

May 12, 2025

To,

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 023
BSE Code: 532926

National Stock Exchange of India Limited

Exchange Plaza, Bandra – Kurla Complex,
Bandra (E), Mumbai – 400 051
Scrip Code: JYOTHYLAB

Dear Sirs,

Sub: Copy of Presentation

With reference to the captioned subject, please find attached herewith a copy of the presentation on the Company's performance for the quarter and financial year ended March 31, 2025.

Further, the aforesaid information is also available on the website of the Company at www.jyothylabs.com.

Kindly take the above on your record and disseminate the same for the information of investors.

Thanking you,

Yours faithfully,

For Jyothy Labs Limited

Shreyas Trivedi

Head – Legal & Company Secretary

Encl.: as above

Branch Office:

- Indiana House, B Wing, 6th Floor, Makwana Road, Marol, Andheri (East), Mumbai-400059.
- 42-43, Shiv shakti Industrial Estate, Off Andheri Kurla Road, Marol, Andheri (East), Mumbai- 400059.

Jyothy Labs Limited

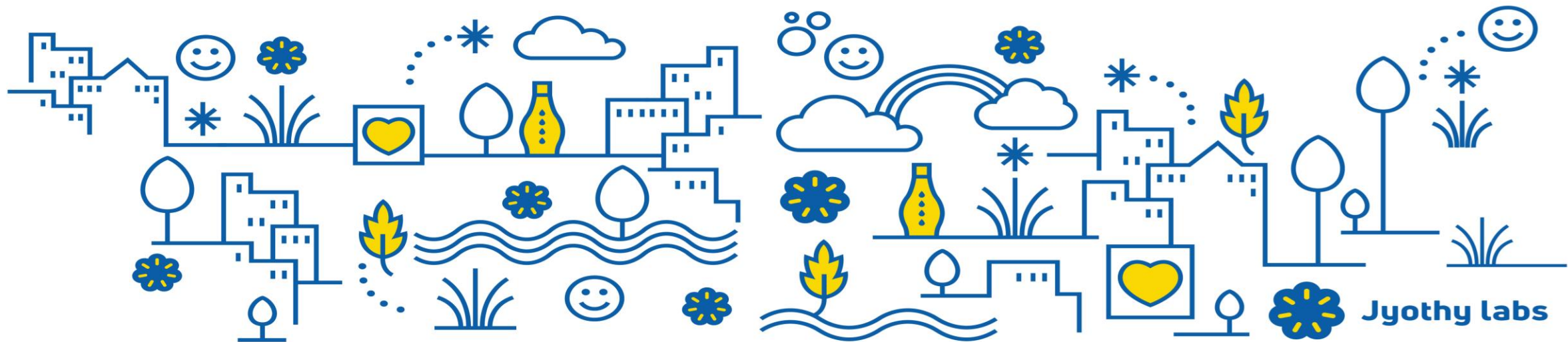
CIN: L24240MH1992PLC128651

'Ujala House', Ramkrishna Mandir Road,
Kondivita, Andheri (East), Mumbai 400059.
Tel: +91 022-6689 2800 | Fax: +91 022-6689 2805
info@jyothy.com | www.jyothylabs.com



Life Shines, When Light Shines Q4FY25

May 12, 2025



Content Flow

01. Overview

03. Result Highlights

05. ESG overview

02. Key Highlights of the year

04. Brand Performance & Initiatives

06. 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 2,847 crores Revenue in FY 24-25



