

January 27, 2020

To,

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

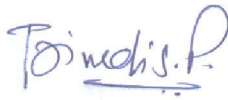
With reference to the captioned subject, please find attached herewith a copy of the Presentation on the Company's performance for the quarter and nine months ended December 31, 2020.

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

Q3 FY2021

January 27, 2021



CONTENTS

- *About Us*
- *Market Scenario*
- *Our Resilient Performance*
- *Result Highlights*
- *Brand Performance & Initiatives*
- *Way Forward*

ABOUT US

- Founded in 1983 by a first generation entrepreneur, our 'Chairman Emeritus' Mr MP Ramachandran.
- Jyothy Labs is primarily in **Home Care** (includes Fabric wash, Dishwash and Household Insecticide) and **Personal Care segments** which constitute 50% of the Indian FMCG industry.
- Our **Key Product Categories: Fabric Care, Dish Wash, Household Insecticides and Personal Care**
- Our **6 Power Brands: Ujala, Exo, Maxo, Henko, Margo and Pril.**

~Rs. 1,700 + crore in
Revenue in FY2020

No#1 in Fabric
Whitener since its
launch

No#2 in Dishwash bar
and liquid category

No#2 in Mosquito
repellent coil
(in volume terms)

Pan India availability at 2.8
million outlets, of which 0.86
million direct reach

27 Manufacturing plants
across 23 locations

2,000+ Sales Team
Members & 6,100+
stockist /sub stockist

Part of BSE S&P 500
and Nifty 500

MARKET SCENARIO

- **Healthy Consumer Demand Trends** across Home and Personal Care Categories
- Strong Rural Demand and improved urban consumption trends.
- **Growth momentum backed by General Trade** with gradual recovery in Institutional Business (Modern Trade and Canteen Store Department).
- Consumer channel preference shifted towards **Omni channel approach**.
- **Acceleration** in adoption of **Digital Technology**

OUR RESILIENT PERFORMANCE



PORTFOLIO AGILITY

Leverage on our core 'Essential & Hygiene' Product Portfolio.

FLAWLESS EXECUTION

Determination, Passion and Commitment of every member of Jyothy Labs has ensured integrated and flawless execution to ensure we meet consumer demands and deliver positive growth.

FINANCIAL PRUDENCE

Proactive measures and focus on key financial parameters to enhance shareholder value.

OUR CORE ESSENTIAL & HYGIENE PORTFOLIO

DISHWASH

Exo Bar, Gel, Scrubber, Vegetable & Surface Cleaner

Pril Liquid Dishwash & Bar



PERSONAL CARE

Margo (Neem Based)

Soap, Facewash,
Handwash, Sanitizer



DETERGENTS

Ujala Instant Dirt Dissolver &
Fast Wash Bar, **Mr White**



Henko Stain Care & **Henko** Matic

HOUSEHOLD INSECTICIDE

Maxo Liquid Vaporiser

Coils and Incense Sticks



TOILET & FLOOR CLEANER

T-Shine Toilet Cleaner & Floor Cleaner



FLAWLESS EXECUTION

Go To Market ('GTM')

- Urban Markets: Geographic expansion of existing brands and more frequent servicing to retailers
- Adding more Sub-stockists and focus on Van Coverage to enhance **Rural Coverage**
- **Omnichannel Focus** to service the consumer

New Launches

- **Addition to Hygiene Portfolio:** Exo All Surface Cleaner launched in South of India

Digital Technology

- **Digital Adoption** across the organisation.
- **Data Analytics** to add sales efficiencies and Digital Consumer Engagement

