

January 31, 2024

To,

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400023
BSE Code: 532926

National Stock Exchange of India Limited
Exchange Plaza, Bandra – Kurla Complex,
Bandra (E), Mumbai – 400051
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 nine months ended December 31, 2023.

Kindly take the above on your record.

Thanking you,
Yours faithfully,

For Jyothy Labs Limited

Shreyas Trivedi
Head – Legal & Company Secretary

Encl.: as above

Jyothy Labs Limited

CIN: L24240MH1992PLC128651

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Jyothy Labs



Stronger than ever! Q3FY24

January 31, 2024






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.

 ~Rs 2486 cr Revenue in FY 2023

 2.8 Mn Outlets – Pan India availability

 1.1 mn Direct Reach

 23 Manufacturing Plants

 8200+ Channel Partners

Our Power Brands



Key Product Categories



Fabric Care



Dish Wash



Household Insecticides



Personal Care



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

MARKET SCENARIO

- **Business Environment :**
 - Shift towards volume growth
 - Demand recovery at Rural India yet to pick up momentum
 - Rising input prices eased from peak levels, Competition leading to higher A&P spends
- Focus on brand investments, product innovations and geographical expansion
- Mixed trends across categories - Premiumisation and LUP's aid growth as consumers spend on a wider array of goods.

RESULT HIGHLIGHTS – Q3FY24 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 678 Crores increased by 10.6% (CAGR - 2 Yr 12.1%, 3 Yr 12.4%, 4 Yr 12.6%)

Gross Margin at 49.8% from 43.1% in the same period last year

A&P Spend at 60.7 Crores (9% of Net Sales) versus Rs 41.8 Crores (6.8% of Net Sales) in the same period last year, an increase by 45.1%

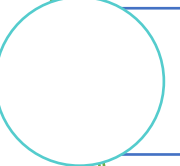
Operating EBITDA at 17.5% (Rs 118.6 Crores) versus 13.8% (Rs 84.4 Crores) in the same period last year, an increase by 40.6%.

PAT at Rs 90.9 Crores as against Rs 67.4 Crores, in the same period last year, up by 34.9%

RESULT HIGHLIGHTS – YTD FY24 SNAPSHOT (CONSOLIDATED)



Revenue at Rs 2,097 Crores increased by 12.2%



Gross Margin at 48.9% from 41.1% in the same period last year



A&P Spend at 168.5 Crores (8% of Net Sales) versus Rs 128.4 Crores (6.9% of Net Sales) in the same period last year, an increase by 31.2%



Operating EBITDA at 17.7% (Rs 371.4 Crores) versus 12% (Rs 224.6 Crores) in the same period last year, an increase by 65.4%.



PAT at Rs 291.2 Crores as against Rs 180.5 Crores, in the same period last year, up by 61.3%

PERFORMANCE ACROSS CATEGORIES



Growth (%)

Q3FY24	11.9%	6.7%	5.4%	22.3%
Q3FY24 (2Y CAGR)	18.7%	8.3%	-5.7%	16.8%
Q3FY24 (3Y CAGR)	18.8%	9.0%	-0.8%	11.0%
Q3FY24 (4Y CAGR)	14.4%	11.9%	1.8%	19.3%
YTDFY24	13.4%	9.1%	6.4%	21.9%

SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

PARTICULAR/GROWTH	QUARTER ENDED			NINE MONTHS ENDED		
	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	678	613	10.6%	2,097	1,869	12.2%
OPERATING EBITDA	118.6	84.4	40.6%	371.4	224.6	65.4%
PAT	90.9	67.4	34.9%	291.2	180.5	61.3%

Financial Parameters

PARTICULAR/GROWTH	QUARTER ENDED		NINE MONTHS ENDED	
	CY	PY	CY	PY
GROSS MARGIN	49.8%	43.1%	48.9%	41.1%
OPERATING EBITDA MARGIN	17.5%	13.8%	17.7%	12.0%
PAT MARGIN	13.4%	11.0%	13.9%	9.7%
A&P TO SALES RATIO	9.0%	6.8%	8.0%	6.9%

