Jyothy LABORATORIES LIMITED
CIN - L24240MH1992PLC128651
'UJALA HOUSE', Ramakrishna Mandir Road, Kondivita, Andheri (East), Mumbai - 400 059.
Tel.: 6689 2800 Fax: 6689 2805 e-mail : info@jyothy.com www.jyothylaboratories.com

UJALA

January 17, 2018

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 Sirs,

Sub: Copy of Presentation

With reference to the captioned subject, please find attached herewith a copy of Presentation on the Company's performance for the quarter and nine months ended December 31, 2017.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

For Jyothy Laboratories Limited

JYOTHY LABORATORIES LTD.

Shreyas Trivedi
Head – Legal & Company Secretary

Encl: As above.

Jyothy LABORATORIES LIMITED

Jyothy Laboratories Limited
Analyst Presentation
Q3FY18
January 17, 2018

Jyothy LABORATORIES LIMITED

Index

- *Market Scenario*
- *Results*
- *Brand Performance & Initiatives*
- *Way Forward*

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Market Scenario

- *Urban Consumer Demand spiked by GST rate correction (w.e.f. 15th Nov)*
  - *Price benefit passed on to consumer by JLL*
- *Rural demand looks better*
- *Trade Channel members mostly adjusted to GST regime.*
- *CSD demand back to normal*

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Results

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Back ground to Q3FY18 performance

- Q3FY17 - JLL had outperformed market in “Demonetisation quarter”
  - 3.1 % value growth in Q3FY17 – 3.6% volume growth in Q3FY17

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Q3 FY18 Snapshot

- GST comparable revenue growth 15.9% (volume growth 11.5%)
- A&P Expense at Rs 32.5 cr vs Rs 26.9 cr ; A&P to Sales ratio at 7.5% vs 7.2% (on GST Adjusted sales) in PY
- Gross Margin at 48.3% Vs 47% (on GST adjusted sales) in the same period last year.
- Operating EBITDA at Rs 69.3 cr Vs Rs 50.9 cr in the same period last year;
  EBITDA Margins at 16.1% v/s 13.7% (on GST adjusted sales) in Q3 FY17, Growth of 36.2%
- PAT at Rs 32.9 cr as against Rs 20.7 cr in the same period last year, Growth of 59.3%
- EPS at Rs 1.81 in Q3 FY18 vs Rs 1.14 in Q3 FY17, Growth of 59.2%

Consolidated GST Comparable Revenue Snapshot

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All values in INR Crore

Quarter Ended

Category	Q3FY18	Reported Q3FY17	GST Comparable Q3FY17	Reported Growth %	GST Comparable Growth %
Revenue	431.2	398.3	372.0	**8.3%**	**15.9%**

Nine months Ended

Category	YTDFY18	YTDFY17	GST Comparable Q2FY17	Reported Growth %	GST Comparable Growth %
Revenue	1247.0	1283.1	1215.3	**-2.8%**	**2.6%**

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Q3FY18 Snapshot
Category Wise Consolidated Revenue

All values in INR Crore

	Quarted Ended			
Category	**Q3FY18**	**Reported Q3FY17**	**GST Comparable Q3FY17**	**GST Comparable Growth %**
Fabric Care	188.4	172.9	159.8	**17.9%**
Dishwashing	141.0	125.4	118.6	**18.9%**
Household Insecticides	37.5	45.3	41.7	**-10.0%**
Personal Care	44.5	34.0	32.3	**37.9%**
Other Products	8.4	10.0	9.2	**-8.1%**
Total	**419.9**	**387.6**	**361.4**	**16.2%**
Less: Inter Segment Revenue	-	-0.5	-0.5	
Total	**419.9**	**387.1**	**360.9**	**16.3%**
Laundry Services	11.3	11.1	11.1	**2.1%**
Grand Total	**431.2**	**398.3**	**372.0**	**15.9%**