3.6 Mn Outlets – Pan India availability



1.3 Mn Outlets Direct Reach



23 Manufacturing Plants



9,900+ Channel Partners



1 – In Fabric
Whitener since
its launch 4
decades ago



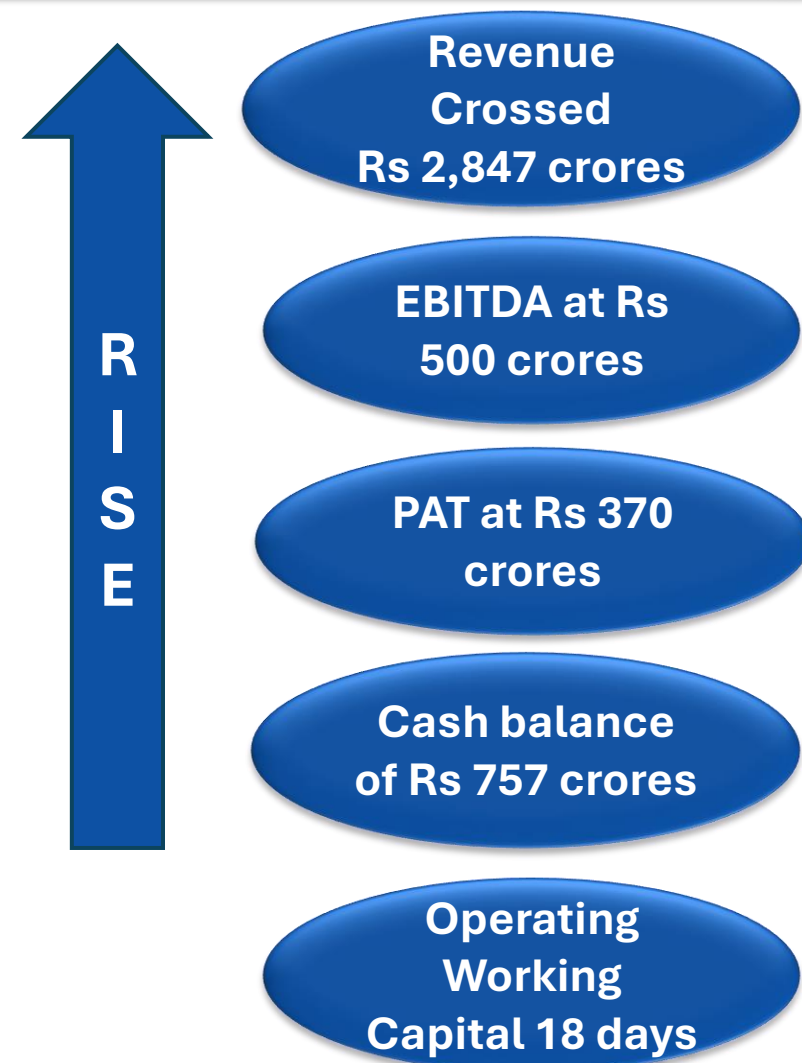
2 - Dishwash
(bar and liquid)
category, by
value terms



#2 - Mosquito
repellent coil,
by volume

KEY HIGHLIGHTS OF THE YEAR

- Delivered 6.4% volume growth in spite of muted demand
- Liquid detergent portfolio grew nearly 3X
- Modern trade channel which includes E-com/Quick com delivered an impressive growth
- Overseas markets continue to perform well
- Direct reach increased by 100k outlets to 1.3 Million and indirect reach increased by 800K outlets to 3.6 Million outlets
- Ujala-fabric conditioner, Maxo-Racquet and Maxo-Aerosol, and 'Jovia' body soap launched



RESULT HIGHLIGHTS – Q4FY25 SNAPSHOT (CONSOLIDATED)



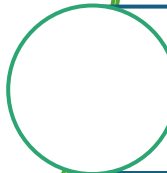
Revenue at Rs 667 Crores increased by 1.1%, volumes grew by 4% (CAGR by value - 2 Yr 4.0%, 3 Yr 6.9%, 4 Yr 7.7%).



Gross Margin at 49.2% vs. 49.5% in the same period last year



A&P Spend at 53.4 Crores (8.0% of Revenue from Operation) vs Rs 59.8 Crores (9.1% of Revenue from operation) in the same period last year

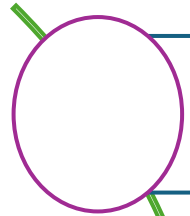


Operating EBITDA at 16.8% (Rs 112 Crores) vs 16.4% (Rs 108.4 Crores) in the same period last year

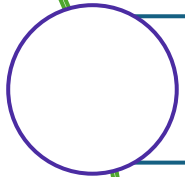


PAT at Rs 76.3 Crores as against Rs 78.2 Crores, in the same period last year

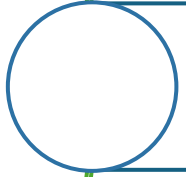
RESULT HIGHLIGHTS – FY25 SNAPSHOT (CONSOLIDATED)



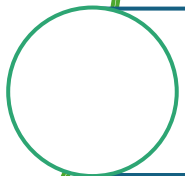
Revenue at Rs 2847 Crores [value growth: 3.3%, Volume growth 6.4%]



