17

May 18, 2017



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- *Business Initiatives*
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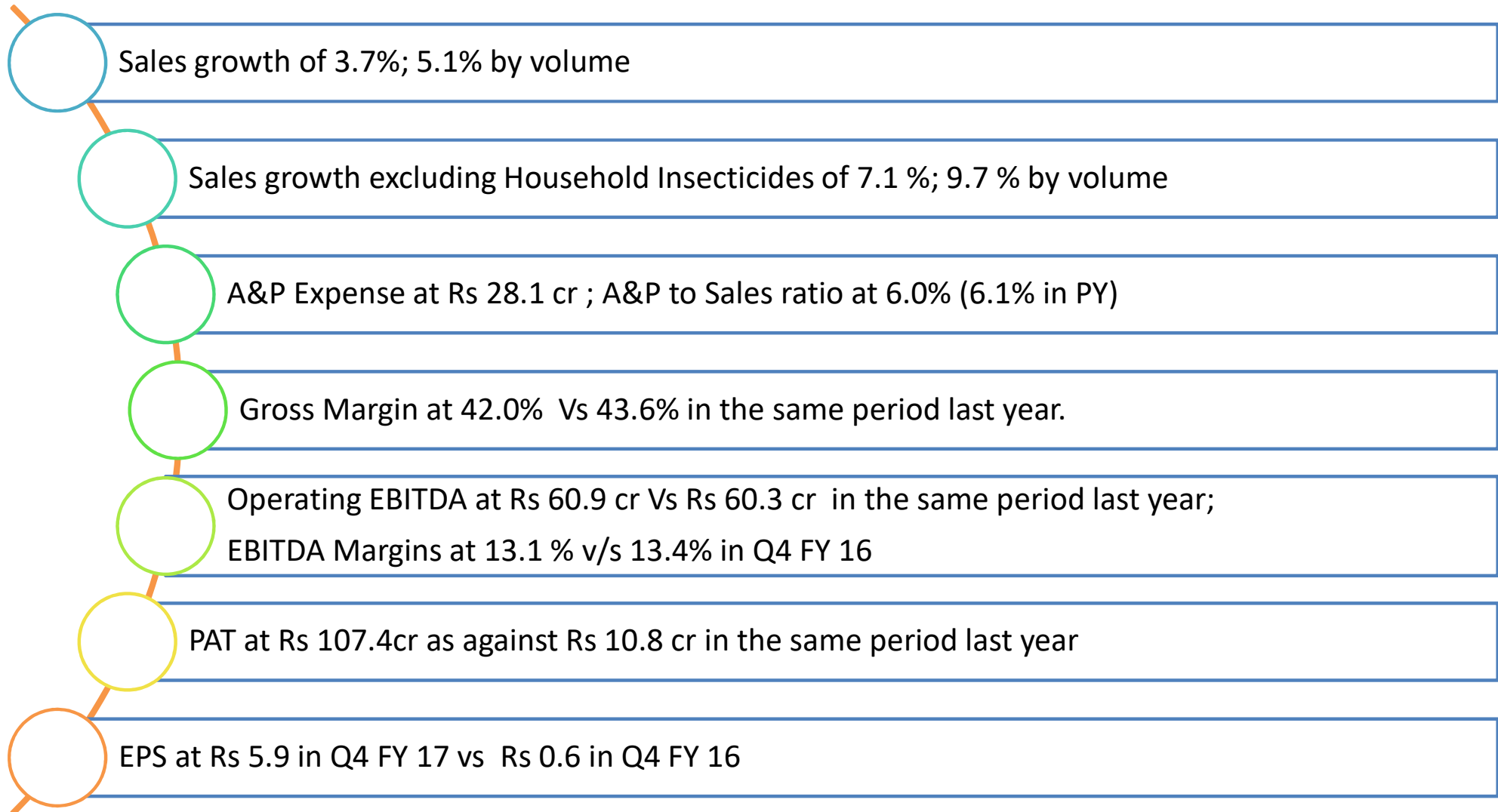


