



By Fax at Fax Nos: 022-22723121/ 2037/ 2041/ 2061/ 2039
/3719 / 1278/ 1557/3354/3577

By Hand-Delivery / By email at corp.relations@bseindia.com

February 14, 2011

To,
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 023.

(Total 1 + 5 = 6 Pages)

Script ID: 532926

Sub: Compliance of Listing Agreement

Dear Sirs / Madam,

We would like to inform you that Jyothy Laboratories Ltd announces the national launch of DEPA based Multi Insect Repellants formulations in the form of 'Cream', 'Spray' and 'Lotion' and 'Wipes' under the brand names 'Maxo – Military' and 'Maxo – Safe & Soft', on Monday, February 14, 2011 at a function in New Delhi. The Press Release issued on the occasion is enclosed herewith.

You are requested to take the above on your record.

Kindly acknowledge.

Thanking you,

Yours faithfully,

For Jyothy Laboratories Limited

M. L. Bansal

M. L. Bansal
Company Secretary



Encl: a. a.



DRDO (MINISTRY OF DEFENCE) TIES UP WITH JYOTHY LABORATORIES LTD TO FIGHT INSECT MENACE

Delhi, February 14, 2011: Defence Research and Development Organization (DRDO) Ministry of Defence Government of India after decades of research by eminent and distinguished scientists at DRDE Gwalior (WHO Approved Lab) have successfully developed a new molecule Diethyl Phenyl Acetamide (DEPA) a breakthrough technology to fight away deadly mosquitoes which transmits diseases like Malaria, Dengue, Chikungunia, Yellow fever, Black Fever, Elephantiasis, Japanese Encephalitis.

It was a constant request from our soldiers who are always exposed to deadly wild mosquitoes, leaches and other blood sucking insects to find a safe and effective solution. Hence, the research began in 1983 and it took over two decades to develop the new molecule. Extensive detailed studies were carried out on toxicology, safety and bio- efficacy of DEPA. DEPA was included in Indian Pharmacopoeia. Now for the last six years it has been extensively used by our defense forces.

Initiatives were taken under the aegis of DRDO-FICCI-ATAC program to make available the benefits of DEPA to the common man in India as well as in other countries. These initiatives have been spearheaded by Dr. S. Radhakrishnan, Director Technology Acquisition- Defense Research and development Organisation (DRDO) and Mr. Nirankar Saxena, Director – Federation of Indian Chambers of Commerce and Industry (FICCI) under the leadership of Dr. Prahlada, Chief Controller – DRDOHQ

They identified Jyothy Laboratories Ltd. as the most capable party to manufacture DEPA Technical, formulate and bring out multi-insect repellent in its various formats to the masses for their protection from painful insect bites and vector borne diseases as a spin -off defense technology for civil society in India and abroad.

The technology has been transferred exclusively to Jyothy Labs to manufacture DEPA and formulations based thereon under the close supervision of DRDE. Jyothy Labs with its nationwide reach both rural and urban has taken up the responsibility to reach the product to the masses. With this the entire society will be benefited.

Commenting at the launch ceremony, **Mr. M P Ramachandran – Chairman and Managing Director of Jyothy Laboratories Ltd** said, "Every year many invaluable lives are lost due to various insect transmitted diseases. We are honored with the opportunity provided to us by DRDO to help make these products available at affordable prices to the common man across the country. The fact that this technology has been highly effective on our armed forces for years, adds to Maxo Military's credibility."



Jyothy LABORATORIES LIMITED

ABOUT JYOTHY LABORATORIES:

Jyothy Laboratories Ltd, a fast moving consumer goods Company was founded in 1983 by Mr. M P Ramachandran. Over the years the company has evolved from a single product proprietary firm into a multi brand company involved in the manufacturing and marketing of products in fabric care, mosquito repellent, surface cleaning, personal care and incense sticks.

The company has 28 manufacturing facilities in 16 locations across India, some of which are tax efficient units.

The Company has recently forayed into service sector in organized laundry to provide "World class laundry at affordable price at your doorstep" through its subsidiary 'Jyothy Fabricare Services Limited'.

For more information, please contact:

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Jyothy LABORATORIES LIMITED

Jyothy Laboratories Limited – making a difference to millions of households across India

Jyothy Laboratories Ltd. (JLL) came into being in 1983, powered by the vision of one man – M P Ramachandran, Chairman & Managing Director. It started as a proprietary concern, manufacturing and selling a single product in a single district; the organization has grown to become a multi-brand, multi-product company with operations all over the nation. JLL was listed on the National & the Bombay stock exchanges on 19th of December 2007.