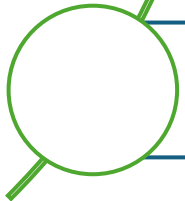
Gross Margin at 50.1% vs. 49.1% in the same period last year



A&P Spend at 239.7 Crores (8.4% of Revenue from Operation) vs. Rs 228.2 Crores (8.3% of Revenue from Operation) in the same period last year



Operating EBITDA at 17.5% (Rs 499.6 Crores) vs 17.4% (Rs 479.8 Crores) in the same period last year



PAT at Rs 370.4 Crores as against Rs 369.3 Crores, in the same period last year

PERFORMANCE ACROSS CATEGORIES



	Growth (%)			
Q4FY25	2.1%	3.1%	-8.8%	-4.8%
FY25	5.0%	3.7%	-0.9%	-6.5%
Q4FY25 (2Y CAGR)	6.0%	4.5%	3.7%	-7.3%
Q4FY25 (3Y CAGR)	10.5%	5.9%	6.5%	-4.7%
Q4FY25 (4Y CAGR)	12.3%	7.4%	7.8%	-5.8%

SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

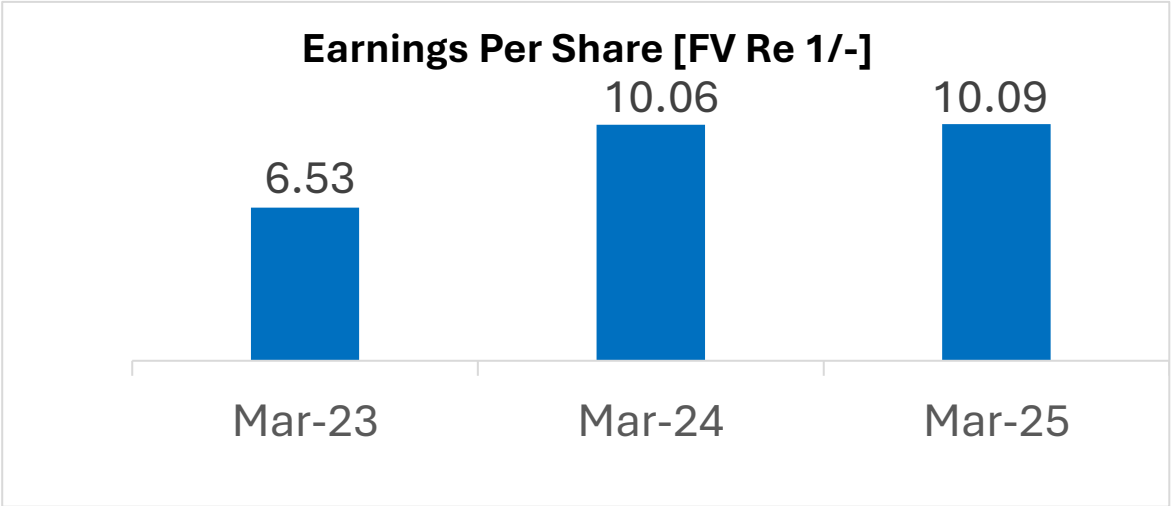
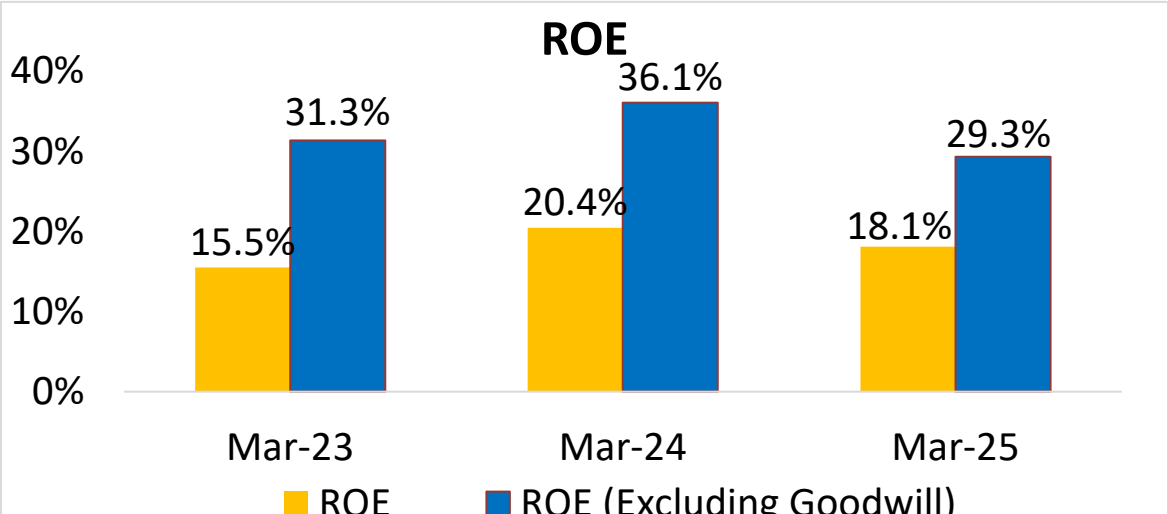
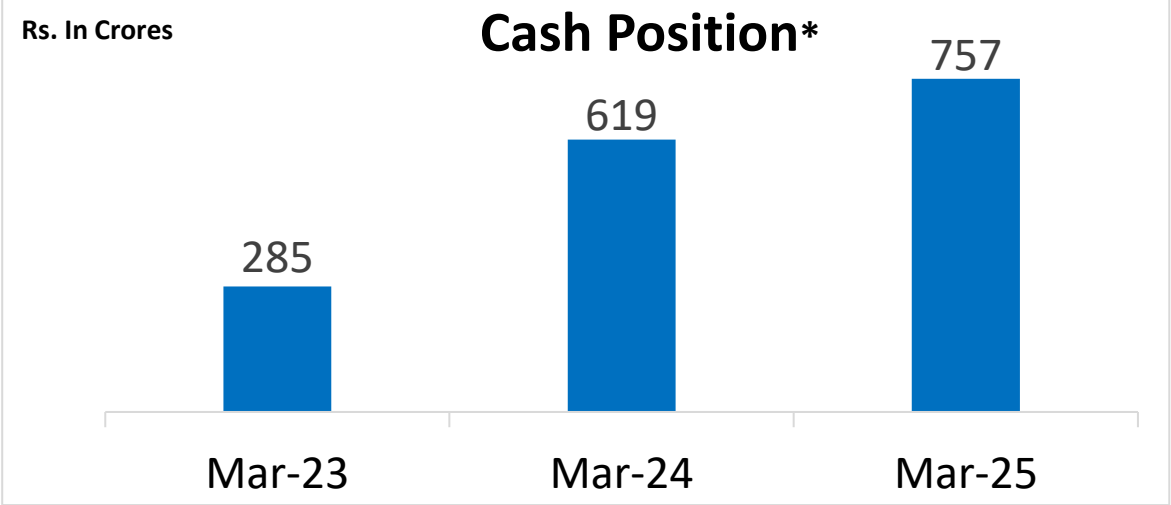
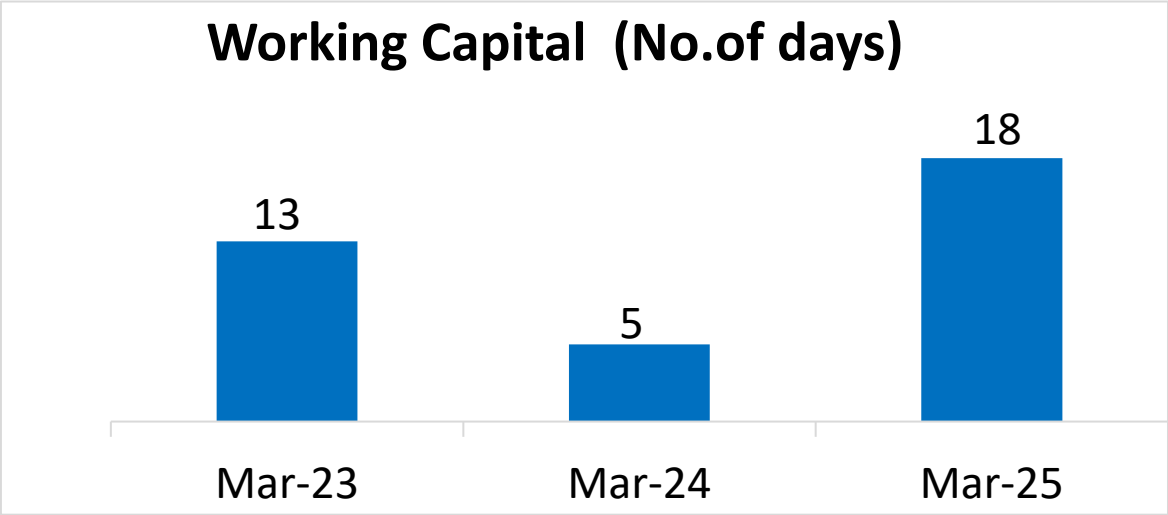
Rs in crores