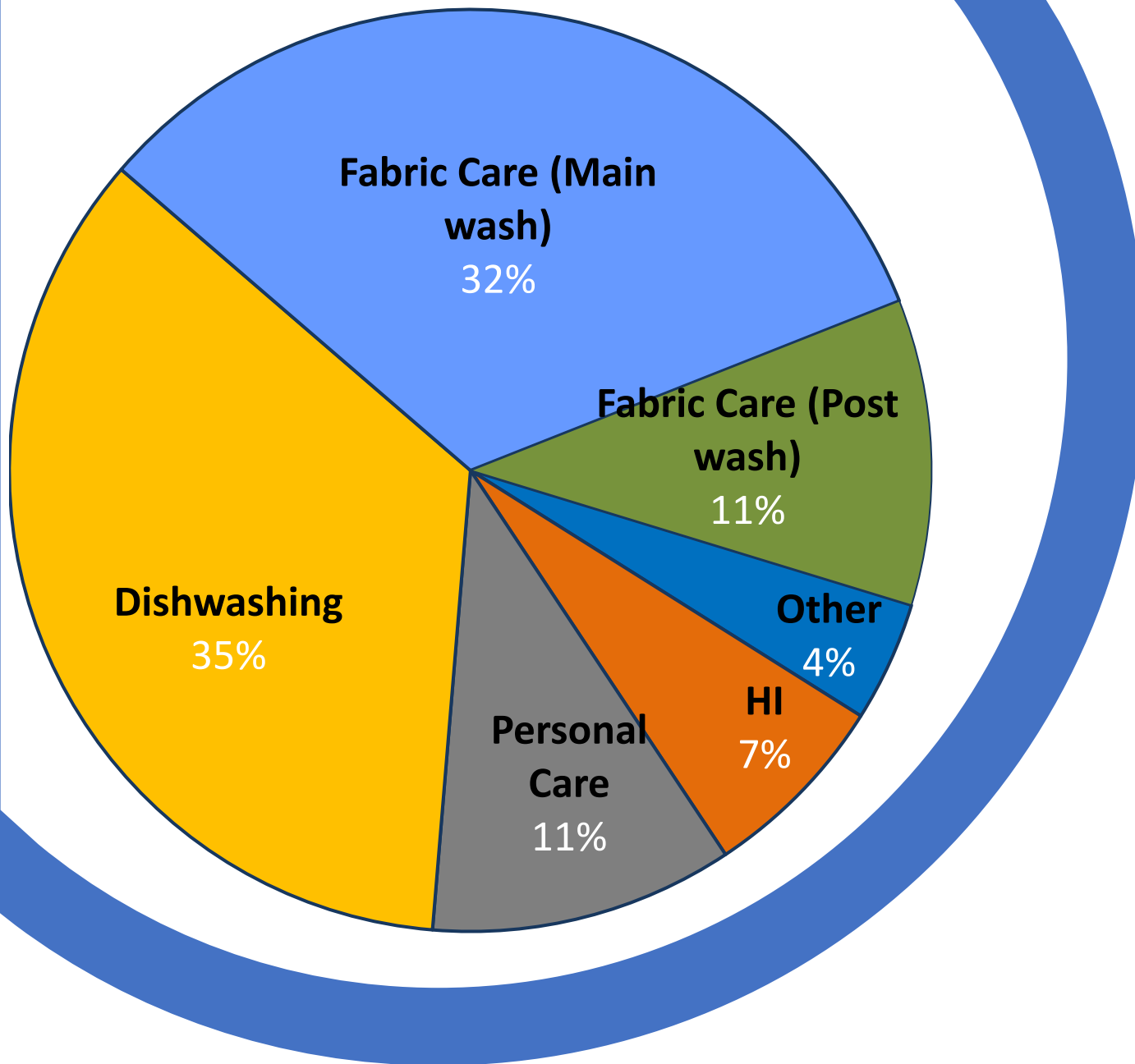
EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q3FY24	YTDFY24
EBITDA % - PREVIOUS PERIOD	13.8%	12.0%
GROSS MARGIN	6.6%	7.8%
EMPLOYEE COST	-0.3%	-0.2%
ADVERTISEMENT & SALES PROMOTION	-2.1%	-1.1%
OTHER EXPENDITURE	-0.5%	-0.8%
EBITDA % - CURRENT PERIOD	17.5%	17.7%



