

To,

July 29, 2021

**National Stock Exchange of India Limited**  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (East),  
Mumbai - 400051

**Scrip Code: JYOTHYLAB**

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 023

**Scrip Code: 532926**

Dear Sir,

**Sub: Copy of Presentation**

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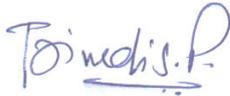
With reference to the captioned subject, please find attached herewith a copy of Presentation on the Company's performance for the quarter ended June 30, 2021.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

**For Jyothy Labs Limited**  
**(Formerly known as Jyothy Laboratories Limited)**



**Shreyas Trivedi**  
**Head – Legal & Company Secretary**

Encl.: As above



**Jyothy Labs**

# PRESENTATION Q1FY22

July 29th, 2021





## Content Flow

- 01. Overview
- 02. Market Scenario
- 03. Result Highlights
- 04. Brand Performance & Initiatives
- 05. Way forward

# OVERVIEW

- Founded in 1983 by a first generation entrepreneur, our 'Chairman Emeritus' Mr. MP Ramachandran.
- Jyothy Labs is primarily in **Home Care** and **Personal Care segments** which constitute 50% of the Indian FMCG industry.

## Our Power Brands



## Key Product Categories



Fabric Care

Dish Wash

Household Insecticides

Personal Care



~Rs 1900+ cr Revenue in FY 2021

2.8 Mn Outlets – Pan India availability

0.86 mn Direct Reach

23 Manufacturing Plants

2400+ Sales team members

7200+ Channel Partners (Distributor's -1600, Sub-Stockists for Rural Areas -5600)



# 1 – In Fabric Whitener since its launch 3 decades ago



# 2 - Dishwash (bar and liquid) category, by value terms



#2 - Mosquito repellent coil, by volume

# MARKET SCENARIO

- Q1FY22 witnessed:
  - **High Covid Surge** – Restricted Mobility of Sales Team
  - **Healthy Consumer Demand Trends** across Home and Personal Care Categories
  - **Rural Growth** is better than Urban growth
  - **Higher Growth in General Trade and E-commerce**
- **Margin Headwinds:**
  - Significant increase in raw material prices
  - Selective price increase in midst of uncertain environment
- **Acceleration** in adoption of **Digital Technology**. **Online Channel** continues to see good traction

# OUR COVID RESPONSE

## Precaution

- Work from Home for all Employees
- Daily monitoring of SPO2 & Temperature of Employees
- HR would call the Employees showing any abnormality and schedule for doctor consultation if required.
- Covid Awareness Session to employees by Health Experts
- Covid Appropriate Behavior SOP strictly enforced at all locations

## Care

- Online Doctor Consultation for Employees & their Family
- N95 Masks + Sanitizers provided to all Sales Team. Zydus Virosshield Mouth spray claiming to provide 99.9% effectiveness, distributed among the Sales team
- All Covid affected Employees were closely monitored and assisted in hospitalization wherever required.
- Covid Mediclaim cover extended to all off roll Sales team along with CFA staff.

## Vaccination

- Vaccinations camps were arranged onsite and offsite at various offices and factory locations across the country for employees and their family members.



**TECH ENABLEMENT : Jyothy Suraksha Portal** was launched to facilitate, Online Doctor Consultation, Punch Daily SPO2/Temp, Download Medical E Cards.



# OUR STRATEGIC LEVERS- DELIVERS ROBUST PERFORMANCE ACROSS CATEGORIES

#1 Distribution + #2 Brand Investment + #3 Digital Technology + #4 Relevant Innovation + #5 Sustainability



<b>Q1FY22 Growth (%)</b>	<b>27.5%</b>	<b>22%</b>	<b>12.7%</b>	<b>13.5%</b>
<b>Jan to Jun-21 Growth (%)</b>	<b>21.3%</b>	<b>27%</b>	<b>24.3%</b>	<b>21.8%</b>

# RESULT HIGHLIGHTS – Q1FY22 SNAPSHOT (CONSOLIDATED)



**Revenue at Rs 525 cr increase by 21.4%**

**Gross Margin at 43.3% from 46.2% in the same period last year**

**A&P Spend at Rs 43 Crores (8.2% of Net Sales) versus Rs 19.9 Crores (4.6% of Net Sales) in the same period last year, an increase by 115.6%**

