



January 21, 2022

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, 2021.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

For Jyothy Labs Limited

**Shreyas
Parag
Trivedi**

Digitally signed by
Shreyas Parag
Trivedi
Date: 2022.01.21
13:08:22 +05'30'

Shreyas Trivedi
Head – Legal & Company Secretary

Encl.: As above

Jyothy Labs Limited
(Formerly known as Jyothy Laboratories Limited)
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Jyothy Labs

PRESENTATION Q3FY22

January 21, 2022





Content Flow

- 01. Overview
- 02. Market Scenario
- 03. Our Performance Journey
- 04. Result Highlights
- 05. 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 1900+ cr Revenue in FY 2021



2.8 Mn Outlets – Pan India availability



0.86 mn Direct Reach



23 Manufacturing Plants



2400+ Sales team members



7200+ Channel Partners (Distributor's -1600, Sub-Stockists for Rural Areas -5600)



1 – In Fabric Whitener since its launch 3 decades ago



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



#2 - Mosquito repellent coil, by volume

MARKET SCENARIO

- **Business Environment :**
 - **Mixed consumer sentiment with normalisation of economy, however higher inflation is adversely impacting the monthly household budgets of the consumers**
 - Addition of Rural Stockists and on-ground sales team aiding Sales Growth
 - **Institutional Business back to Pre-Covid level**
- **Margin Headwinds Continue**
- **Double Digit Growth inspite of High Competitive Intensity**

OUR STRATEGIC LEVERS- DELIVERS ROBUST PERFORMANCE ACROSS CATEGORIES

#1 Distribution + #2 Brand Investment + #3 Digital Technology + #4 Relevant Innovation + #5 Sustainability



	Growth (%)			
Q3FY22	18.8%	10.4%	9.8%	0.2%
YTDFY22	23.6%	14.6%	8.9%	6.5%
Q3FY22 (2Y CAGR)	10.3%	15.7%	9.9%	21.9%
YTDFY22 (2Y CAGR)	4.6%	17.6%	26.0%	11.6%

High Input Prices

Key Products

	Unit	Currency	Mar-20	Mar-21	Oct-21	Jan-22	% Increase (Jan'22 vs Mar'20)
Linear Alkyl Benzene **	Tonne	\$	1195	1580	1894	1730	↑ 45%
Caustic Soda LYE *	Tonne	\$	331	340.8	516.8	800	↑ 142%
Crude Palm Oil ***	Tonne	\$	690	1269	1705	2082	↑ 202%
LDPE-Laminate Grade *	Kg.	₹	84	133	136	140	↑ 67%
PET-Bottle Grade *	Kg.	₹	69	96	104	105	↑ 52%
Polypropylene *	Kg.	₹	74	124	126	117	↑ 58%
Diesel	Litres	₹	65	88	98	94	↑ 45%

Sources : * Polymer Updates ** ICIX *** Malaysian Palm Oil Board (MPOB)

RESULT HIGHLIGHTS – Q3 FY22 SNAPSHOT (CONSOLIDATED)



Revenue at Rs 539 Crores increase by 13.1%

Gross Margin at 41.6% from 48.8% in the same period last year

A&P Spend at Rs 38.4 Crores (7.1% of Net Sales) versus Rs 35.3 Crores (7.4% of Net Sales) in the same period last year, an increase by 8.7%

Operating EBITDA at 11.3% (Rs 61.2 Crores) versus 16.7% (Rs 79.8 Crores) in the same period last year.

PAT at Rs 38 Crores as against Rs 53.2 Crores, in the same period last year

RESULT HIGHLIGHTS – YTD FY22 SNAPSHOT (CONSOLIDATED)



Revenue at Rs 1,650 Crores increase by 16.7%

Gross Margin at 41.6% from 47.6% in the same period last year

A&P Spend at Rs 122 Crores (7.4% of Net Sales) versus Rs 85.2 Crores (6% of Net Sales) in the same period last year, an increase by 43.1%