PARTICULAR/GROWTH	QUARTER ENDED			YEAR ENDED		
	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATIONS	667	660	1.1%	2,847	2,757	3.3%
OPERATING EBITDA	112.0	108.4	3.3%	499.6	479.8	4.1%
PAT	76.3	78.2	-2.4%	370.4	369.3	0.3%

Financial Parameters

PARTICULARS	QUARTER ENDED		YEAR ENDED	
	CY	PY	CY	PY
GROSS MARGIN	49.2%	49.5%	50.1%	49.1%
OPERATING EBITDA MARGIN	16.8%	16.4%	17.5%	17.4%
PAT MARGIN	11.4%	11.8%	13.0%	13.4%
A&P TO REVENUE RATIO	8.0%	9.1%	8.4%	8.3%

FINANCIAL HIGHLIGHTS (CONSOLIDATED)



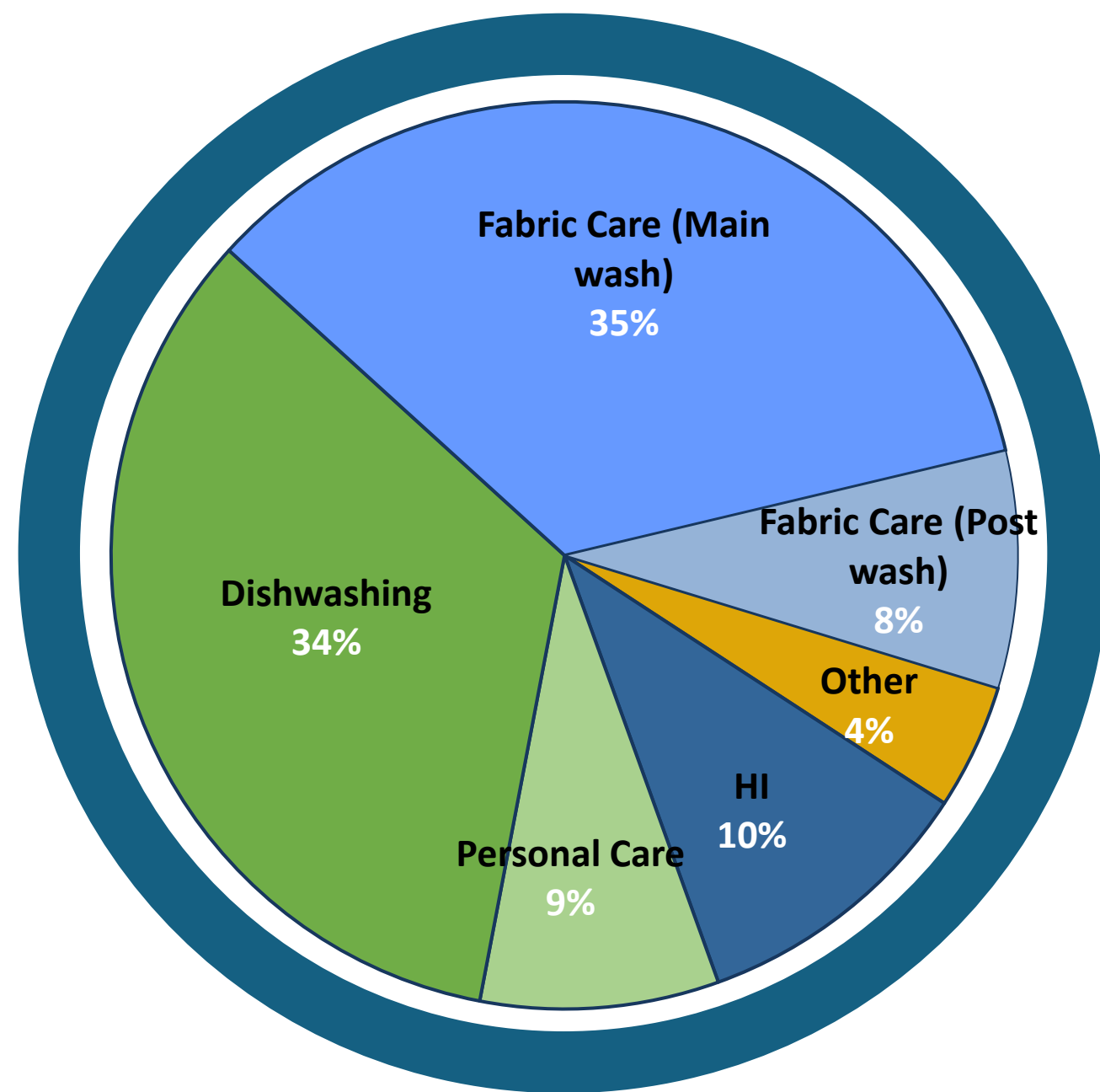
*includes fixed deposits and Mutual fund investments

EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q4	Financial Year
EBITDA % - PREVIOUS QUARTER/YEAR	16.4%	17.4%
GROSS MARGIN	-0.3%	1.0%
EMPLOYEE COST	-0.7%	-0.5%
ADVERTISEMENT & SALES PROMOTION	1.0%	-0.2%
OTHER EXPENDITURE	0.4%	-0.2%
EBITDA % - CURRENT QUARTER/YEAR	16.8%	17.5%



BRAND PERFORMANCE & INITIATIVES



Q4 FY 2025

Category Wise Business Share

CATEGORY APPROACH FOR FY25



Fabric Care



Dish Washing



Household
Insecticide



Personal Care

FY25 Approach

Maintain a sharp focus on delivering value in detergents while expanding into new territories for post-wash products. Foster growth and expansion across various product categories.

Enhance brand equity to solidify our position as the preferred choice among consumers and capture a larger share of the market.

Emphasize on Liquid Vaporiser to cultivate stronger connections with our brand.

Utilize the brand equity of Margo to venture into new formats and categories. Expand our presence and enhance scalability by offering a broader range of products in the TS category.

FABRIC CARE



Post Wash:

- **Ujala Supreme:** Continued TV and digital campaigns featuring Vidya Balan to drive trials among non-users and strengthen brand relevance, with focus on category expansion.
- **Ujala Crisp & Shine:** Maintained ATL presence across high-reach platforms with Nayanthara; communication centered on clothes enhancing personal confidence in key markets.
- **Ujala Young & Fresh:** Newly launched in South India and Maharashtra; infused with Double Impact French Perfume for 12X longer freshness. Introduced in two premium variants – Aura & Bliss – across key modern trade and general trade outlets.

Detergents:

- **Ujala Detergent:** Drove engagement in Kerala through a multimedia campaign featuring Manju Warriar. Reinforced local relevance through ground activations; achieved 24.5% market share in FY25.
- **Henko:** Rolled out a tactical promotional campaign with consumer offers and sampling for Henko Matic Liquid in metros and key urban centres to drive trial and visibility.
- **Morelight & Mr. White:** Strengthened in-store visibility and consumer interaction via focused on-ground activations in modern trade and high-footfall general trade stores, especially in the South.

DISHWASHING: EXO AND PRIL



- **Exo:** Maintained robust ATL and digital presence with brand ambassador Shilpa Shetty, reinforcing the brand's Anti-Bacterial Promise. Consumer engagement was further deepened through focused on-ground activations. Exo Dishwash Bar sustained its strong position in the category, with a 14% market share in FY25*.
- **Pril:** Continued to drive brand salience through high-impact television and digital campaigns featuring Genelia and Ritesh, highlighting its superior efficacy. The brand sustained its leadership in Modern Trade and Q-Commerce/E-Commerce, supported by the growing uptake of Large Refill Packs. Pril Dishwash Liquid recorded a market share of 13.1% in FY25*.

*Source – NielsenIQ

PERSONAL CARE



Margo National TV campaign featuring Raashii khanna

- Margo: Executed a sustained national multimedia campaign in Q4 featuring Raashii Khanna, effectively reinforcing the brand proposition of “Ek Achhi Aadat.”
- Margo Portfolio Focus: Strategic emphasis on both Margo Original Neem and Margo Neem Naturals, aimed at boosting brand visibility and driving contribution in the lead-up to the key season.