**Operating EBITDA at 12% (Rs 63.3 Crores) versus 17.7% (Rs 76.5 Crores) in the same period last year.**

**PAT at Rs 40.2 Crores as against Rs 50 Crores, in the same period last year**

# CATEGORY WISE NET REVENUE

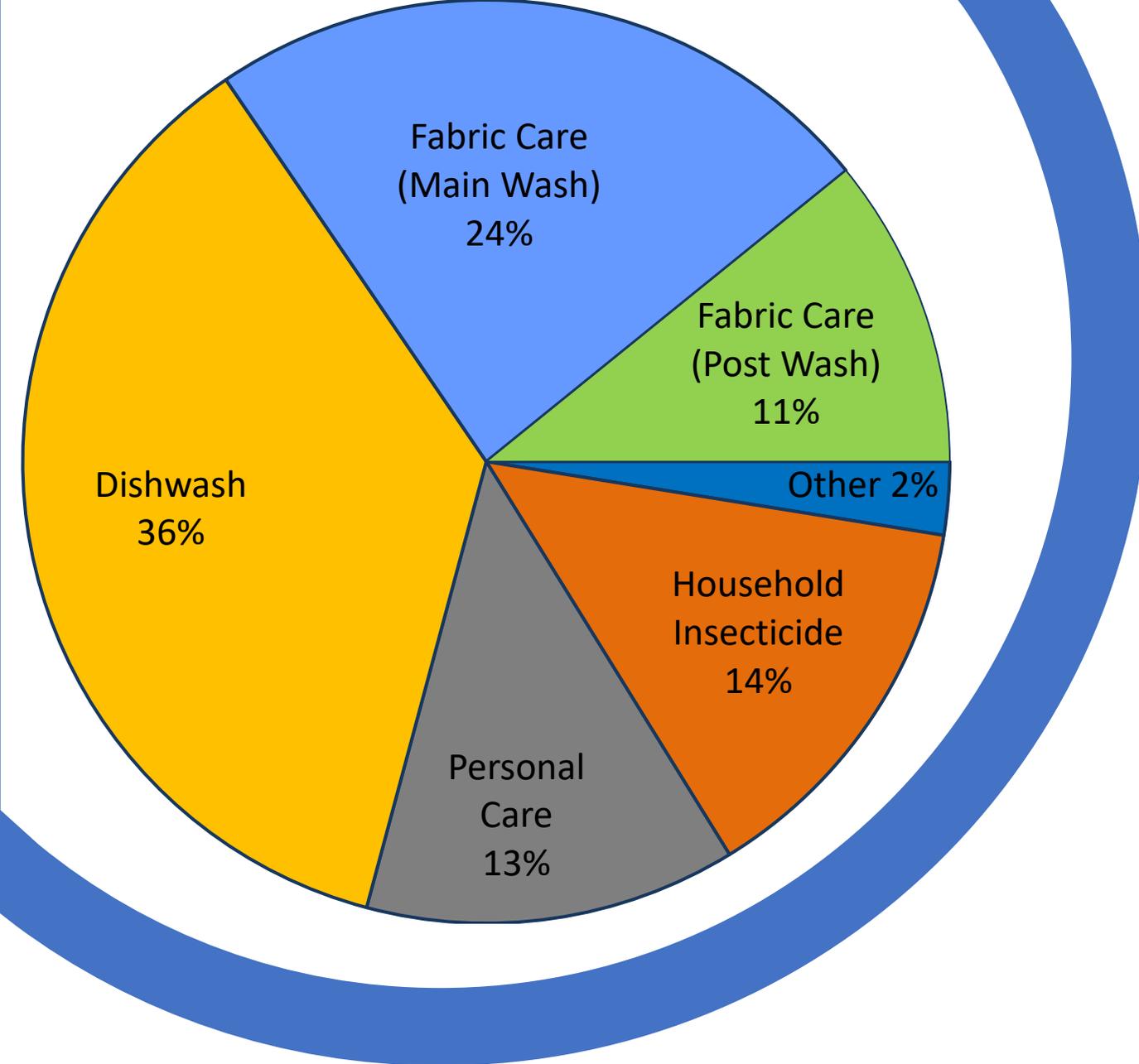
		Q1FY22		
		CY	PY	GR%
JLL	Fabric Care	Ujala FW, Henko, Mr White, Ujala Crisp & Shine		
	Dishwashing	Exo & Pril		
	Household Insecticides	Maxo		
	Personal Care	Margo, Neem & Fa		
	Other Products	T Shine & Maya		
Total		522	430	21.6%
Laundry Services		3	3	
GRAND TOTAL		525	433	21.4%

## EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q1FY22
<b>EBITDA % - PREVIOUS PERIOD</b>	<b>17.7%</b>
GROSS MARGIN	-2.9%
EMPLOYEE COST	0.5%
ADVERTISEMENT & SALES PROMOTION	-3.6%
OTHER EXPENDITURE	0.3%
<b>EBITDA % - CURRENT PERIOD</b>	<b>12.0%</b>



## BRAND PERFORMANCE & INITIATIVES



Q1 FY 2022

## Category Wise Business Share



Q1 FY2022

## Driving consumer engagement

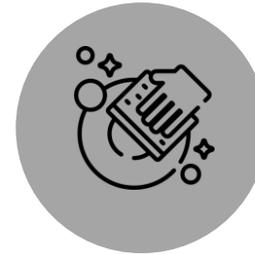
With the pandemic hitting the country more brutally the second time, our single-minded focus in the quarter was to drive consumer engagement and product availability.



## Category highlights



Fabric care  
Ujala Liquid  
Detergent launch



Dish Wash  
Hygiene Focus and  
Brand Positioning  
driving higher growths



Household  
Insecticide  
Maxo gaining ground  
in new markets



Personal Care  
Celebrating 100 years  
of Margo



Ujala Supreme

# Fabric care (Post wash)

## Performance

Registered positive growth; regaining from lower demand from last year.

Market Share	
CY 19	CY 20
82%	82.6%

Source – AC Nielsen; CY-Calendar Year

## Key initiatives

- Micro marketing initiatives to drive category growth
- Small pack drives in low share markets
- Consumer promo on lead pack across markets



# Fabric care (Post wash)

## Performance

Demand Revival impacted due to restricted mobility of consumers, however incremental growth over previous quarters.

## Key initiatives

High visibility communication drives featuring Superstar Nayanthara – Impact properties part of media mix.

Higher focus in new geography extension.



Ujala  
Crisp & Shine

AFTER-WASH  
FABRIC  
ENHANCER





## Ujala Detergent

# Fabric care (Main wash)

## Performance

Ujala IDD powder and bar continued to outperform registering a robust growth.

Market Share (Kerala)	
CY 19	CY 20
19.7%	20.7%

Source – AC Nielsen; CY-Calendar Year

## Key initiatives

Our advertisement campaigns featuring Malyalam Cinema Superstar Manju Warriar continues to deliver the unique proposition of Ujala IDD.

Higher focus in new geography extension – Tamil Nadu and West Bengal.



# BRAND EXTENSION

## New Launch - Ujala Liquid Detergent



### Instant Dirt Dissolution

Unique property of dirt dissolution in liquid form



### Superior colour care

Helps in retaining colours



### Germ protection

Gives 99.9% protection from germs.





# Fabric care (Main Wash)

## Performance

Henko Portfolio registered positive growth across both hand wash & machine wash variants.

## Key initiatives

Higher ATL spends strengthening the unique proposition.  
Focus on improving margins through reduced price offs.  
Focus on Ecom with higher visibility.





Exo & Pril

# Dish wash

## Performance

Strong growth of 22% signifying a winning mix.

Superior delivery beyond dishwashing has placed brand on a strong wicket

Market Share		
Brand	CY 19	CY 20
Exo	11.3%	12.5%
Pril	16.1%	17.4%

## Key initiatives

Sustained ATL investments advocating the importance of dish hygiene and effortless grease removal.

Testimonials used as part of brand promotions.



Home Tester Club  
11 May 2020

Did you know, researches show that bacteria grow by 700% in 19 minutes on utensils, left unwashed in kitchen sink?

This is wh... See More



Indian Blogs Sarmistha  
Paid Partnership • 9 Jul

Mojobox Family Edition- 5th edition Guys this is my 1st Mojobox, I received it finally, feeling so happy to receive such a cute... See More



# Household Insecticide

## Performance

Registered a robust growth of 12.7% on a high base

Sustained growth momentum with focus on driving LV Portfolio.

Market Share		
Format	CY 19	CY 20
Coil	21.2%	22.9%
Liquid	8.4%	8.8%

Source – AC Nielsen; CY-Calendar Year

## Key initiatives

Sustained ATL communication on Genius LV across markets featuring Superstar Rajkumar Rao.

Focus on Genius portfolio.

Drives to educate consumers on the Fits all Machine proposition.





Margo

# Personal Care (In Wash)

## Performance

Margo led the Personal Category growth of 13.5%.  
Brands with natural ingredients continue to trend

## Key initiatives

Celebrating 100 years of Margo.  
Micro Marketing initiatives advocating the natural benefits of Neem.  
High focus in E-com supported by digital marketing efforts.