FY 17 Result Highlights



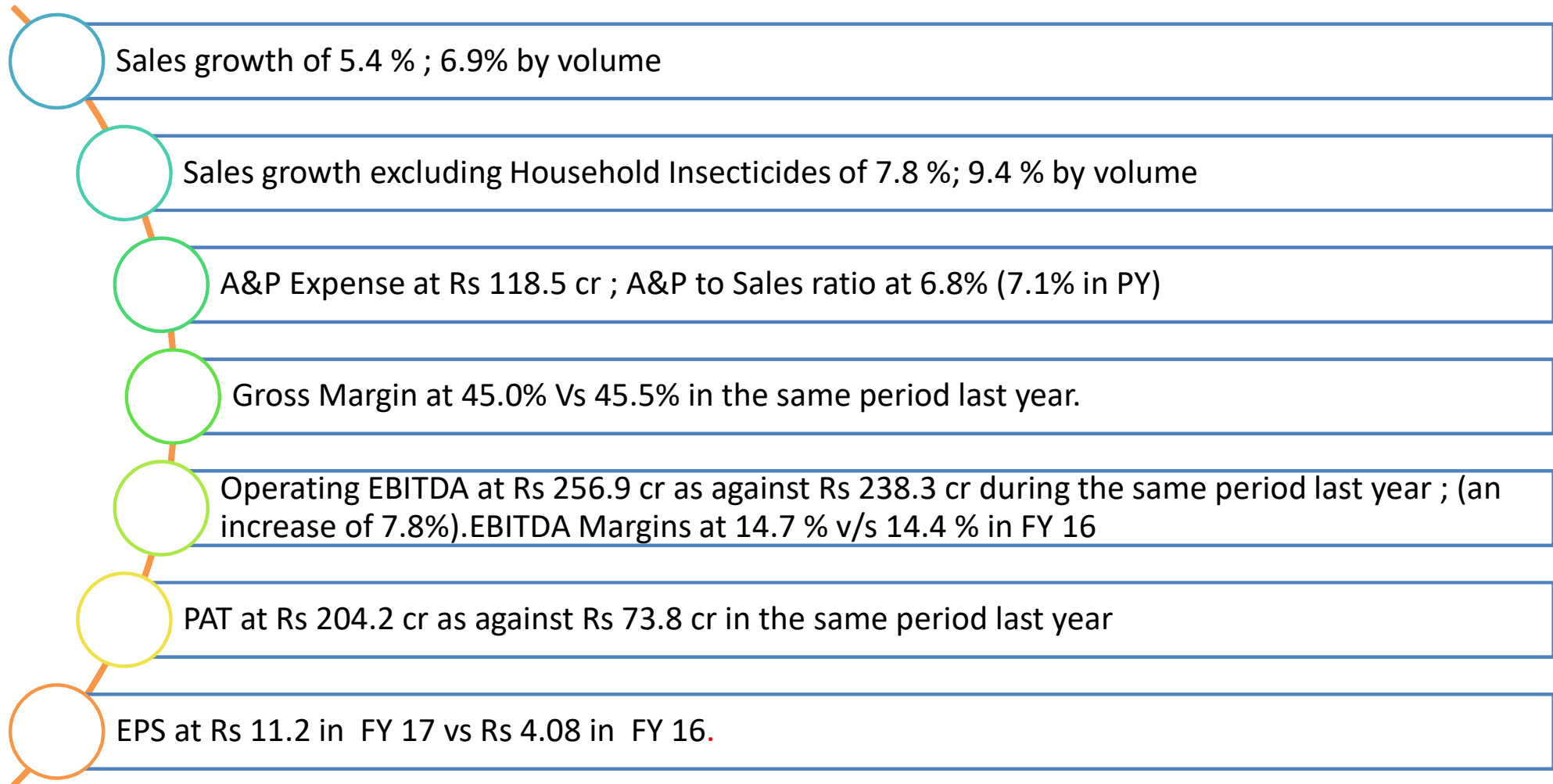
Q4 FY 17 Snapshot

All Figures as per IND AS



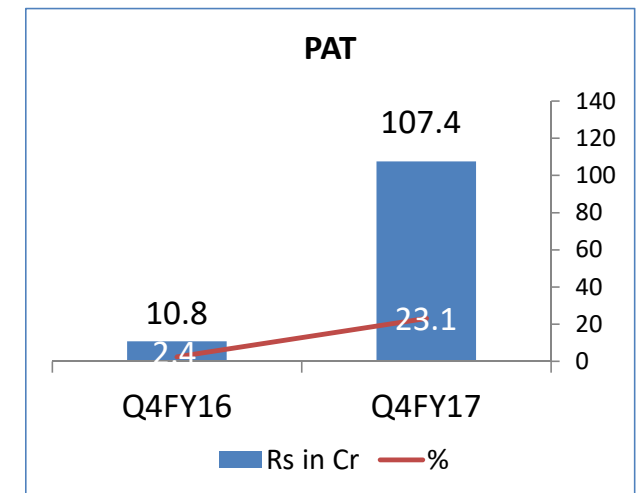
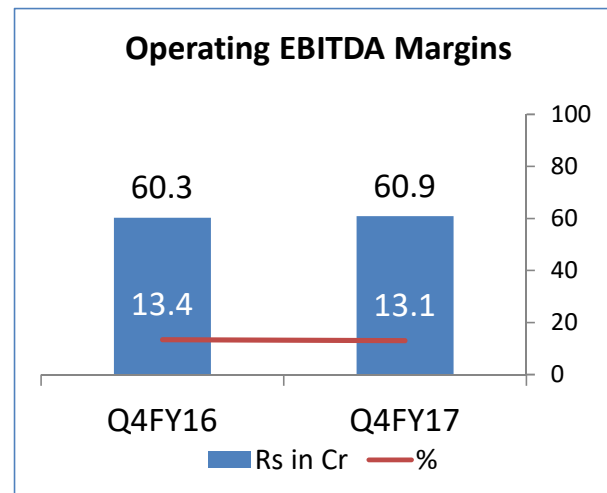
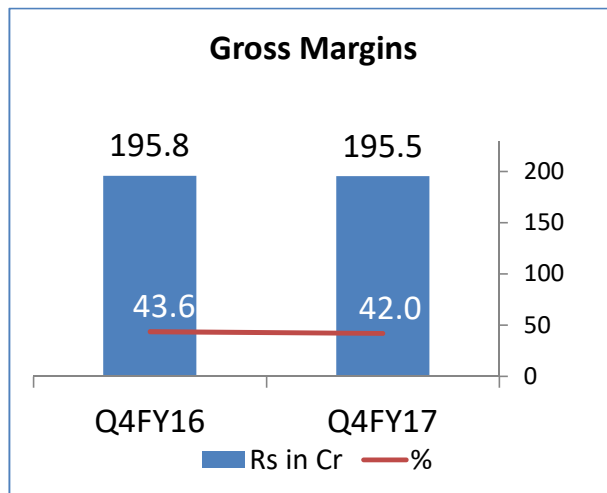
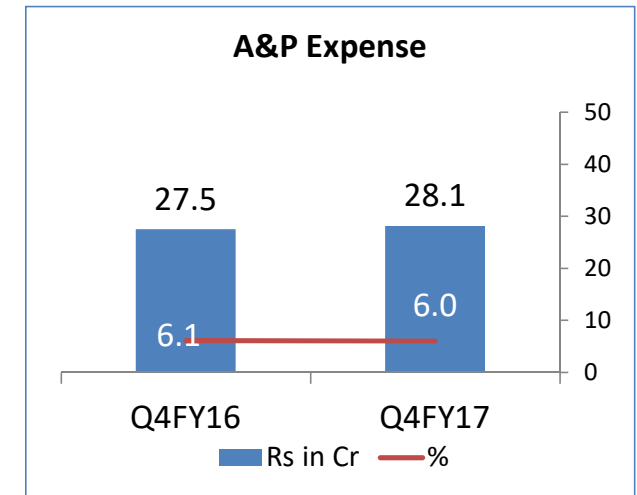
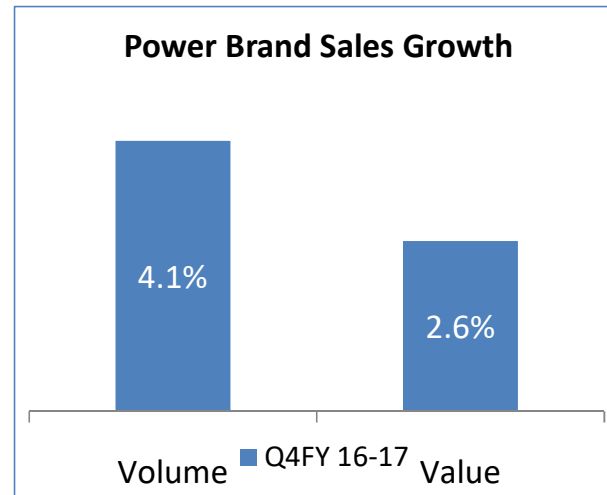
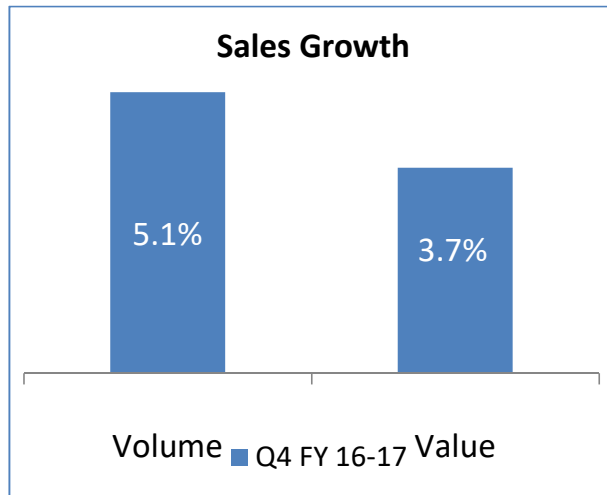
FY17 Snapshot