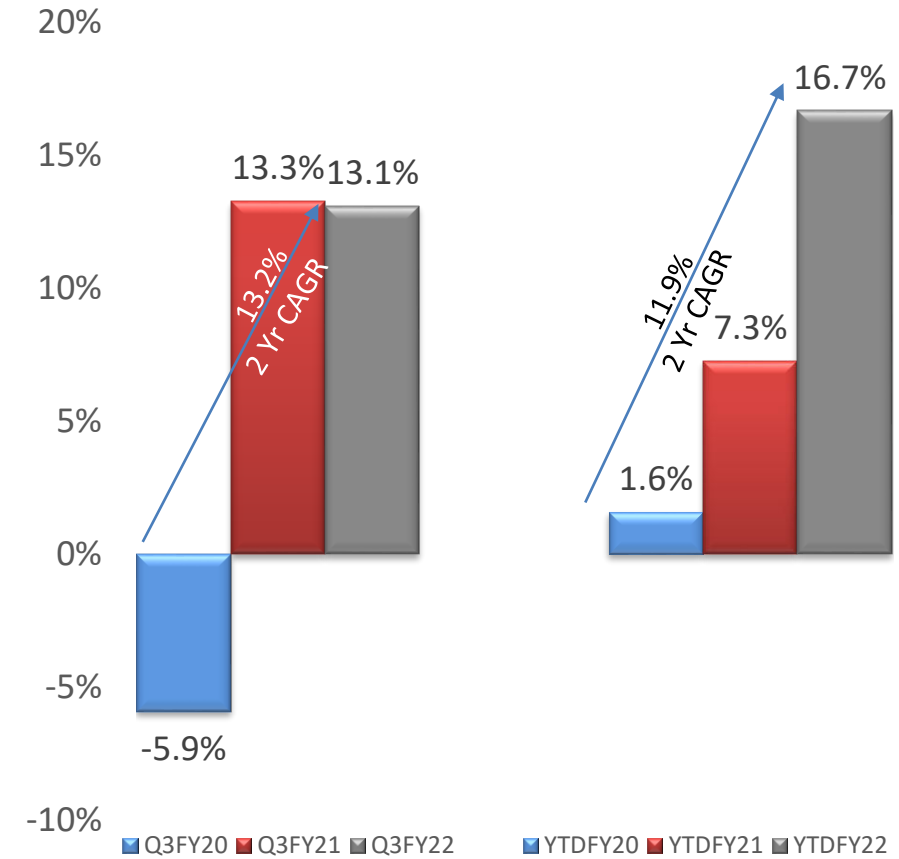
Operating EBITDA at 11.6% (Rs 191 Crores) versus 17.2% (Rs 243.6 Crores), in the same period last year

PAT at Rs 122.2 Crores as against Rs 163.4 Crores, in the same period last year

CATEGORY WISE NET REVENUE

	Q3FY22			NINE MONTHS ENDED		
	CY	PY	GR%	CY	PY	GR%
JLL Fabric Care	209	176	18.8%	605	489	23.6%
Dishwashing	201	182	10.4%	608	530	14.6%
Household Insecticides	52	47	9.8%	186	171	8.9%
Personal Care	53	53	0.2%	187	176	6.5%
Other Products	15	13	20.5%	46	35	32.2%
Total	530	471	12.7%	1632	1,401	16.5%
Laundry Services	9	6	45.1%	18	13	36.8%
GRAND TOTAL	539	477	13.1%	1650	1,414	16.7%

Q3 AND YTD FY22 Revenue Growth



Q3FY22 & YTFY22 SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

PARTICULAR/GROWTH	QUARTER ENDED			NINE MONTHS ENDED		
	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	539	477	13.1%	1,650	1,414	16.7%
OPERATING EBITDA	61.2	79.8	-23.3%	191.0	243.6	-21.6%
PAT	38.0	53.2	-28.6%	122.2	163.4	-25.2%

Financial Parameters

PARTICULAR/GROWTH	QUARTER ENDED		NINE MONTHS ENDED	
	CY	PY	CY	PY
GROSS MARGIN	41.6%	48.8%	41.6%	47.6%
OPERATING EBITDA MARGIN	11.3%	16.7%	11.6%	17.2%
PAT MARGIN	7.1%	11.2%	7.4%	11.6%
A&P TO SALES RATIO	7.1%	7.4%	7.4%	6.0%