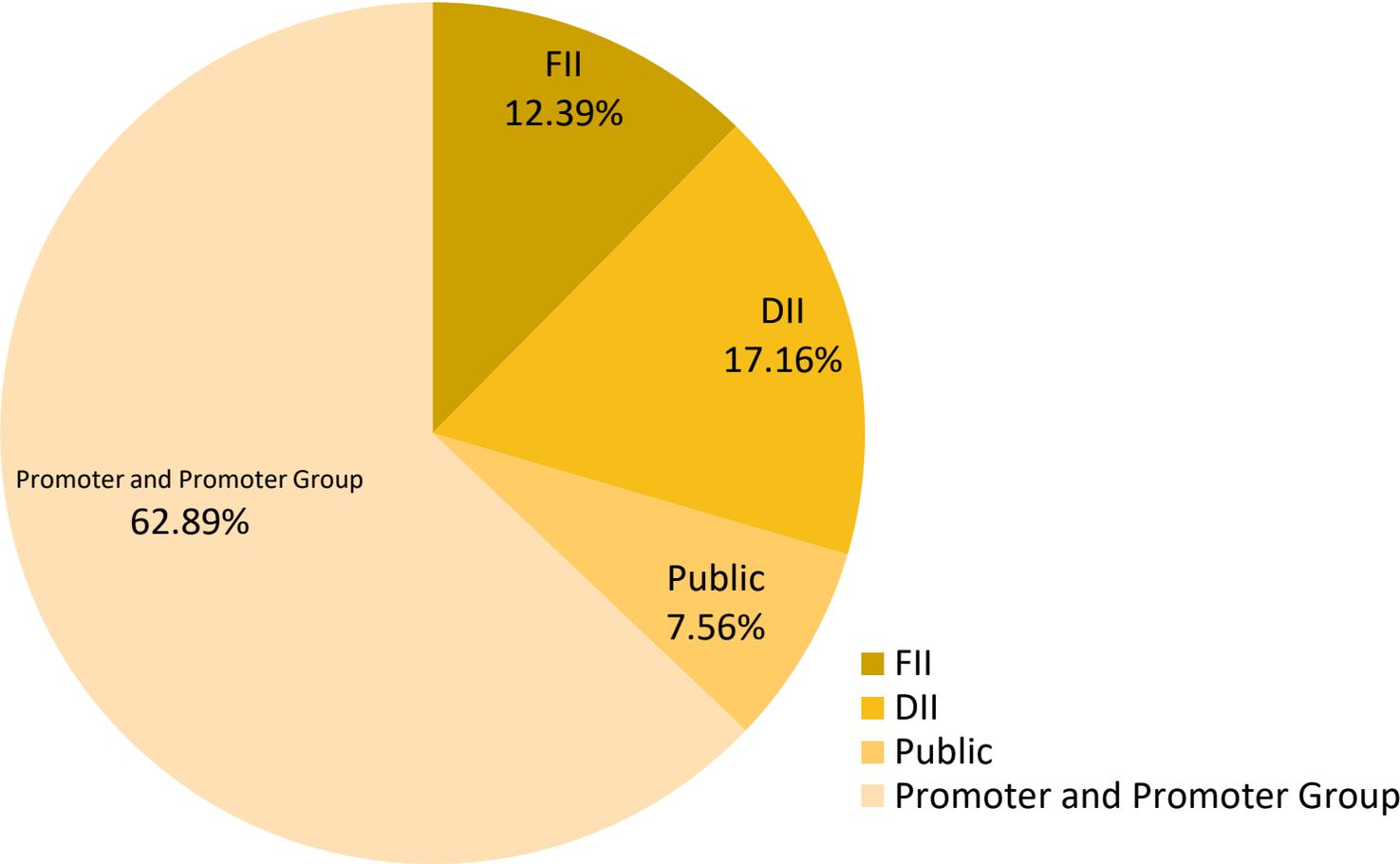


# WAY FORWARD

- Driving towards **Higher Volume** led growth
- Sharp management focus on
  - **Brand Investment** & relevant innovations
  - **Distribution Infrastructure** and Reach
  - Use of **Technology** to drive efficiencies
- **Inflationary Input Prices** environment to be partially balanced with strategic price increases, cost optimisation initiatives and balanced trade schemes.

# SHAREHOLDING PATTERN

As on 30 June 2021



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# THANK YOU

**Contact for any queries**

**Sanjay Agarwal – CFO**

**[Email: Sanjay.Agarwal@Jyothy.com](mailto:Sanjay.Agarwal@Jyothy.com)**

**Contact No: +91 22 6689 2800/+91 9167012328**