All Figures as per IND AS



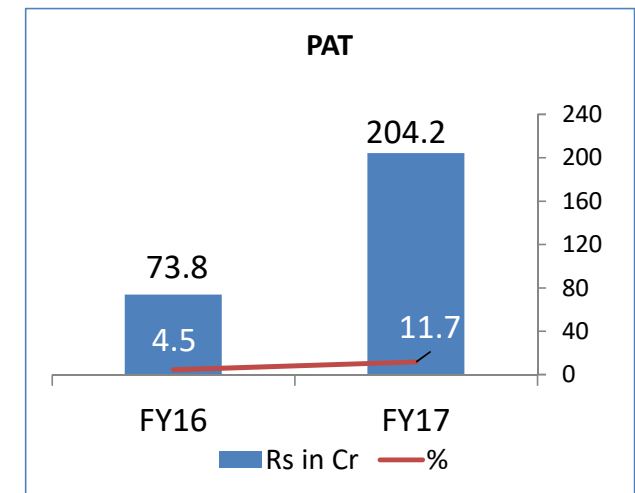
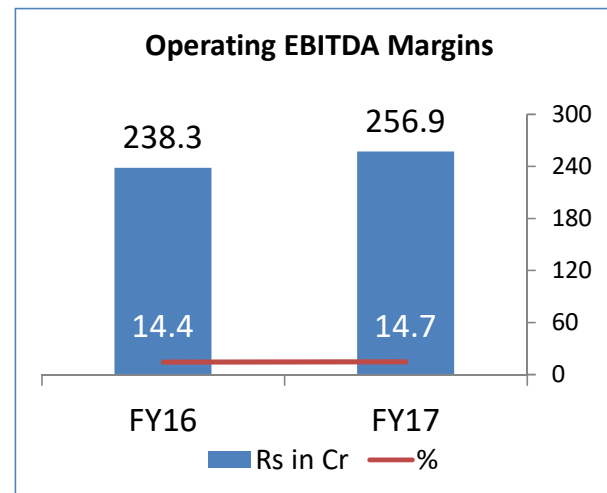
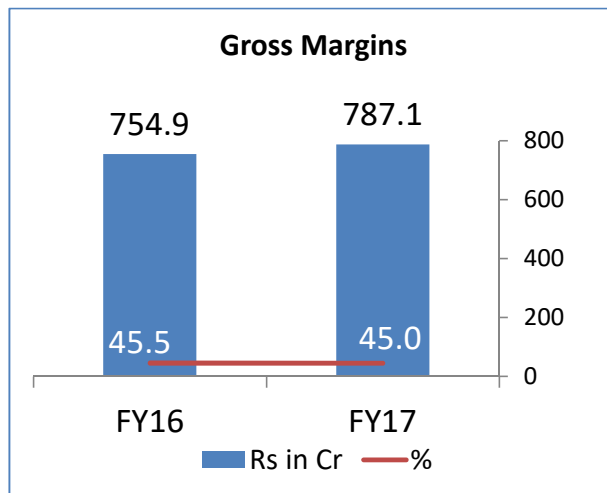
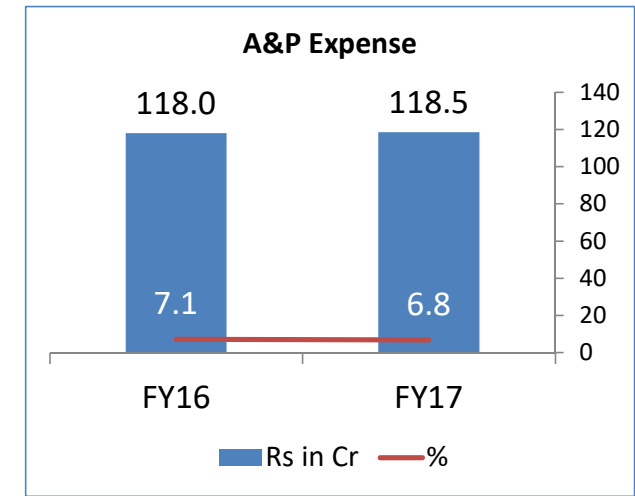
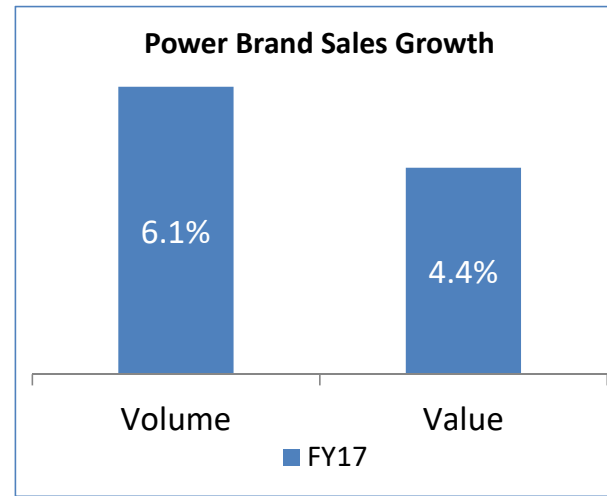
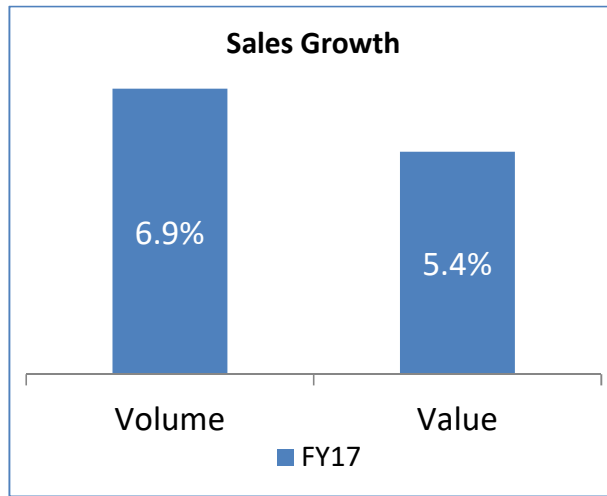
Q4 FY 17 Snapshot

All Figures as per IND AS



FY17 Snapshot

All Figures as per IND AS



Q4 FY 17 Highlights

Company's Consolidated Performance

All Figures as per IND AS

Financials

	Q4 2017			YTD 2017		
Particular/Growth	FY 17	FY 16	% Change	FY 17	FY 16	% Change
Net Sales	465.6	448.8	3.7%	1,747.4	1,657.7	5.4%
Operating EBITDA	60.9	60.3	1.0%	256.9	238.3	7.8%
PAT	107.4	10.8	895.7%	204.2	73.8	176.6%
EPS (INR)	5.9	0.6	892.6%	11.2	4.1	175.7%

All values in INR Crore except EPS

Ratios

	Q4 2017		YTD 2017	
Particular/Growth	FY 17	FY 16	FY 17	FY 16
Gross Margin	42.0%	43.6%	45.0%	45.5%
Operating EBITDA Margin	13.1%	13.4%	14.7%	14.4%
PAT Margin	23.1%	2.4%	11.7%	4.5%
A&P to Sales Ratio	6.0%	6.1%	6.8%	7.1%



Advertisement & Sales Promotion Spend - Regroup

As per IND AS

Consolidated

INR Lakhs

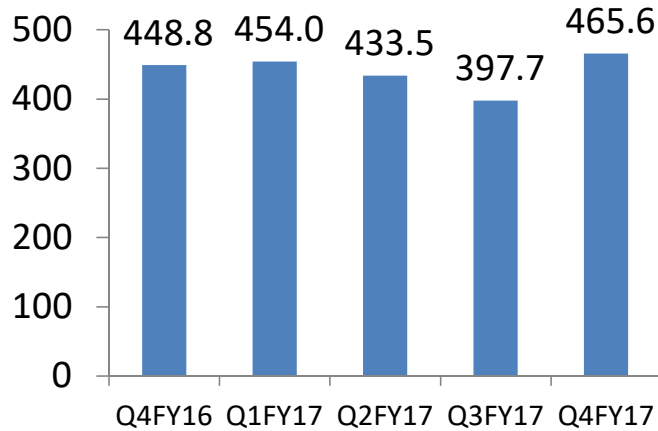
Line	Q4 FY 16-17	% of Sales	Q4 FY 15-16	% of Sales	YTD FY 16-17	% of Sales	YTD FY 15-16	% of Sales
Advertisement and Sales Promotion expense	7,602	16.3%	5,740	12.8%	25,733	14.7%	23,103	13.9%
Sales promotion regrouped to Sales	-3,658	-7.9%	-1,982	-4.4%	-9,494	-5.4%	-7,556	-4.6%
Sales promotion regrouped to Cost of goods Traded	-1,130	-2.4%	-1,007	-2.2%	-4,386	-2.5%	-3,752	-2.3%
Advertisement and Sales Promotion expense as per IND AS	2,814	6.0%	2,751	6.1%	11,853	6.8%	11,795	7.1%