JLL has the distinction of making a mark in the virtually non-existent category of liquid fabric whitener. With products that are reasonably priced, conveniently packaged, extensively distributed and supported by strategic communication, JLL has well and truly earned its place in the market as well as in the minds of millions of households in India.

Today, JLL has a pan Indian presence with brands catering to the needs of consumers across the length and breadth of the nation. From a fledgling entity that embarked to translate the dream to make a difference, starting operations with a corpus of Rs 40,000 to a company with a turnover of over Rs 550 crore, JLL has come a long way. JLL is surging ahead to keep its tryst with the founding ideals – Untapped markets, Innovative products & Cater to the common man.

JLL has an extensive distribution network; its products are available in around 2.9 million outlets. It has approximately 1,800 people servicing around 3,500 distributors. It has a strong presence in both rural and urban markets.



The company has 28 manufacturing facilities in 16 locations across India, 8 of which are tax efficient units. The various plants are situated at Baddi, HP; Bishnupur, WB; Kandanassery, Pannissery, Kerala; Mehboobnagar, Andhra Pradesh; Pithampur, MP; Bangalore, Chennai, Pondicherry, Silvassa, Guwahati, Salem, Bhubaneshwar, Jammu.



Leadership through Key Brands:

Fabric Care– Ujala: Ujala enjoys significant brand equity across a 25-year presence since 1983. It enjoys the #1 position in the product category with 72.6% all-India market share by value and 57% by volume for September 2010 (Source – AC Nielson). JLL extended its Ujala success to other products in the fabric-care category. Ujala Techno Bright (washing powder) & Ujala Stiff and Shine. Ujala brand portfolio accounted for 52% of revenues for 9MFY11.

Sachin Tendulkar has been appointed as the brand ambassador for Ujala for a period of 30 months.

Mosquito Repellent–Maxo: JLL entered the mosquito repellent segment in 2000 under the brand name Maxo. It garnered a market share of 23.2% by value and 25.3% by volume for September 2010, emerging as the company's second largest brand. It extended from the coil to liquid in 2006 and aerosol sprays in 2007. It is the single largest mosquito repellent brand in rural India with a 33% market share and 25.3% urban India market share. Maxo contributed 22% to the revenues in 9MFY11.



Dishwashing Products-Exo: Jyothy's dish wash bar is amongst India's first few anti-bacterial dish wash launched in 2000. The Exo brand was extended to dish wash liquid as well as dishwash scrubber Exo Safai. It has a market share of 22.5% by value and 20.1% by volume for September 2010. Exo enjoys a national presence starting November 2009. The product accounted for 19% of revenues in 9MFY11.

Fabric Care Services: Jyothy Laboratories has expanded from fabric care to fabric care services segment with Fabric Spa. Jyothy Fabricare Services Ltd (JFSL) came into being as a 75% subsidiary of JLL with an investment of Rs 35 crore. JFSL became the official laundry service provider for Commonwealth games 2010 and also bagged contract to wash linen for 12 trains originating from Bangalore.

It has started servicing retail clients post its acquisition of Snoways chain of laundry in Bangalore. They now have 30 outlets of Snoways, washing 30,000 pieces a day in Q3FY11. JFSL, institutional segment has 48 clients currently. They wash about 20,000 pieces daily, including most of the Airlines, Hotels & Resorts.

The premium segment has been launched under the name Fabric Spa in Bangalore. the Spa has 13,000 members. There are plans to open similar outlets in other metros like Chennai, Hyderabad and Pune, in the year. The company has constructed a 60,000-sq-ft laundry facility on two acres at the Apparel Park at Bangalore, with a capacity to service 40,000 pieces a day or 10 tonnes.

Multi-insect repellent - Maxo Military: : JLL has signed an MoU with Defence Research and Development Establishment, Gwalior a prominent division of Defence Research and Organisation (DRDO) to market a multi insect repellent to prevent diseases like dengue, black fever, plague, chikungunia, yellow fever etc.. The landmark MoU will enable JLL to exclusively manufacture and market products in India and neighboring countries. The product will soon be available in various forms like lotion, cream and spray.