Q3FY18 Snapshot
Brand Wise Revenue

Jyothy LABORATORIES LIMITED

All values in INR Crore

	Quarted Ended			
Brand	**Q3FY18**	**Reported Q3FY17**	**GST Comparable Q3FY17**	**GST Comparable Growth %**
Ujala	106.2	98.3	90.5	**17.3%**
Exo	106.9	94.8	89.8	**19.1%**
Maxo	37.5	45.3	41.7	**-10.0%**
Henko	48.7	43.6	39.6	**23.0%**
Margo	38.0	27.9	26.5	**43.4%**
Pril	34.8	30.6	28.8	**21.0%**
Total Power Brand	**372.2**	**340.5**	**316.8**	**17.5%**
Others	47.7	46.7	44.1	**8.2%**
Total	**419.9**	**387.2**	**360.9**	**16.3%**
Laundry Services	11.3	11.1	11.1	**2.1%**
Grand Total	**431.2**	**398.3**	**372.0**	**15.9%**

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Q3 FY18 Snapshot

Company's Consolidated Performance

Financials

All values in INR Crore except EPS

	Quarter Ended			YTD		
Particular/Growth	**FY 18**	**FY 17**	**% Change**	**FY 18**	**FY 17**	**% Change**
Revenue from Operation *	431.2	372.0	15.9%	1,247.0	1,215.3	2.6%
Operating EBITDA	69.3	50.9	36.2%	182.3	196.0	-7.0%
PAT	32.9	20.7	59.3%	102.9	96.7	6.4%
EPS (INR)	1.81	1.14	59.2%	5.66	5.33	6.3%

**** Previous year sales is GST comparable sales to show comparable numbers***

Ratios

	Quarter Ended		YTD	
Particular/Growth	**Q3FY18**	**Q3FY17 #**	**FY 18**	**FY 17 #**
Gross Margin	48.3%	47.0%	48.9%	48.8%
Operating EBITDA Margin	16.1%	13.7%	14.6%	16.1%
PAT Margin	7.6%	5.6%	8.3%	8.0%
A&P to Sales Ratio	7.5%	7.2%	8.9%	7.4%

 # Previous year percentage are based on GST adjusted sales to show comparable numbers

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Q3 FY18 Snapshot

Company's Consolidated Performance

EBIDTA Movement

Particulars	Q3	YTD
EBITDA % - Previous period	**13.7%**	**16.1%**
Gross Margin	1.2%	0.1%
Employee Cost	0.2%	-0.6%
Advertisement & Sales Promotion	-0.3%	-1.4%
Other Expenditure	1.3%	0.4%
EBITDA % - Current period	**16.1%**	**14.6%**

Previous year percentage are based on GST adjusted sales to show comparable numbers

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Brand Performance & Initiatives

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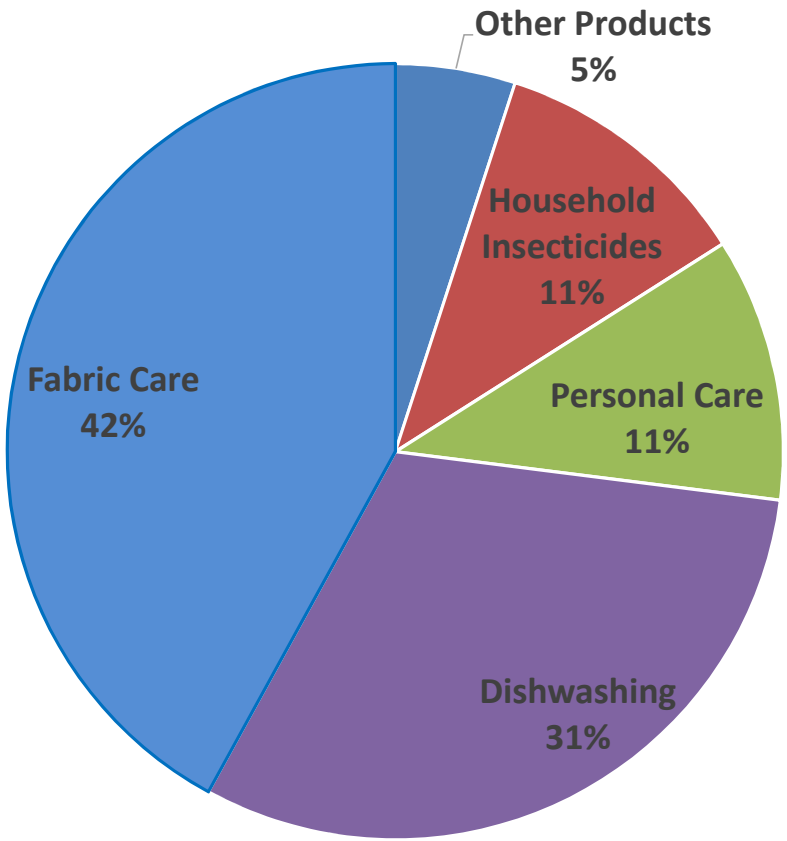
Category wise Business Share