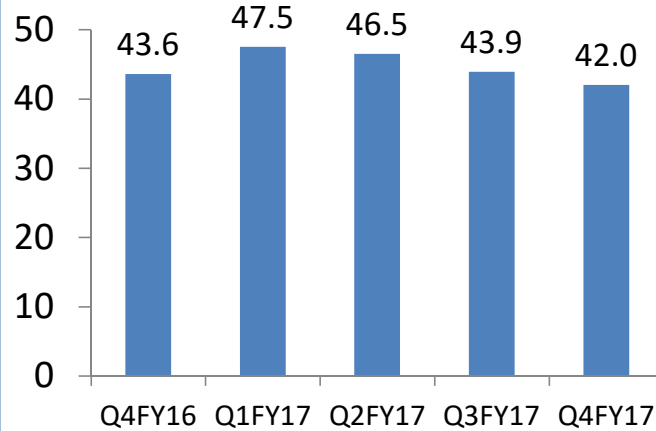
Performance highlights for last five quarters

All Figures as per IND AS

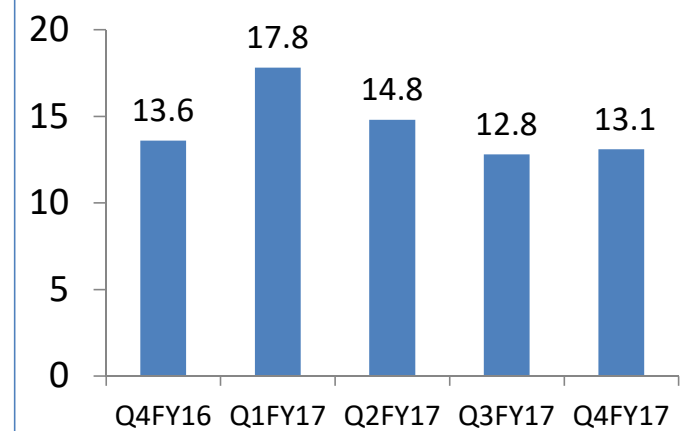
Net Sales (INR Cr)



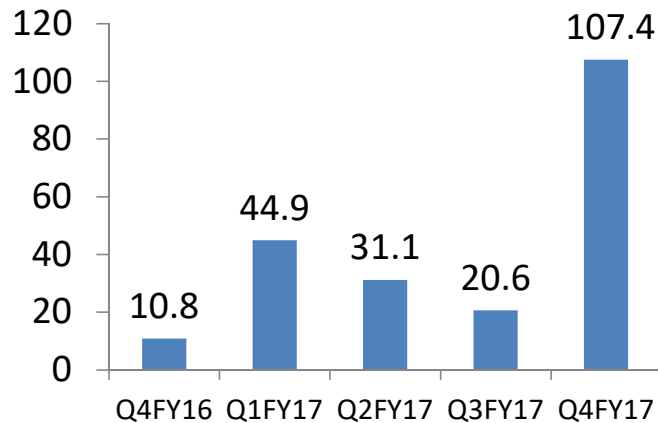
Gross Margin (%)



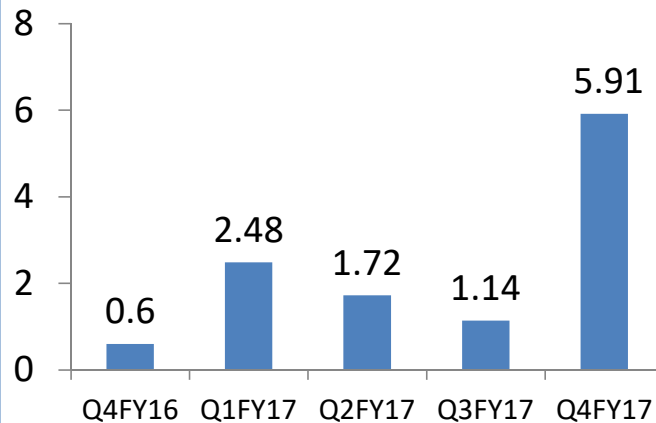
Operating EBITDA Margin (%)



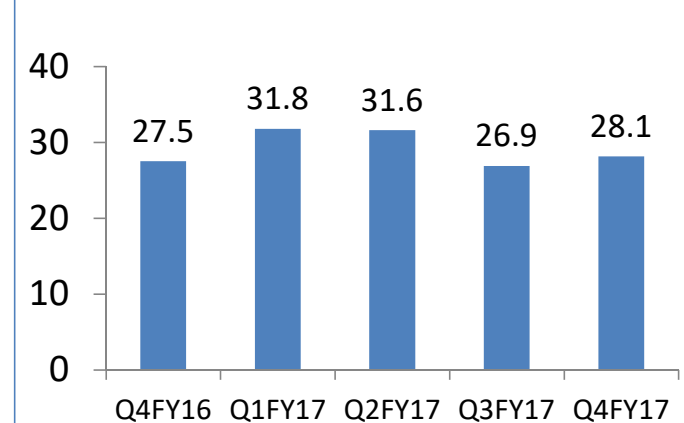
PAT (INR Cr)



EPS (INR)



A&P Spend (INR Cr)



Q4 FY 17 Highlights

Category Wise Consolidated Sales

All Figures as per IND AS

	Consolidated					
Category	Q4FY17	Q4FY16	Growth %	FY17	FY16	Growth %
Fabric Care	182.0	167.8	8.4%	737.9	683.0	8.0%
Dishwashing	120.9	116.1	4.2%	510.3	476.7	7.0%
Household Insecticides	111.1	118.8	-6.5%	261.2	278.2	-6.1%
Personal Care	33.2	27.1	22.5%	159.6	147.7	8.1%
Other Products	7.2	7.7	-7.0%	35.8	29.4	22.0%
Total	454.4	437.6	3.9%	1,704.8	1,614.9	5.6%
Less: Inter Segment Revenue	-0.2	0.0	0.0%	-1.5	-0.2	0.0%
Total	454.3	437.6	3.8%	1,703.2	1,614.7	5.5%
Laundry Services	11.3	11.2	1.0%	44.1	43.0	2.7%
Grand Total	465.6	448.8	3.7%	1,747.4	1,657.7	5.4%