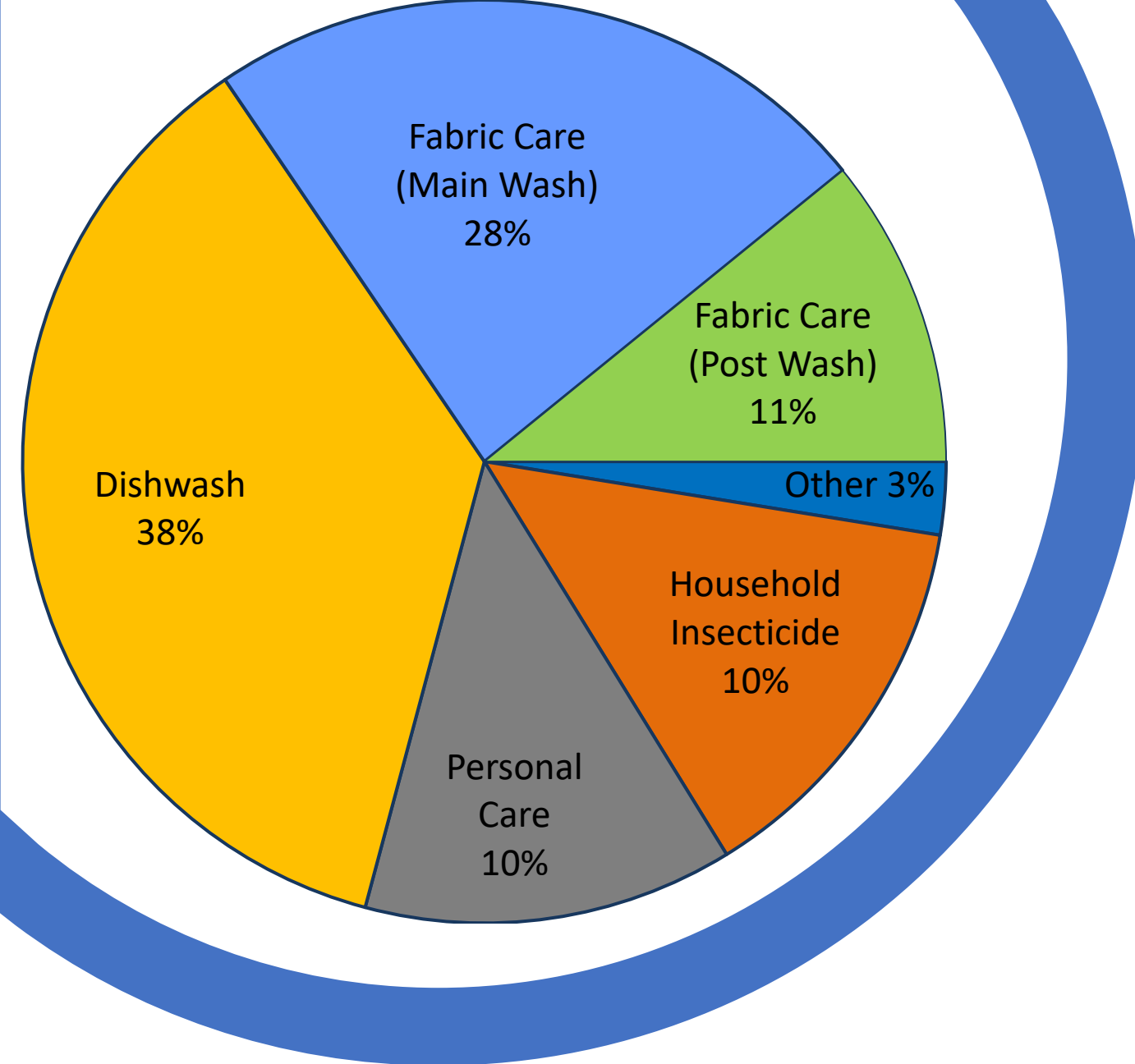
EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Consolidated	
	Q3FY22	YTFY22
EBITDA % - PREVIOUS PERIOD	16.7%	17.2%
GROSS MARGIN	-7.1%	-6.0%
EMPLOYEE COST	1.4%	1.2%
ADVERTISEMENT & SALES PROMOTION	0.3%	-1.4%
OTHER EXPENDITURE	0.1%	0.5%
EBITDA % - CURRENT PERIOD	11.3%	11.6%



BRAND PERFORMANCE & INITIATIVES





Q3 FY 2022

Category Wise Business Share



Q3 FY2022

Preserving the value offering to our consumers and effectively managing the exponential rise in input costs.

We have delivered double digit growth by offering value to the end consumers navigating the challenging situation of high input costs.



Category highlights



Fabric care

Post wash continues to show resurgence.



Home care

Maxo continues leveraging its innovations to offer superior value.



Dish Wash

Brand positioning and focus on availability continues to show growth.



Personal Care

Continued focus on the 100 years heritage of Margo and its natural skin care properties.