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Fabric Care

42% of Total Business

	Quarter Ended		
Category	**Q3FY18**	**GST Comparable Q3FY17**	**GST Comparable Growth %**
Fabric Care	188.4	159.8	**17.9%**

- **Henko franchise** grows at a strong **23%**
- **Ujala IDD** Grows **28%** on back of new campaign
- **Ujala C&S** grows at **22.1%**
- **Ujala Supreme** grows at **9.7%**

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Fabric Care

Henko franchise grows at a strong **23%**

- **HSCP @ 26.9%↑**

Ujala IDD new campaign launched growing **28%↑**

Ujala C&S grows **22.1% ↑**

New campaign in Jan '18

Ujala FW grows **9.7% ↑**

New campaign in Jan '18

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Dishwashing

31% of Total Business

	Quarter Ended		
Category	**Q3FY18**	**GST Comparable Q3FY17**	**GST Comparable Growth %**
Dishwashing	141.0	118.6	**18.9%**

- Exo Franchise grew at 19.1% in OND quarter
- Pril Franchise grew at 21% in OND Quarter

Growths mentioned above are GST comparable figures

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Dishwash

Refurbished Mixes

Exo Bar - Kid licking

Exo scrubber - Stomach ache

Pril liquid

- Exo Dishwash Bar: New campaign from Oct FY 18
- Exo Dishwash Bar grew at 20% QOQ in OND and 17.7% in JAS quarter

- Exo Bactoscrub: New campaign from Nov FY 18
- Exo Bactoscrub grew at 23.2% QOQ in OND and 20.6% in JAS quarter

- Pril liquid campaign: New campaign in Q3FY18
- Pril Dishwash liquid grew at 24.5% QOQ in OND and 9.9% in JAS quarter

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Personal Care

11% of Total Business

All values in INR Crore

Quartered Ended			
Category	Q3FY18	Comparable Q3FY17	Comparable Growth %
Personal Care	44.5	32.3	**37.9%**
Margo	38.0	26.5	**43.4%**

Margo restage successful – Backed by strong support

Visibility drives

Retail engagement drives

Innovative POP

Margo – Growth Journey

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- Leveraging on naturals wave
- 56% growth in non-traditional markets
- Nearly 60% increase in household penetration

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Household Insecticides

11% of Total Business

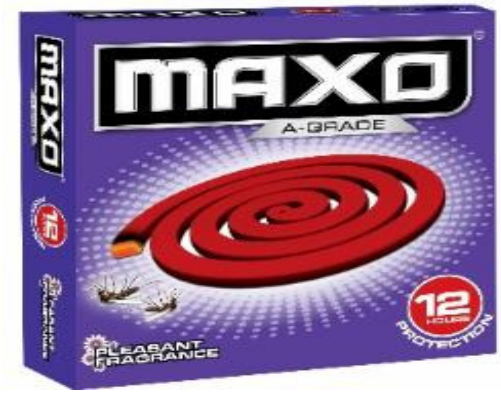
Household Insecticides

All values in INR Crore

	Quarter Ended		
Category	**Q3 FY 18**	**GST Comparable Q3FY 17**	**Comparable Growth %**
Household Insecticides	37.5	41.7	**-10%**
Maxo LV	20.6	15.5	**33.5%**
Maxo Coil	16.5	24.4	**-32.1%**

Coil Impacted by

- Disruption in wholesale segment especially in North and East
- Early onset of winter



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Household Insecticides

Building Brand Maxo

- Aggressive Drive on Maxo Genius To Build Household Penetration
  - IInd continuous quarter of over 100% growth in combi machines
  - Genius accounting for nearly 10% of LV sales in DQ (vs 2% LY)
- Continued Media support on Maxo Genius