All values in INR Crore



Q4 FY17 Highlights

Brand Wise Sales

All Figures as per IND AS

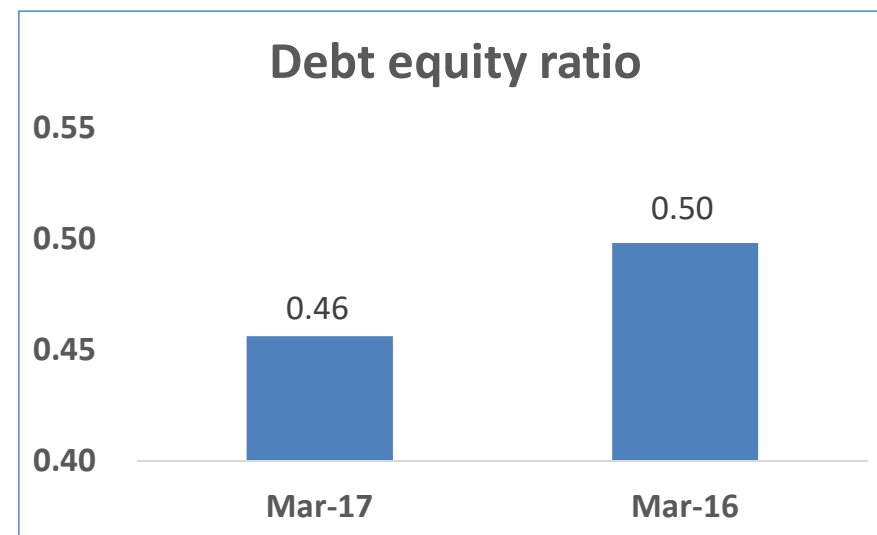
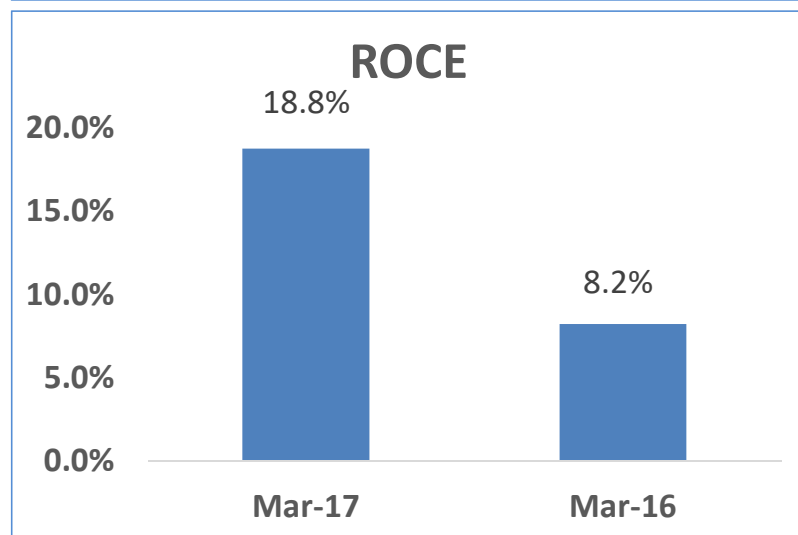
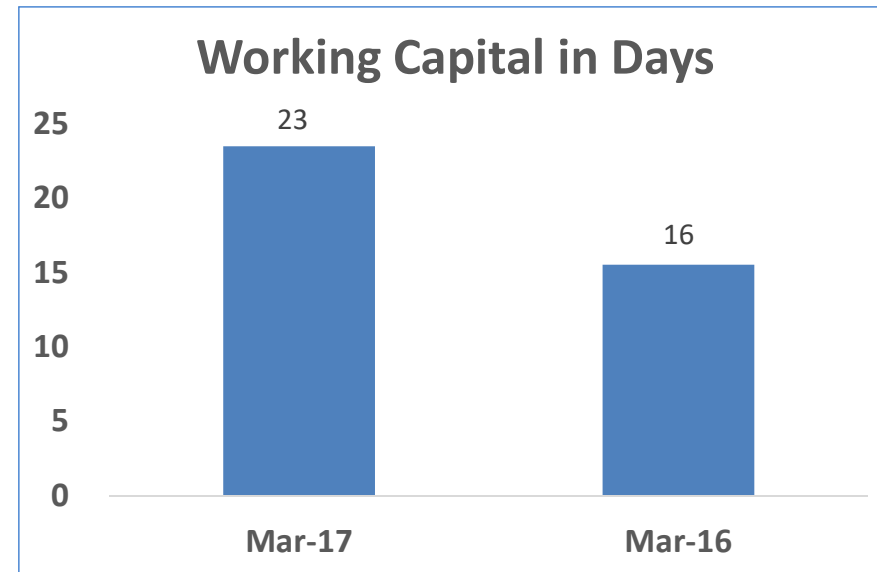
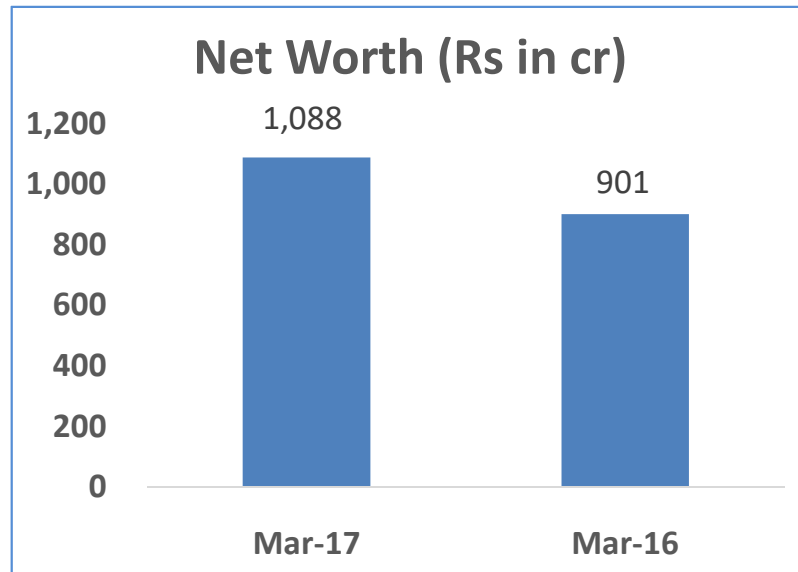
	Consolidated					
Brand	Q4FY17	Q4FY16	Growth %	FY17	FY16	Growth %
Ujala	102.0	92.9	9.8%	419.0	391.7	7.0%
Exo	90.2	87.3	3.3%	381.3	357.0	6.8%
Maxo	111.1	118.8	-6.5%	261.2	278.2	-6.1%
Henko	44.0	45.3	-2.9%	181.2	166.6	8.8%
Margo	28.9	24.2	19.3%	136.5	131.1	4.1%
Pril	30.0	29.3	2.3%	128.8	121.8	5.8%
Total Power Brand	406.1	397.8	2.6%	1,508.0	1,446.4	4.4%
Others	48.2	39.7	16.7%	195.2	168.2	14.9%
Total	454.3	437.4	3.9%	1,703.2	1,614.6	5.5%
Laundry Services	11.3	11.4	-0.6%	44.1	43.1	2.5%
Grand Total	465.6	448.8	3.7%	1,747.4	1,657.7	5.4%

All values in INR Crore



Financial Highlights Balance Sheet

All Figures as per IND AS



Business Initiative



JCPML Merger with JLL

- JCPML (Formerly Henkel India Marketing Limited) has been merged with JLL .
- All the Assets and Liabilities of JCPML have been recorded at their carrying value
- Due to Merger of JCPML deferred tax assets/MAT Credit on brought forward losses has been recognised in FY17 – Rs.92 cr (balance carried forward losses Rs 83 cr).
- Subsequent to the JCPML Merger, JLL standalone will represent FMCG business of JLL*

*except JKBL in Bangladesh



Manufacturing

- Successfully commenced the commercial production of Ujala Fabric Whitener, Margo Soap & Maxo Liquid Vaporiser in FY 2017 at Guwahati (North Eastern State).
- These manufacturing units are entitled to avail the 100% income tax benefit u/s 80 IE for next 9 years.



Information Technology

- Successfully commenced SAP S4 Hana from April 1, 2017 for all the group Companies across all modules.
- **All systems** are GST compliant.