Ujala Supreme

Fabric care (post wash)

Performance

Continue to register growth post normalizing of economy leveraging its unique strength of low-cost whitening solution.

Market share				
CY19	CY20	MQ21	SQ21	DQ21
82.0%	82.6%	84.0%	84.9%	84.5%

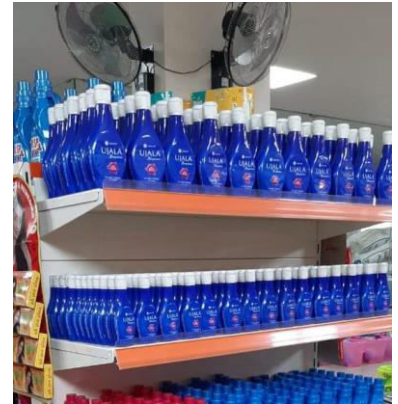
Source – AC Nielsen; CY-Calendar Year

Key initiatives

High visibility drives in key states. Continued micro marketing initiatives to penetrate deeper pockets and showcase the benefits over cheaper alternatives.

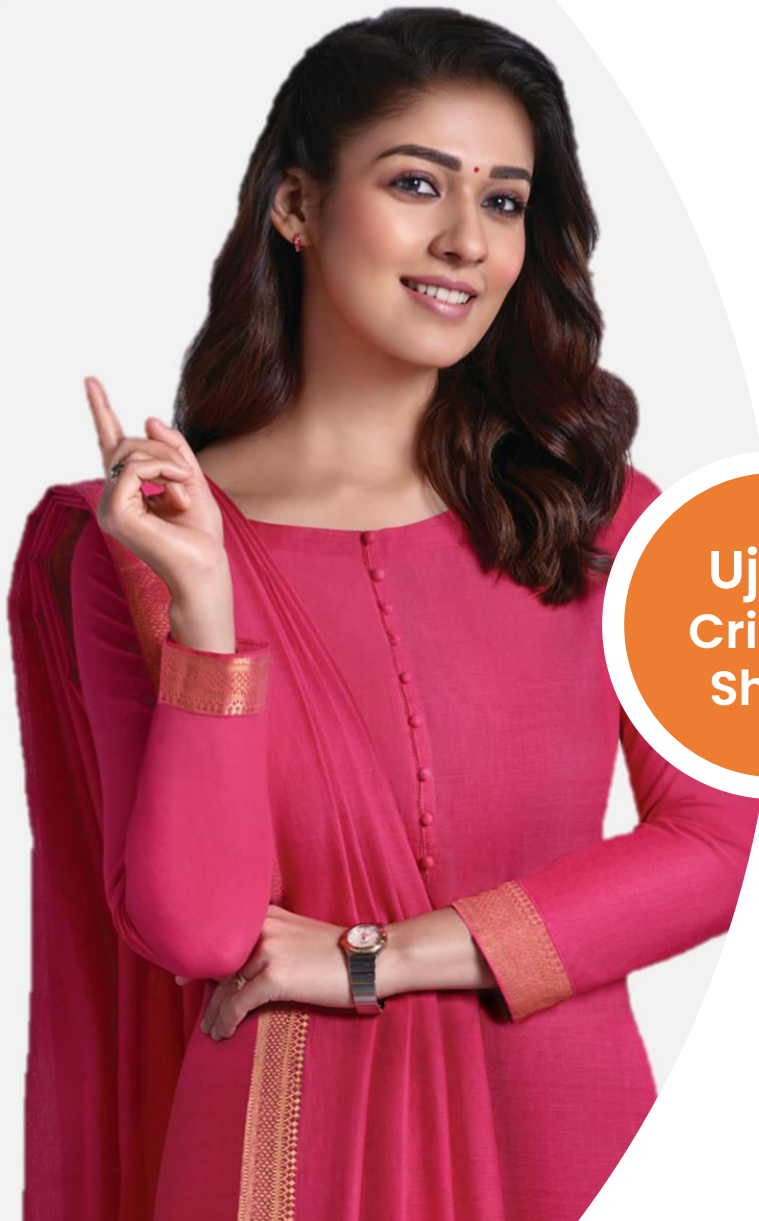


Print ads in key states



Visibility drives

AFTER-WASH
FABRIC
ENHANCER



Ujala
Crisp &
Shine

Fabric care (post wash)

Performance

The need for a superior finish to the fabric, only provided by Ujala Crisp & Shine, continues to register robust growth (albeit on lower base).