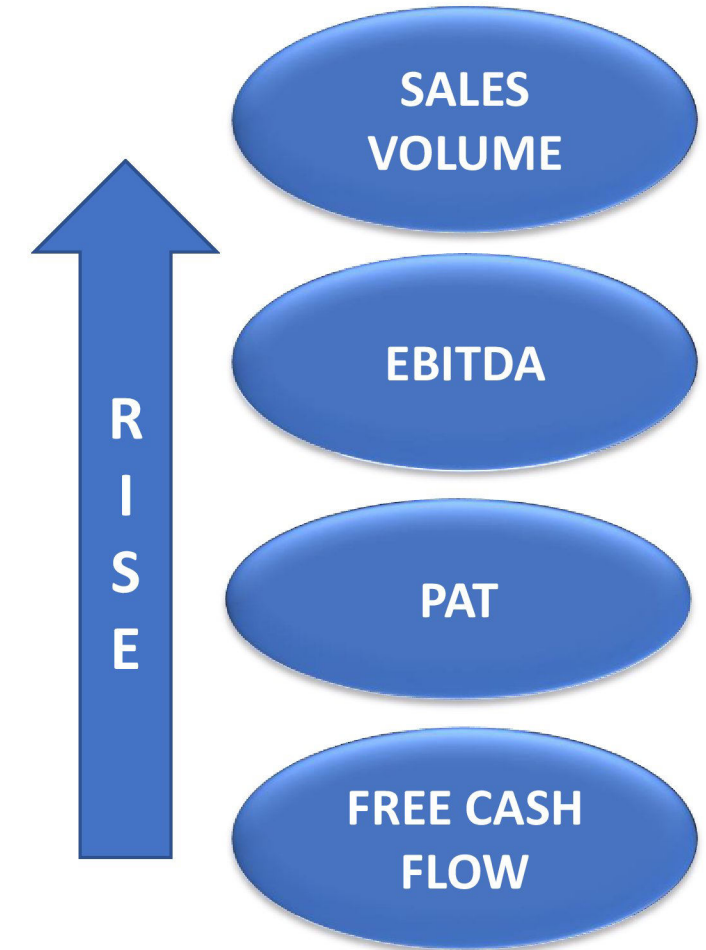
Media Activities

- **Media Spends** - Increased media spends across brands with **Clear Strategic Intent ' Grow Market Share'**

Human Resources

- **Employee Motivation** led by trainings, new sales incentive plans, WFH activities

- **Detailed SKU and Plant Specific Sales Planning** for ensuring seamless supply to consumers across India.
- **Focus on improving channel partners ROI** with minimum stock with distributors and frequent servicing at retailer's end
- **Cost optimisation & controlled trade schemes** minimised the impact of the increasing cost of production



RESULT HIGHLIGHTS – Q3FY21 SNAPSHOT (CONSOLIDATED)



Revenue up 13.3% (FMCG Sales up by 15.1% and Volume up by 15%).

Gross Margin at 48.8% from 48.7% in the same period last year.

A&P Spend at Rs 35.3 Crores versus Rs 25.2 Crores in the same period last year, an increase by 40%.

Operating EBITDA at 16.7% (Rs 79.8 Crores) versus 15.8% (Rs 66.3Crores) in the same period last year, an increase by 20.3%.

PAT at Rs 53.2 Crores as against Rs 45 Crores, increased by 18.2% over same period last year.

RESULT HIGHLIGHTS – YTD FY21 SNAPSHOT (CONSOLIDATED)



Revenue up 7.3% (FMCG Sales up by 8.9% and Volume up by 9.8%).

Gross Margin at 47.6% from 47.8% in the same period last year.

Operating EBITDA at 17.2% (Rs 243.6 Crores) versus 16% (Rs 210.5 Crores) in the same period last year, an increase by 15.7%.

PAT at Rs 163.4 Crores as against Rs 136 Crores, increased by 20.1% over same period last year.

EPS (not annualised) at Rs 4.63 versus Rs 3.85 in the same period last year.

CATEGORY WISE NET REVENUE

CATEGORY	KEY BRAND	QUARTER ENDED			NINE MONTHS ENDED		
		CY	PY	GR %	CY	PY	GR %
Fabric Care	Ujala FW, Henko, Mr White, Ujala Crisp & Shine	176	172	2.3%	489	552	-11.4%
Dishwashing	Exo, Pril	182	150	21.1%	530	440	20.6%
Household Insecticides	Maxo	47	43	10.0%	171	117	45.8%
Personal Care	Margo, Neem, Fa	53	36	48.2%	176	150	16.9%
Other Products	T Shine, Maya	13	8	56.5%	35	27	26.9%
TOTAL		470	409	15.1%	1,401	1,287	8.9%
Laundry Services		7	12		13	32	
GRAND TOTAL		477	421	13.3%	1,414	1,318	7.3%

Q3 FY21 SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

	QUARTER ENDED			NINE MONTHS ENDED		
PARTICULAR/GROWTH	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	477	421	13.3%	1,414	1,318	7.3%
OPERATING EBITDA	79.8	66.3	20.3%	243.6	210.5	15.7%
PAT	53.2	45.0	18.2%	163.4	136.0	20.1%
EPS (INR) (NOT ANNUALISED)	1.51	1.27	18.2%	4.63	3.85	20.1%

Financial Parameters

	QUARTER ENDED		NINE MONTHS ENDED	
PARTICULAR/GROWTH	CY	PY	CY	PY
GROSS MARGIN	48.8%	48.7%	47.6%	47.8%
OPERATING EBITDA MARGIN	16.7%	15.8%	17.2%	16.0%
PAT MARGIN	11.2%	10.7%	11.6%	10.3%
A&P TO SALES RATIO	7.4%	6.0%	6.0%	6.6%

EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q3FY21	YTDFY21
EBITDA % - PREVIOUS PERIOD	15.8%	16.0%
GROSS MARGIN	0.0%	-0.2%
EMPLOYEE COST	0.7%	0.2%
ADVERTISEMENT & SALES PROMOTION	-1.4%	0.6%
OTHER EXPENDITURE	1.7%	0.7%
EBITDA % - CURRENT PERIOD	16.7%	17.2%

* Other Expenditure includes donation of Rs 5 crore paid for relief work done for COVID 19 to Prime Minister and Chief Minister's Funds. Excluding, COVID donation, the EBITDA for the nine months period ended would have been **17.6%**.