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GST Effect:
JLL consumer offers & price reductions
(Mid Nov 2017)

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EXO Round (500g) Current MRP ~~₹47/-~~ New MRP ₹45/-	EXO Round (250g) Current MRP ~~₹27/-~~ New MRP ₹25/-	EXO Bar (300g) Current MRP ~~₹24/-~~ New MRP ₹22/-
Pril Bar (500g) Current MRP ~~₹51/-~~ New MRP ₹48/-	Pril Liquid (2 ltr) Current MRP ~~₹395/-~~ New MRP ₹370/-	Pril Liquid (750ml) Current MRP ~~₹165/-~~ New MRP ₹155/-
Pril Liquid (425ml) Current MRP ~~₹99/-~~ New MRP ₹96/-	Pril Liquid (225ml) Current MRP ~~₹55/-~~ New MRP ₹51/-	Henko Stain Champion (500g) Current MRP ~~₹58/-~~ New MRP ₹54/-
Henko Matic Front Load (2kg) Current MRP ~~₹480/-~~ New MRP ₹450/-	Henko Matic Top Load (2kg) Current MRP ~~₹435/-~~ New MRP ₹400/-	Ujala Detergent (1kg) Current MRP ~~₹82/-~~ New MRP ₹75/-
Ujala Detergent (4kg) Current MRP ~~₹358-~~ New MRP ₹330/-	Mr.White Detergent (7kg*) *5kg + 2kg Free Current MRP ~~₹450/-~~ New MRP ₹425/-	More Light Detergent (1kg) Current MRP ~~₹55/-~~ New MRP ₹52/-

PRICE REDUCTIONS IMPLEMENTED ACROSS SKUs

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JLL CONSUMER OFFERS ACROSS BRANDS

Way Forward

- *Brand building & innovation agenda fully on track*
- *IT enabled Go To Market strategy in place*
- *Demand scenario looks positive*

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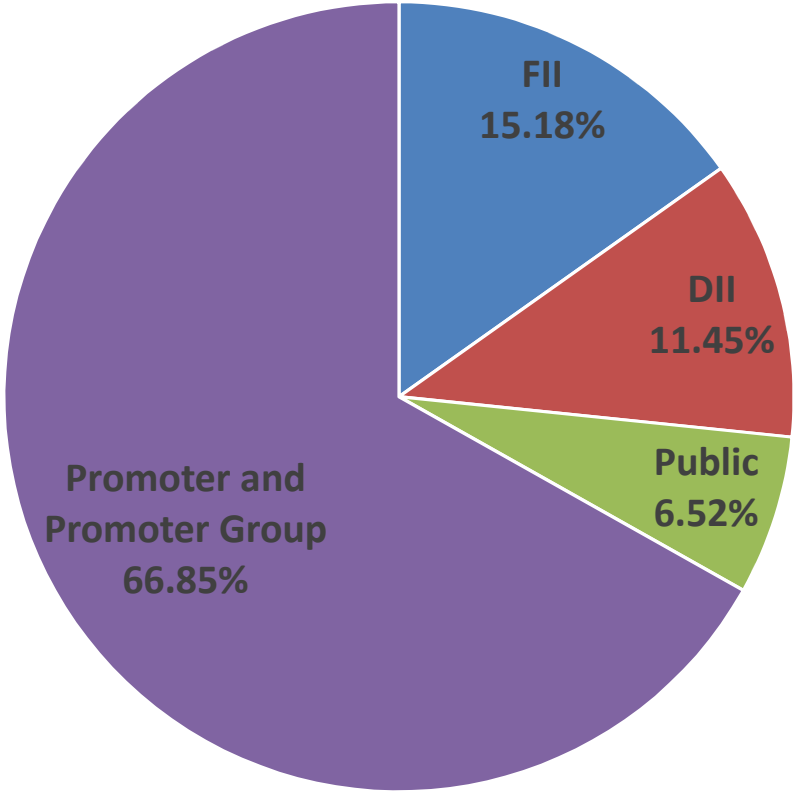
Shareholding Pattern

as on 31st Dec 2017



Jyothy LABORATORIES LIMITED

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Thank you