Big Picture – Strategy & Organisational Journey



Big Picture

Path to Growth : Our Journey

Voice of the consumer

- Listen to the consumer to bring in genuine insights

Process Efficiency

- Drive End to End Efficiencies across value chain

Build Organisational capabilities

- On ground, in the market place



Big Picture

Path to Growth

Superior Mixes

Superior GTM
Execution

Profitable
play



Our Category Strategy

Post Wash

- Extending Dominant position

Laundry

- Establishing uniqueness
- Building for future
- Innovations

Dish wash

- Leveraging Two brand portfolio
- Strengthening position

Household Insecticide

- Increasing footprint
- Winning through Innovations

Personal Care

- Reinvigorating Brand
- Relevant Extensions



FY17 : KEY ACTIVITIES

Superior Mixes-Superior Insights

Rejuvenation of Ujala Crisp & Shine
Launch of Maxo Genius

Restaging of Margo



Market Scenario

- *Overall demand scenario remains muted. Aggressive promotion by competitors to drive growth (especially MT)*
- *Q3 Impacted by Demonetization. Overall demand back to pre demonetization period. Wholesale channel operation normalized barring few areas.*
- *Price increases to neutralize rising Input costs effected in Q4 FY 17.*
- *Company committed on delivering growth ahead of Industry*



FY17 : Results in Brief



6.8% Growth on Exo & 5.8 % growth on Pril .
JLL Growth Ahead of Market Growth
Growing # 2 in Indian Dish wash Market



Focus brand Henko Grows 8.8 %
JLL growth ahead of Market Growth in Washing Powder



4.1% Brand Growth
Margo Growth Ahead of Market



Ujala Franchise Growth of 7%



30 BPS EBITDA Improvement @ 14.7% of Sales



Brand Performance & Initiatives



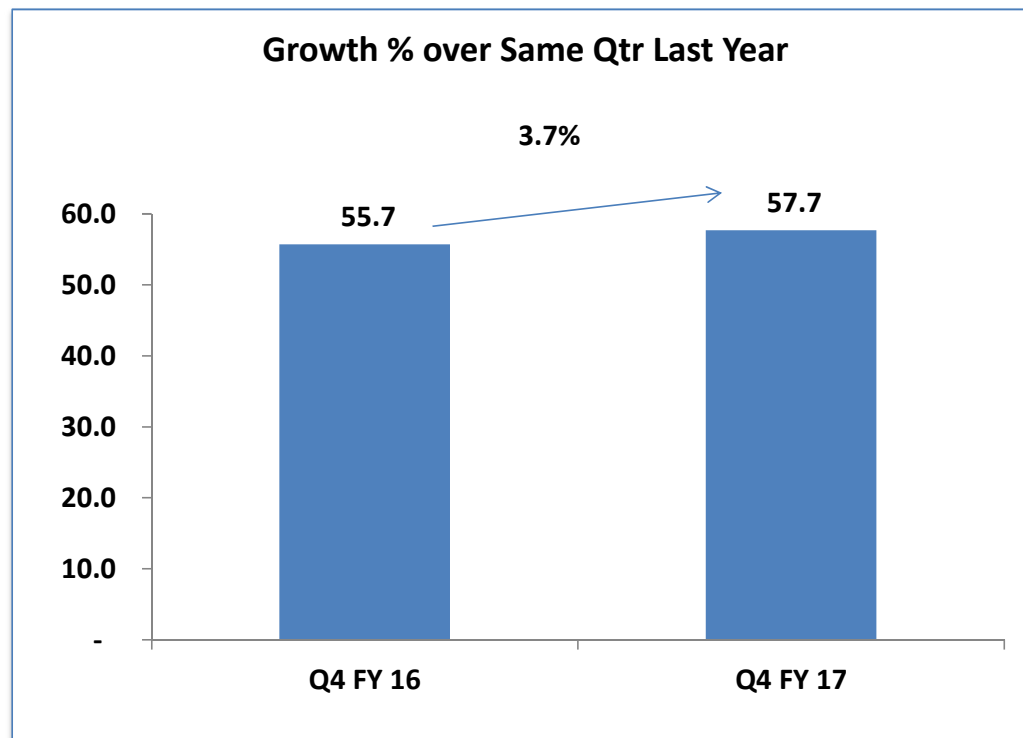
Ujala Fabric Whitener

Post Wash

Rs lakhs

Product	Q4 FY17	% Growth	FY17	% Growth
Ujala Supreme	5,777	3.7%	26,506	2.4%

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



Ujala Fabric Stiffener

Rs lakhs

Product	Q4 FY17	% Growth	FY17	% Growth
Ujala Crisp & shine	1,821	37.1%	5,912	29.0%

Post Wash



Ujala Crisp & Shine

- Ujala Crisp & Shine re-staged with a strengthened and differentiated proposition- **“The Power of the Executive Look”**
- New communication highlighting the proposition introduced
- Brand has registered 29% growth in FY'17 in Kerala--- highest ever growth registered in the last 3years
- Ujala Crisp & Shine contributed to delivering nearly 7% overall franchise growth in post wash.



Ujala Detergent

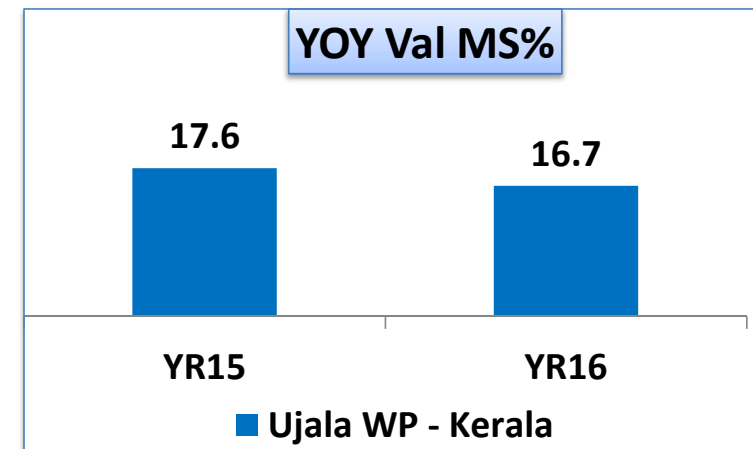
Rs lakhs

Product	Q4 FY17	% Growth	FY17	% Growth
Ujala Detergent	2,509	8.7%	9,118	8.8%



Category Size	
UJALA WP	KERALA WP
Market information	YR 2016
Category Size	30,667
Category Growth%	2.1%
Market Share %	16.7%

Ujala Detergent – Kerala Market Share%



Rs lakhs

Product	Q4 FY17	% Growth	FY17	% Growth
Value	4,396	-2.9%	18,124	8.8%



Rs lakhs

Product	Q4 FY17	% Growth	FY17	% Growth
Value	9,022	3.3%	38,132	6.8%

Dish Wash



Exo Dish Wash Bar

Dish Wash

Rs lakhs

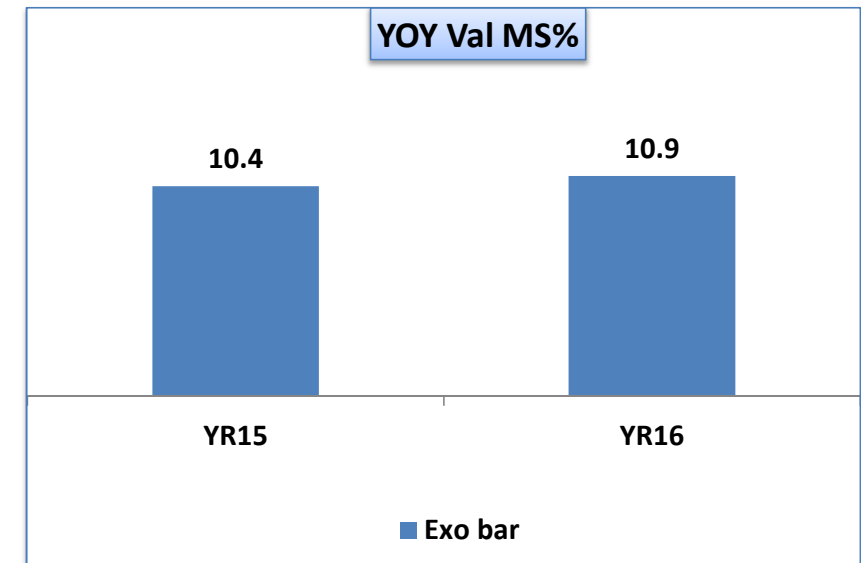
Product	Q4 FY17	% Growth	FY17	% Growth
Value	6,753	5.1%	28,335	7.1%



Category Size

EXO	BARS
Market information	YR 2016
Category Size	2,20,330
Category Growth%	3.1%
Market Share %	10.9%