Key initiatives

Driving penetration in new markets through 360 degree marketing support.

Sustained ATL presence in existing markets.

Super star Nayanthara continues to enthrall delivering the unique benefits of Ujala Crisp & Shine in the TVC.



Visibility drives across channels



Ujala Detergent

Fabric care (main wash)

Performance

Ujala IDD continues to be the preferred choice registering double digit growth.

Key initiatives

Focus on liquid detergents in existing and new markets.

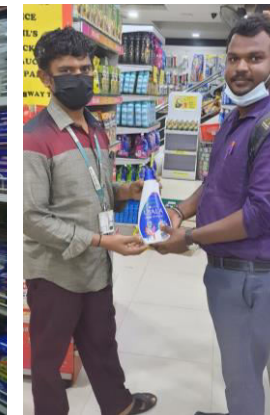
Consistent presence on ATL - The unique proposition of Ujala Detergent 'Instant Dirt Dissolvers' continues to showcase the differentiated value offering.

Market share (Detergent powder in Kerala)				
CY19	CY20	MQ21	SQ21	DS21
19.2%	19.9%	19.3%	21.1%	20.3%

Source – AC Nielsen; CY-Calendar Year



Promotions in retail



Large pack visibility in large formats

Fabric care (main wash)

Henko

Performance

Brand continues to deliver sustained growth with improved mobility in Urban areas and increased foot falls in large format stores (Modern Trade & CSD).

Key initiatives

Superstar Kajal Agarwal roped in to endorse the brand. New campaign delivering the proposition of care went live in key markets. Increased visibility in large format stores and E-com.

Sponsored



E-com promotions



Active digital presence



Visibility drives



Dish wash

Performance

Double Digit growth in Dishwash on the back of superior brand promise and product delivery.

Market Share					
Brand	CY 19	CY 20	MQ21	SQ21	DQ21
Exo	11.3%	12.5%	13.2%	13.4%	13.7%
Pril	16.3%	17.5%	15.3%	15.2%	15.6%

Source – AC Nielsen; CY-Calendar Year

Key initiatives

- ATL communication on **Pril Insta Clean** with star couple Ritesh and Genelia
- OFO drives for Pril along with print ads to get the last mile connect with consumers and build offtakes.
- Communicating **antibacterial** proposition of **brand Exo** – “Bartan Safayi ke naye solution” through digital media and print





Maxo



Household Insecticide

Performance

Brand continued to register strong double-digit growth in liquids.

Market Share					
Format	CY 19	CY 20	MQ21	SQ21	DQ21
Coil	21.2%	22.9%	23.3%	24.0%	23.1%
Liquid	8.3%	8.7%	8.6%	9.8%	10.2%

Source – AC Nielsen; CY-Calendar Year

Key initiatives

Continued ATL investments to deliver the unique proposition of 'India's first fully automatic machine' featuring Superstar Raj Kumar Rao. Consumer promo to drive trials.



Print ads in key markets



Consistent visibility drives



Margo

Personal Care

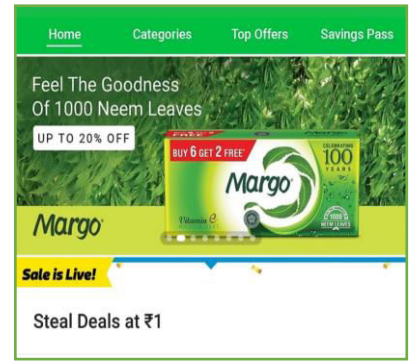
Performance

Our Neem based Margo portfolio of Soaps, Handwash, etc continues to be consumer preference as these products are made from natural ingredients.

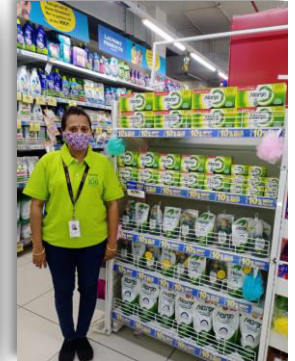
Delivered 21.9% growth on a 2 year CAGR basis

Key initiatives

- ATL spends, including print ads in leading dailies across India.
- Visibility drives in large select Modern Trade retail chains.
- Cross promotion in key states.