BRAND PERFORMANCE & INITIATIVES

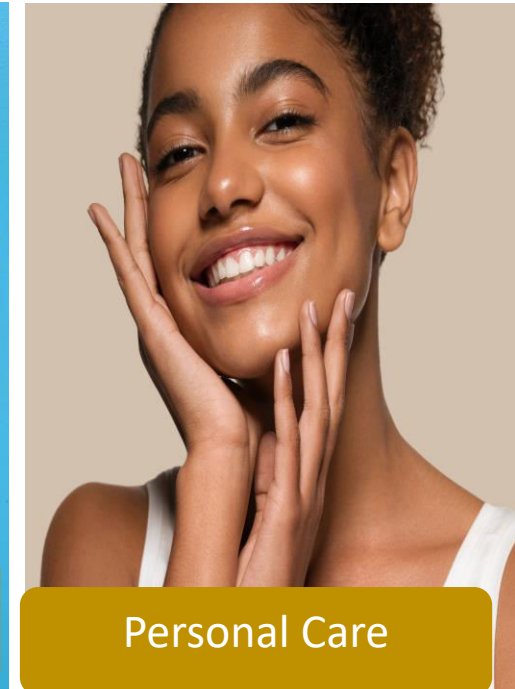
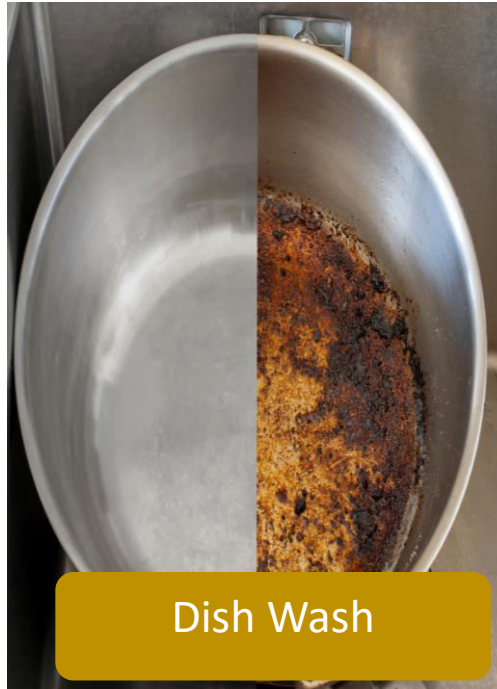
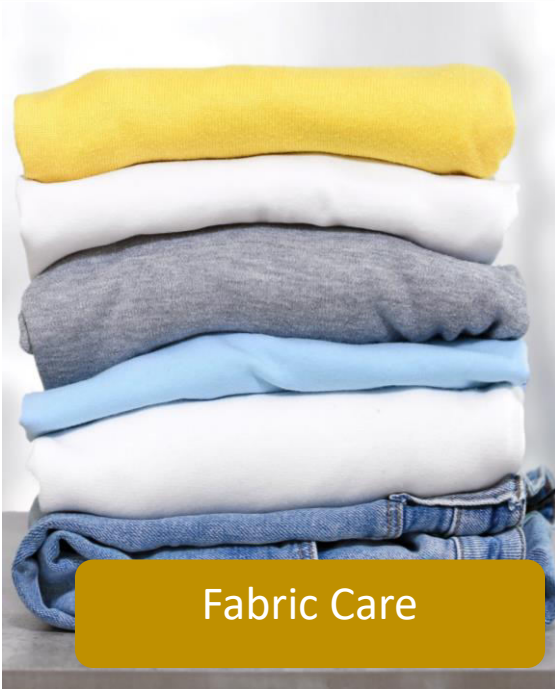




Q3 FY 2024

Category Wise Business Share

Category Approach & Q3 FY24 Results



FY24 Approach

Focus on expanding main wash and enter new geography for post wash products. Build scale across categories.

Strengthen equity on brands further to become brand of choice among consumers and gain market share

Consolidate and innovate to increase market share across formats. Focus on innovation to drive brand affinity.

Leverage Margo brand equity and enter new formats/categories. Build scale through with a larger bouquet of offerings in TS category.