Exo Bar – Market Share%



Exo Scrubber Business

Dish Wash

Rs lakhs

Product	Q4 FY17	% Growth	FY17	% Growth
Value	2,005	-5.2%	8,845	4.6%



**Heading
towards
Rs 100 cr**



Pril Liquid

Dish Wash

Rs lakhs

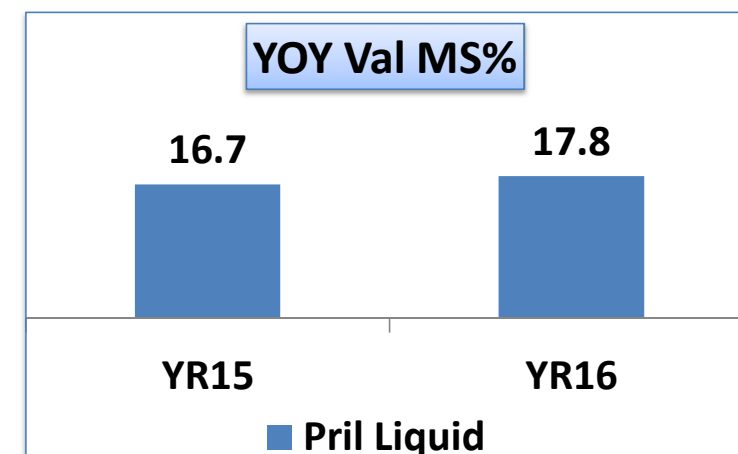
Product	Q4 FY17	% Growth	FY17	% Growth
Value	2,203	2.1%	9,507	6.5%



Category Size

PRIL	LIQ DISH WASH
Market information	YR 2016
Category Size	39,992
Category Growth%	10.1%
Market Share %	17.8%

Pril Liquid – Market Share%



Pril 500g Tub is growing at a very fast pace and is now 32% of the Pril Bar portfolio



Market share (est. basis int. sales fig.) : 4% in the 500g segment in TN

- Launch commercial aired in Southern markets in February FY 17
- Plan of continued ATL Support across markets (including HSM)



Maxo Franchise

Jyothy LABORATORIES LIMITED

Rs lakhs

Product	Q4 FY17	% Growth	FY17	% Growth
Maxo Franchise	11,110	-6.5%	26,119	-6.1%

Household Insecticides



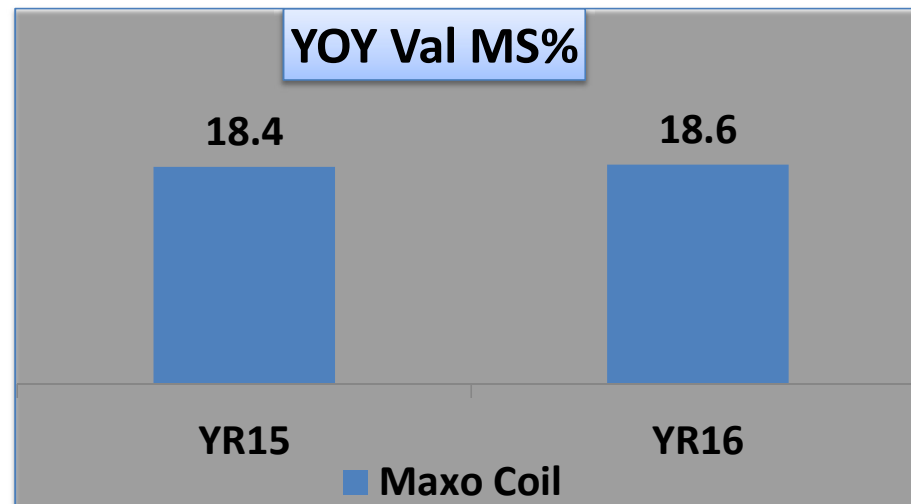
Maxo Coil

Household Insecticides

Rs lakhs

Product	Q4 FY17	% Growth	FY17	% Growth
Maxo Coil	6,887	-7.4%	16,408	-6.8%

Maxo Coil – Market Share%

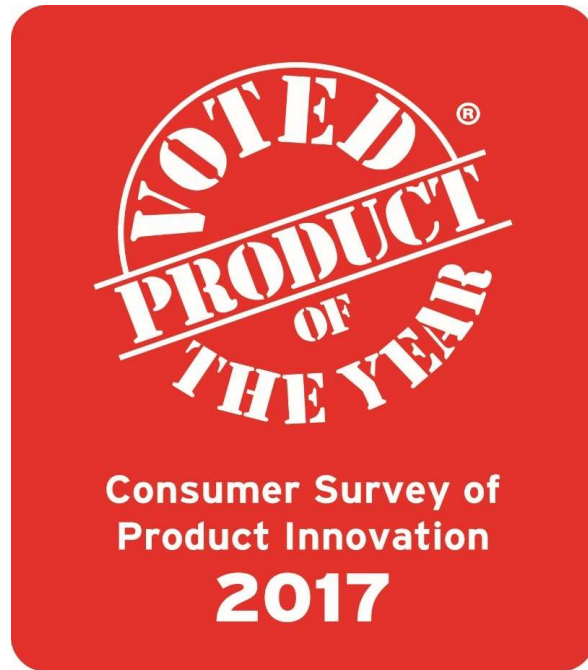


Category Size

Maxo	Coil
Market information	YR 2016
Category Size	1,57,848
Category Growth%	0.4%
Market Share %	18.6%



Maxo Genius Machine



- *Powered by Intellichip, the machine automatically shifts from attack mode to defend mode for maximum effectiveness.*



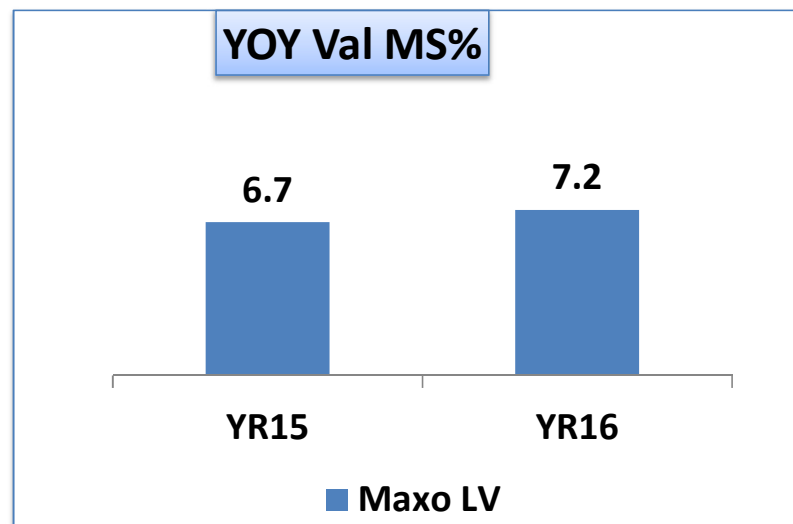
Maxo LV

Rs lakhs

Household Insecticides

Product	Q4 FY17	% Growth	FY17	% Growth
Maxo LV	3,576	11.5%	8,440	-2.3%

Maxo LV – Market Share%



Category Size

MAXO	LIQ VAPORIZER
Market information	YR 2016
Category Size	1,63,796
Category Growth%	11.4%
Market Share %	7.2%