New SKU Introductions:



Margo Super Saver Pack of 5 (MT)



Margo Anti-Bacterial Handwash :700ml MEGA PACK in pouch format (MT)

HOUSEHOLD INSECTICIDE: MAXO



- Continued the multimedia campaign featuring Kareena Kapoor in key markets. The campaign emphasizes the unique automatic feature of the Maxo machine.
- Maxo launched Aerosol (Flying Insect Killer and crawling insect killer) and Maxo Anti Mosquito racquet.
- Maxo LV market share in FY25 is 7.3%; and Coil market share is 24.6%



Maxo Genius TVC featuring Kareena Kapoor

*Source – NielsenIQ (Calendar Year)

OTHER MARKETING INITIATIVES



Ujala Supreme TVC featuring Vidya Balan



Ujala Detergent TVC featuring Manju Warrior



Ujala Crisp & Shine TVC featuring Nayanthara



Exo & Pril TV & Digital initiatives



Maxo: Raised awareness on Malaria prevention



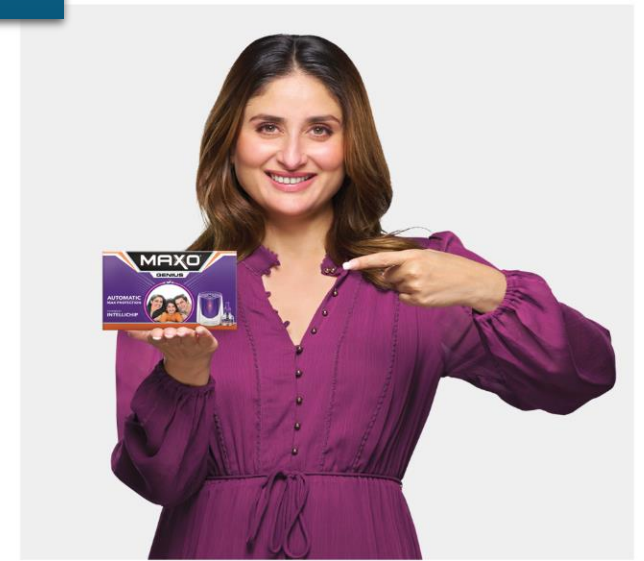
Exo print activation

FY25 NEW LAUNCHES





The confidence of Celebrities on Jyothy Brands!



ESG Overview: Moving Forward, Leaving No Footprint

Water Stewardship

- Implementation of Zero Liquid Discharge facility at 11 plants situated at 9 locations.

Energy Consumption

- Four out of 17 locations are installed with Solar Plants with total installed capacity of 1,226 KW
- Automation initiatives at various plant locations

Waste Management

- Promoting usage of recycled materials in our packaging
- Maintained 100% Extended Producer Responsibility (EPR) compliance



Renewable Energy

- Increase in share of renewable energy by 2% compared to last year at 4 locations