FABRIC CARE: UJALA (POST WASH & DETERGENT)



Ujala Supreme

Continued the ATL campaign featuring Superstar Taapsee Pannu across key markets.

Targeted consumer activations in low share markets (School and Society activations creating engagement).

Other OOH campaigns in key markets to strengthen the communication mix.

*Market Share at 84% in MQ23

Ujala Detergent

ATL campaign featuring Superstar Manju Warriar aired in key markets.

Continued emphasis to build salience and traction in new geography.

On-ground Activation in Key Markets to drive trials.

Continued emphasis in digital media to raise awareness and preference.

*Market Share (Kerala) at 22.2% in CY23 (20.9% in CY22)

Ujala Crisp & Shine

Continued ATL presence in key markets.

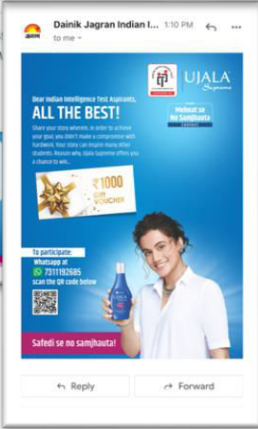
Targeted consumer activations to generate trials and adoption.

Continued emphasis in digital media to educate on the benefits of the product.

*Source – NielsenIQ

FABRIC CARE: UJALA SUPREME ON GROUND ACTIVITIES

Dainik Jagran Indian Intelligence Test Season 10



Ujala Supreme X Shemaroo Marathibana



Wall Paintings & Melas



FABRIC CARE: HENKO



Henko

- Continued TV Campaign supported with OOH and other retail ground activations for Henko Matic liquid in Category Salient Geographies.
- Targeted consumer activations aimed at trialing the product.
- Digital – Use of Key Opinion Leaders/Influencers to build brand affinity & generate trials in Key Markets.

FABRIC CARE: HENKO DETERGENT POWDER & LIQUID

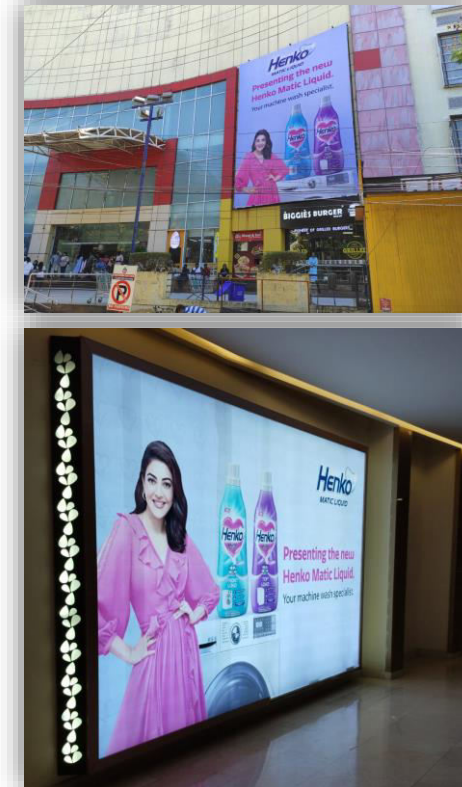
Consistent use of Influencers on social media to increase brand affinity



Consumer Promos on Henko Stain Care & Matic Liquid



Mall OOH



Washing Machine Activity for Detergent Liquids



FABRIC CARE: MR.WHITE AND MORELIGHT



MR.WHITE & MORELIGHT

- Distribution drives on both brands continued for increasing brand penetration in the largest segment for the Detergent Powder Category.
- Emphasis on visibility in rural markets.