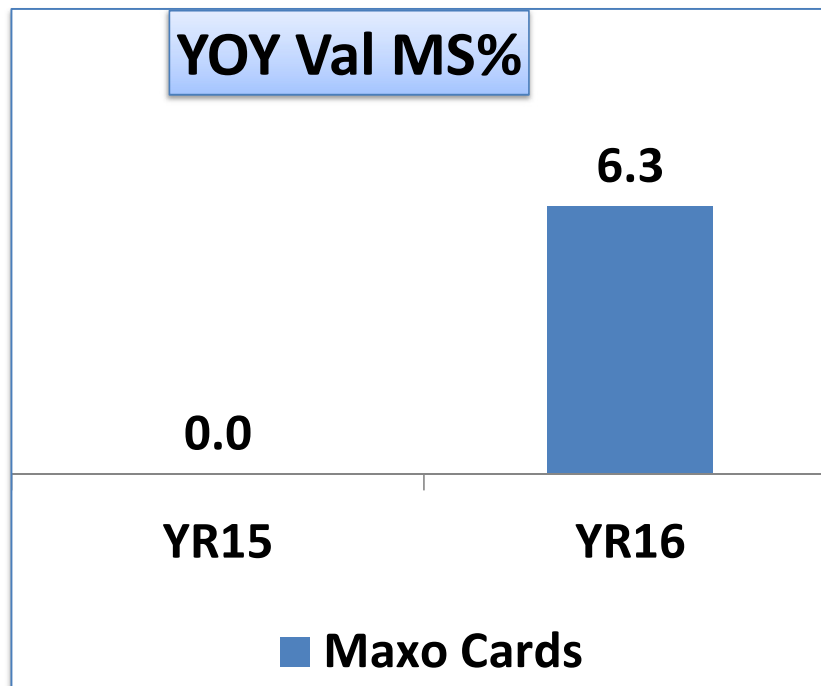
Maxo Cards

Household Insecticides

Rs lakhs

Product	Q4 FY17	% Growth	FY17	% Growth
Maxo Cards	510	-47%	998	-21.6%

Maxo Cards – Market Share%



Category Size

MAXO	CARDS
Market information	YR 2016
Category Size	36,935
Market Share %	6.3%

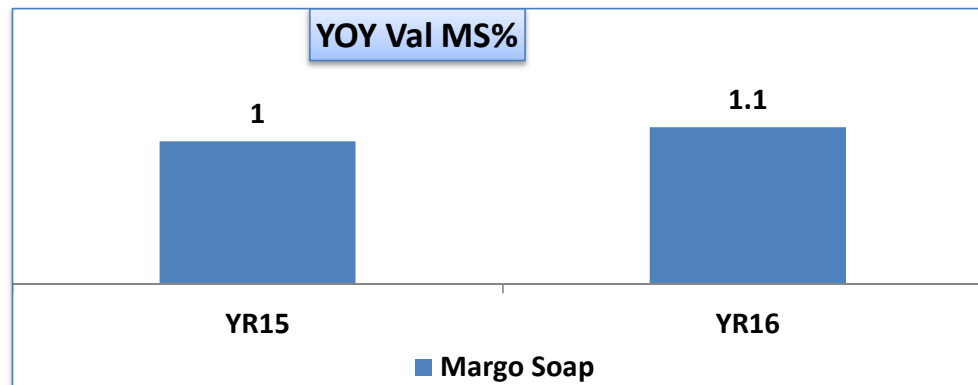


Margo Franchise

Rs lakhs

Product	Q4 FY17	% Growth	FY17	% Growth
Margo	2,891	19.3%	13,653	4.1%

Margo Soap – Market Share%



Category Size

MARGO	BODY SOAP
Market information	YR 2016
Category Size	14,99,627
Category Growth%	-0.7%
Market Share %	1.1%



Personal Care

ALL NEW MARGO



Brand Idea:

Goodness of 1000 Neem Leaves for Clear & Beautiful skin



ALL NEW MARGO: Core relaunch March 2017

WITH THE GOODNESS OF

1000

NEEM LEAVES



For clear and beautiful skin.

WITH THE GOODNESS OF

1000

NEEM LEAVES



Clear and beautiful skin.



Capability Journey



FY 18 : Igniting growth - Driving Efficiency in sales

➤ *Secondary Sales Portal roll out : Maximizing use of resource in small towns/rural markets*

❖ *Rolled out in 281 SD's which covers 5239 Sub stockist (100% SD on portal).*

- *Focus on measuring growth at lowest node.*
- *Focus on maximizing range assortment.*
- *Ensuring schemes passed on to trade.*
- *Ease of tracking incentive achievements for channel partners.*
- *Simplification and speed in claims settlement process.*



FY 18 : Igniting growth - Driving Efficiency in sales

- *District In charge*
- *Rolled out nationally across all zones.*
- *All towns above 10k population to be brought under direct coverage by March 31st 2018*

- ❖ *District as unit for planning sales efforts*
- ❖ *Target setting inline with potential*
- ❖ *Focused manpower attention*
- ❖ *Opportunity for demonstrating talent & building future leaders*

- *Expected to deliver strong results going forward*



FY 18 : Igniting growth - Driving Efficiency in sales

➤ *Engaging Channel Partners & Field Force :*

- ❖ *Rewards & Recognition programme – Annual /Quarterly*
- ❖ *Recognition for stockist who achieves set parameters.*
- ❖ *Align goals for Channel partners with Field Force.*



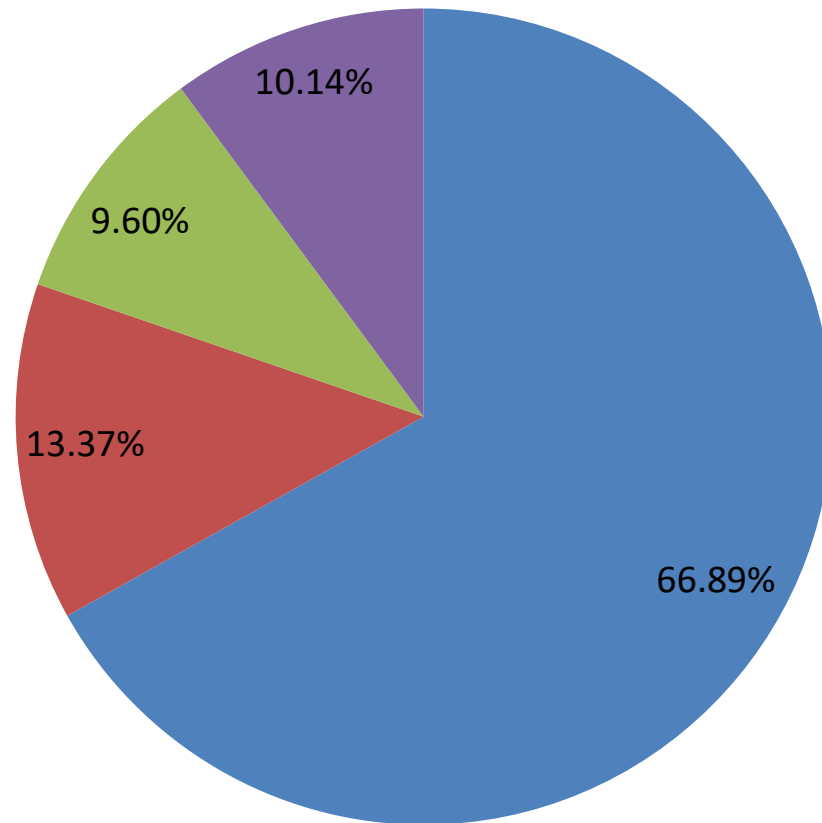
Way Forward

- *Innovation activity on course to drive growths.*
 - *Margo restage in Q1*
 - *FY 18 plan on schedule*
- *Full scale operations underway in NE units (Excise & Income tax benefit for 10 years)*
- *GST readiness activity underway – on ground communication & training (where necessary) package will be executed for smooth transition.*
- *Good monsoon & level playing field facilitated by GST should be positive for industry.*



Shareholding Pattern

as on 31st March 2017



- Promoter & Promoter Group
- Foreign Institutional Investors (FII)
- Domestic Institutional Investors (DII)
- Public



For more information

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Thank you