Ecom promotions



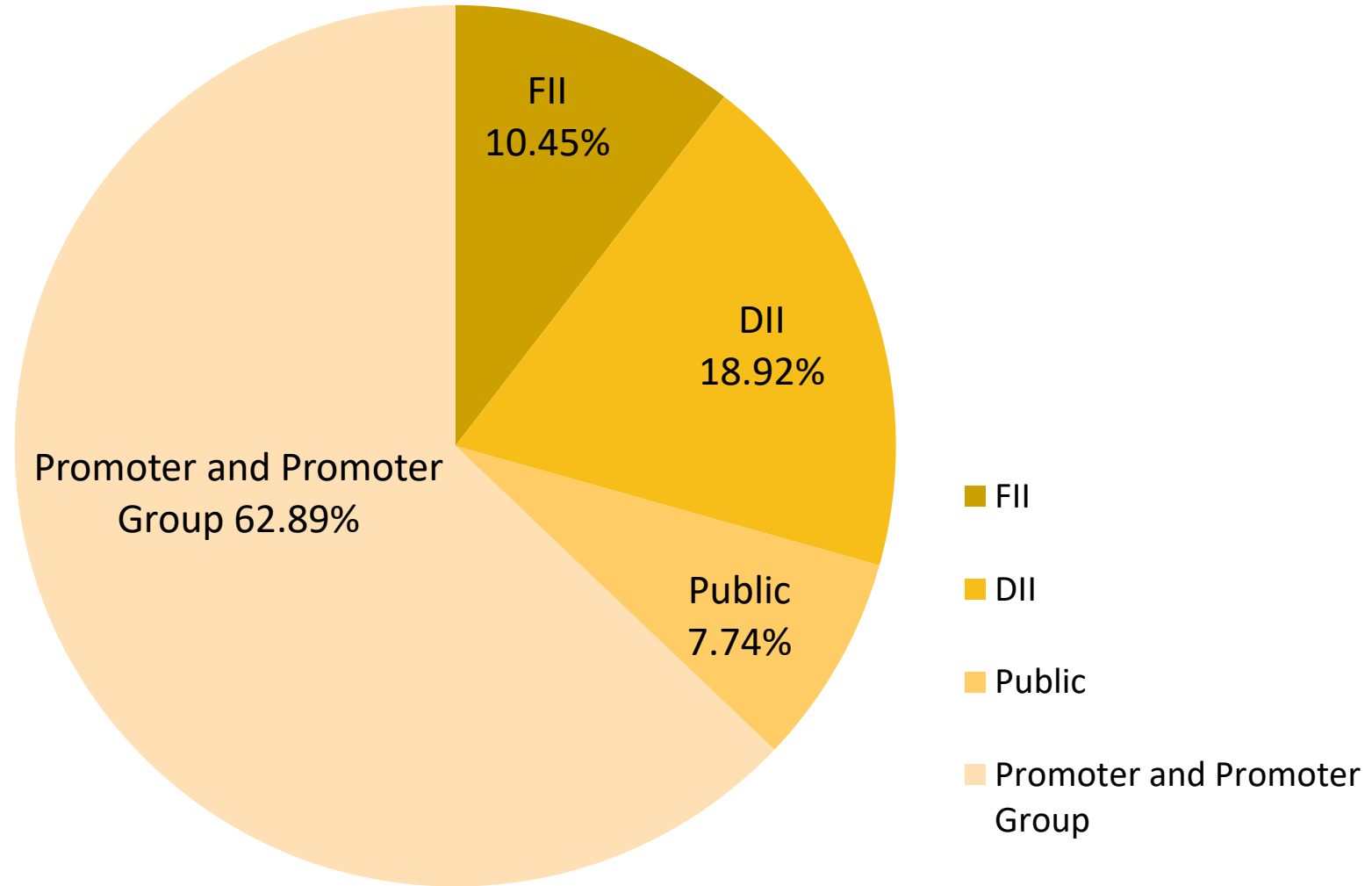
Visibility in MT

WAY FORWARD

- **Relentless focus on Volume Led Growth** to achieve **Higher Scale** of Business operations
- Sharp management focus on
 - **Driving category development and increased Brand Building initiatives**
 - **Gaining Market Share across Brands**
 - **Continue expansion into Rural Areas**
 - Strengthening Distribution with Aid of **Technology** and **addition of manpower to enhance market execution**
- **Inflationary Input Prices** environment **exists**. Will continue to mitigate with calibrated price increases, cost optimisation initiatives and trade schemes without impacting the volume growth .

SHAREHOLDING PATTERN

As on 31 December 2021



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THANK YOU

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