Carbon Sink

- Maintaining 45.8 acres of green belt

Social & Governance

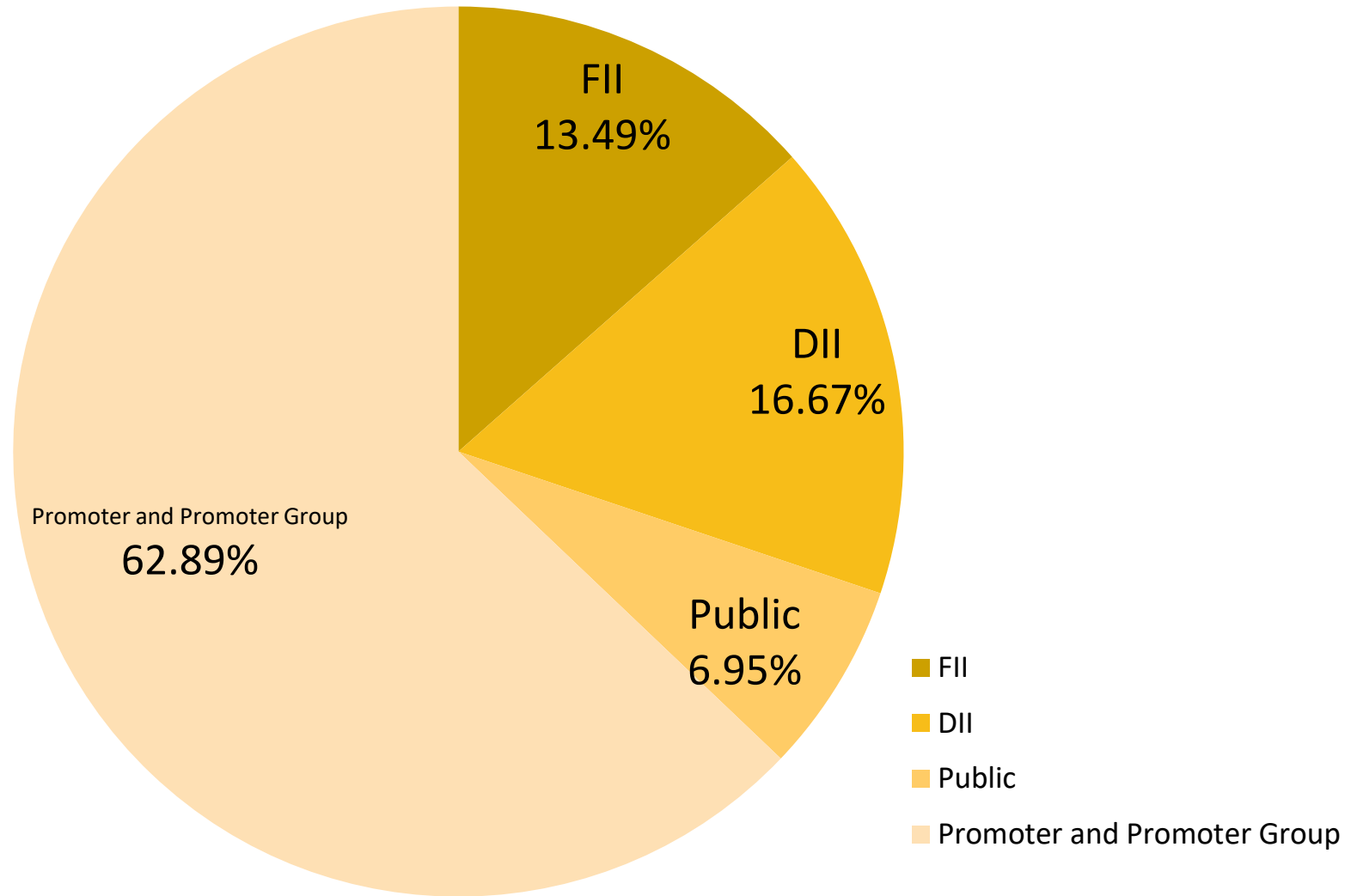
- Jyothy Labs is now Great Place to Work Certified (Feb 2025-Feb 2026)
- Adoption of ESG related policies
- Board and Committee Meeting attendance at 100%
- Average tenure of the Directors on our Board- ~5 years

WAY FORWARD

- Urban demand is expected to stay subdued in H1 FY26 due to macroeconomic pressures.
- Fiscal measures like income tax relief announced in the budget should support consumption, though with a delayed impact.
- Competitive intensity will likely remain high in the near term.
- Focused on cost efficiency and selective pricing actions to safeguard margins.
- Continued momentum in innovation and scaling up high-potential recent launches.

SHAREHOLDING PATTERN

As on 31 March 2025



DISCLAIMER

Some of the statements in this communication may be forward looking statements within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

The information contained herein has been prepared to assist prospective investors in making their own evaluation of the Company and does not purport to be all-inclusive or to contain all of the information a prospective or existing investor may desire. In all cases, interested parties should conduct their own research/investigation and analysis of the Company and the data set forth in this information. The Company makes no representation or warranty as to the accuracy or completeness of this information and shall not have any liability for any representations (expressed or implied) regarding information contained in, or for any omissions from, this information or any other written or oral communications transmitted to the recipient in the course of its evaluation of the Company.

While we have made every attempt to ensure that the information contained in this presentation has been obtained from reliable source, the Company is not responsible for any errors or omissions, or for the results from the use of this information. All information in this presentation is provided on "as is" basis with no guarantee of completeness, accuracy, timeliness or of the results obtained from the use of this information and without warranty of any kind, express or implies including but not limited to warranties of performance for a particular purpose. In no event will the Company its Directors, legal representatives, agents or employees thereof be liable to anyone for any decision made or action taken by relying on data/information in this Presentation.

THANK YOU

Contact for any queries

Jyothy Labs Limited

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