EXO DISHWASH BAR



Continued drive on LUPs is enabling consumer recruitment

The category has higher saliency towards LUPs which is driving the growth led by Rs 10 pack

Value Market Share*
CY23: 13.8%
CY22: 13.8%

Focussed drives in Modern Trade Channel

Rectangles too grew in MT and is becoming favourite among consumers like Rounds

Exo Bacto Scrub growing stronger than before

Focussed drive on relevant consumer packs by leveraging Exo Bar's equity is enabling Exo Bacto Scrub to recruit more consumers on to the portfolio

Strengthening Brand Exo and making it future ready

OOH led campaign in Urban Markets enabled to capture eyeballs for brand message

Engagement led activations through print media helped to build positive salience for Exo among consumers

**Source – NielsenIQ*

PRIL DISHWASH LIQUID



Becoming stronger in
OFO stores

Focussed drives helping higher growth in OFO stores, which is a major contributor for offtakes in the category

Value Market Share*
CY23: 14.0%
CY22: 14.8%

Strengthening Brand
Equity in Modern
Trade

MT channel grew at a healthy rates on the back of larger packs that are more salient in the Channel

Growing stronger in
E-commerce

Pril has been consistently recording high growth in e-commerce channel quarter after quarter

**Source – NielsenIQ*

HOUSEHOLD INSECTICIDE: MAXO LIQUID & COIL



New campaign involving multimedia approach featuring Kareena Kapoor introduced in key markets in DQ 2023. The campaign highlights the automatic feature of the machine which is unique in the category.

Coil (All India Market Share*)

CY23: 23.9%

CY22: 23.3%

Liquid Vaporizer (All India Market Share*)

CY23 : 8.5%

CY22 : 8.9%

*Source – NielsenIQ

HOUSEHOLD INSECTICIDE: MAXO LIQUID & COIL

Outdoor Visibility – Hoardings



Channel Activation – Envelopes for Chemists



Consumer Offer



Channel Visibility



PERSONAL CARE

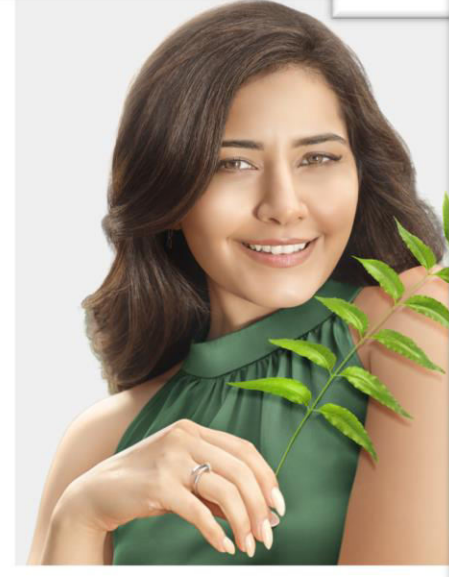
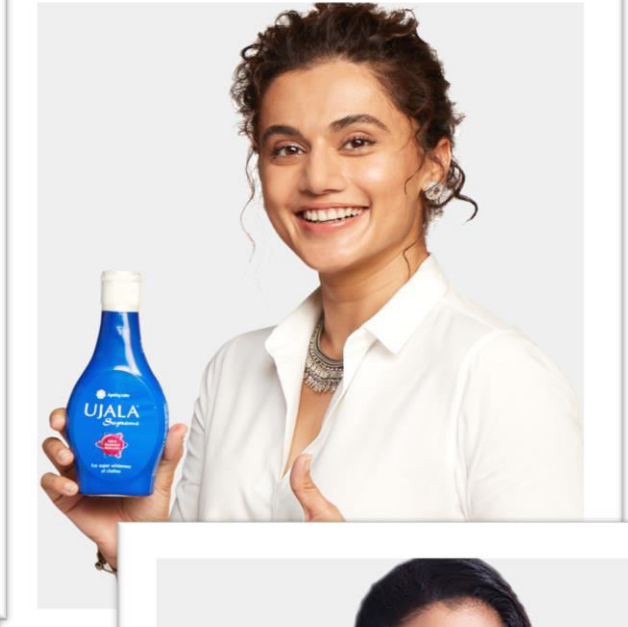


Brand Margo registered a robust double-digit growth

Brand investments across mediums (ATL, Social BTL) promoting & advocating brand Margo as “Ek Aachi Aadat (A good habit)”

Continued influencers marketing, social media for brand salient markets to build awareness and drive trials among younger target audience

The confidence of celebrities on Jyothy Brands!