BRAND PERFORMANCE AND INITIATIVES



OUR CATEGORY STRATEGY

POST WASH

- Extending Dominant position
- Premiumisation
- Targeted market development initiatives

MAIN WASH

- Establishing uniqueness
- Building for future
- Winning through Innovations

DISH WASH

- Leveraging Two brand portfolio
- Innovation
- leverage rural category penetration of bars

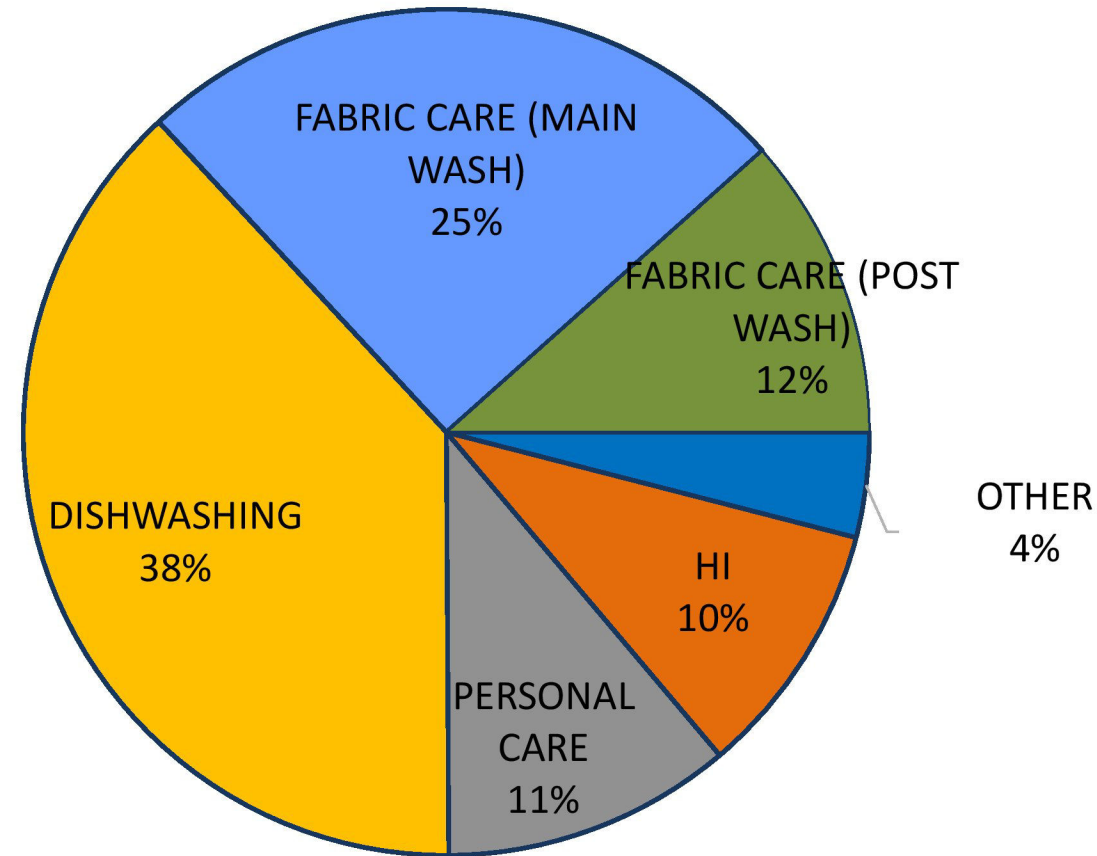
HOUSEHOLD INSECTICIDES

- Increasing footprint
- Winning through Innovations

PERSONAL CARE

- New Extensions
- Differentiated propositions on naturals

CATEGORY WISE BUSINESS SHARE (Q3FY21)



FABRIC CARE - 37% OF TOTAL BUSINESS

Category	Q3FY21 Growth in %
Fabric Care	2.3%



FABRIC CARE (POST WASH) – UJALA SUPREME

Brand	Market Share in %		
	CY 17	CY 18	CY 19
Ujala Fabric Whitener	80.4%	80.6%	81.7%

Source – AC Nielsen (CY - Calendar Year)

Brand Performance:

- Ujala Supreme sales have witnessed consistent upward momentum from last quarter which indicates demand revival post easing of lockdown.

Marketing initiatives:

- Consistent brand investment showcasing the benefits of using Ujala Supreme post detergent wash through TV campaign.
- Increased BTL activity campaigns to showcase superiority of Ujala Supreme over low-cost blues