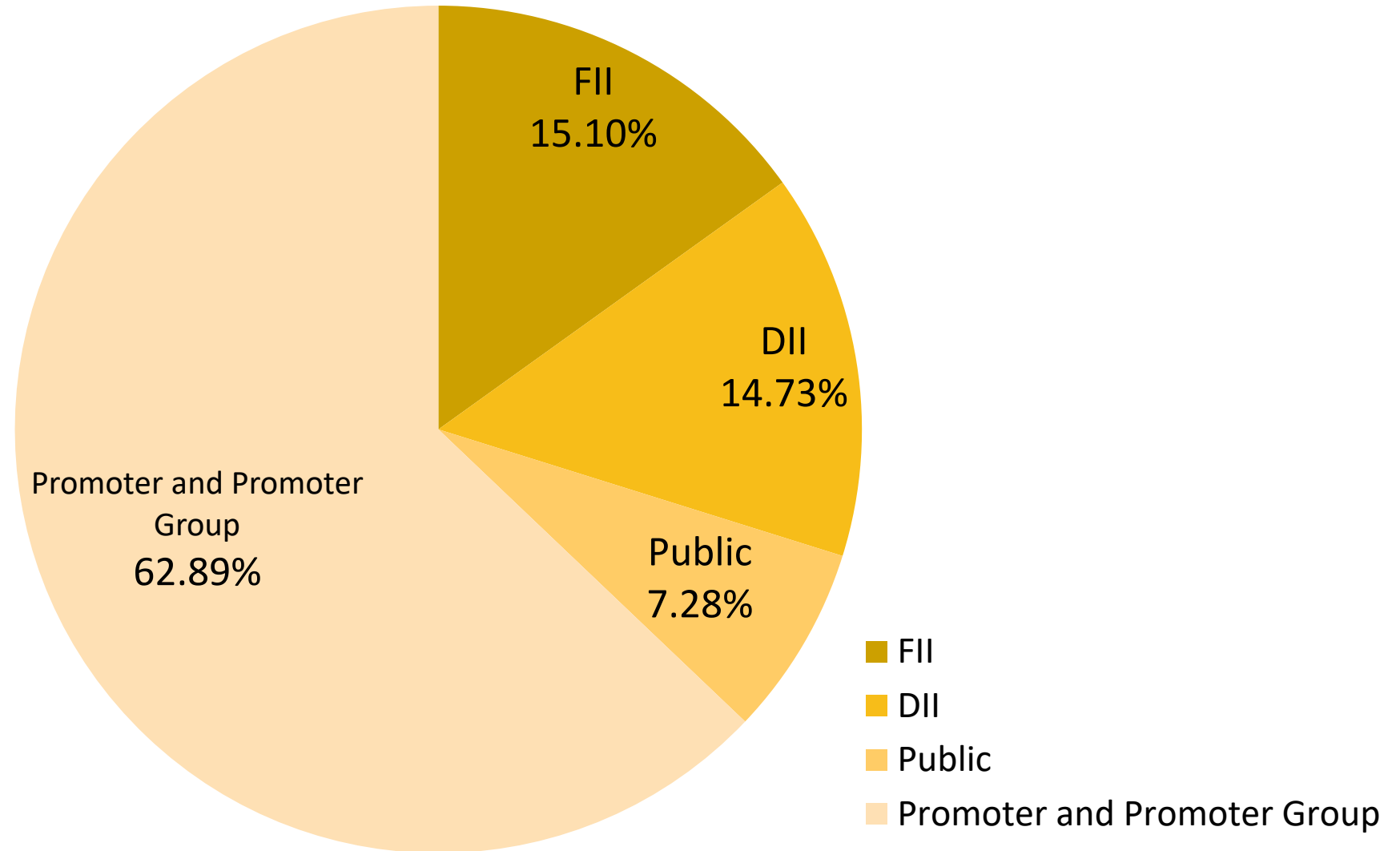


WAY FORWARD

- **Continued focus on Volume Led Growth** to achieve **Higher Scale** of Business operations
- Rural recovery is key for sustained category growth
- Investment in growth initiatives towards strategic brand building, enhancing direct distribution and manufacturing capacity augmentation
- Moderating Inflation, government spends buoyed by the general elections to aid the Demand environment.

SHAREHOLDING PATTERN

As on 31 December 2023



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