



To,
National Stock Exchange India Limited
Exchange Plaza, C-1, Block-G,
Bandra Kurla Complex, Bandra – (East).
Mumbai - 400051

May 24, 2022

Scrip Code: JYOTHYLAB

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400023

Scrip Code: 532926

Dear Sirs,

Sub: Analyst Meet Presentation

With reference to our letter dated May 16, 2022 pertaining to intimation of schedule of conference call for analysts/ investors on Tuesday, May 24, 2022 at 16.30 hours IST, we are enclosing herewith the presentation to be made at the said conference call on the Company's performance for the quarter and financial year ended March 31, 2022 and the way forward.

Further, the aforesaid information is also available on the website of the Company at www.jyothy.com.

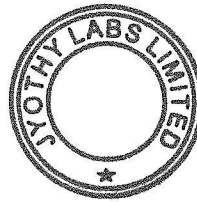
Kindly take the same on your record and display the same on website of the Stock Exchange.

Thanking you,

Yours faithfully,

For Jyothy Labs Limited

Shreyas Trivedi
Head – Legal & Company Secretary



Encl.: As above



Jyothy Labs

PRESENTATION Q4FY22 & FY22

May 24, 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 2,200 cr Revenue in FY 2022

 2.8 Mn Outlets – Pan India availability

 1 mn Direct Reach

 23 Manufacturing Plants

 2800+ Sales team members

 7300+ Channel Partners



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 :**
 - **Demand environment impacted by high inflationary pressure on the households**
 - **Increased competitive pressure**
 - **Stable Growth across all channels resulting in overall double digit sales growth**
- **Margin Headwinds Continue inspite of frequent price increases**

WE ARE ON ACCELERATED GROWTH PLANS - OUR STRATEGIC LEVERS

Distribution



Brand Investment



Digital Technology



Relevant Innovation



Sustainability

- ✓ Crossed 1 Million direct reach outlet
 - ✓ 600+ new SS appointed (Total 5797)
 - ✓ Accelerated distribution through Van & moped sales model as part of rural expansion
-
- ✓ Eight celebrities roped in to endorsed the Brands:
 - Taapsee Pannu - Ujala Fabric whitener, Shilpa Shetty - Exo, Nayanthara - Ujala Crisp & shine, Rajkumar Rao - Maxo, Ritesh & Genelia Deshmukh - Pril, Manju Warriar – Ujala Detergent, Kajal Aggarwal - Henko
 - ✓ Digital Engagement in regional languages
-
- ✓ Launched MT Distributor Ordering System and Electronic Data Interchange ('EDI') with MT Customers
 - ✓ SAP Success Factors Rolled out
 - ✓ Launched Quality Feedback app
 - ✓ Continuous Replenishment System ('CRS') Implemented at all CFAs
-
- ✓ Launched Liquid detergent –
 - Henko matic (premium category) and
 - Ujala IDD (mid-premium category)
-
- ✓ Installed solar plants at factories to reduce carbon foot print & electricity cost
 - ✓ Efforts to reduce Plastic usage by replacing it with biodegradable laminates- Working towards Net Zero Plastic Consumption

OUR STRATEGIC LEVERS- DELIVERS ROBUST PERFORMANCE ACROSS CATEGORIES



Growth (%)

Q4FY22	18.0%	12.2%	-9.1%	11.7%
FY22	22.1%	14.1%	2.8%	7.5%
Q4FY22 (2Y CAGR)	16.8%	22.2%	11.1%	24.4%
FY22 (2Y CAGR)	7.4%	18.7%	20.9%	13.8%

High Input Prices Persists..

Key Products		Unit	Currency	Mar-20	Mar-21	Mar-22	Apr-22	% Increase (Mar'22 vs Mar'20) #	% Increase (Mar'22 vs Mar'21)
Linear Alkyl Benzene **	Tonne	\$	1195	1580	1743	2092	↑ 46%	↑ 10%	
Caustic Soda LYE *	Tonne	\$	331	340.8	850	785	↑ 157%	↑ 149%	
Crude Palm Oil ***	Tonne	\$	690	1269	1593	1780	↑ 131%	↑ 26%	
LDPE-Laminate Grade *	Kg.	₹	84	133	156	154	↑ 86%	↑ 17%	
PET-Bottle Grade *	Kg.	₹	69	96	123	123.5	↑ 78%	↑ 28%	
Polypropylene *	Kg.	₹	74	124	137	134	↑ 85%	↑ 10%	
Diesel	Litres	₹	65	88	100	105	↑ 54%	↑ 14%	

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

Not Annualised

RESULT HIGHLIGHTS – Q4 FY22 SNAPSHOT (CONSOLIDATED)



Revenue at Rs 547 Crores increased by 10.4%

Gross Margin at 41.4% from 45.6% in the same period last year

A&P Spend at Rs 39.1 Crores (7.2% of Net Sales) versus Rs 38.4 Crores (7.8% of Net Sales) in the same period last year, an increase by 1.8%

Operating EBITDA at 10.5% (Rs 57.3 Crores) versus 14.3% (Rs 70.9 Crores) in the same period last year.

PAT at Rs 36.9 Crores as against Rs 27.3 Crores, in the same period last year, up by 35.4%

RESULT HIGHLIGHTS – FY22 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 2,196 Crores increased by 15.1%

Gross Margin at 41.6% from 47.1% in the same period last year

A&P Spend at Rs 161.1 Crores (7.3% of Net Sales) versus Rs 123.6 Crores (6.5% of Net Sales) in the same period last year, an increase by 30.3%

Operating EBITDA at 11.3% (Rs 248.2 Crores) versus 16.5% (Rs 314.5 Crores), in the same period last year

PAT at Rs 159.1 Crores as against Rs 190.7 Crores, in the same period last year

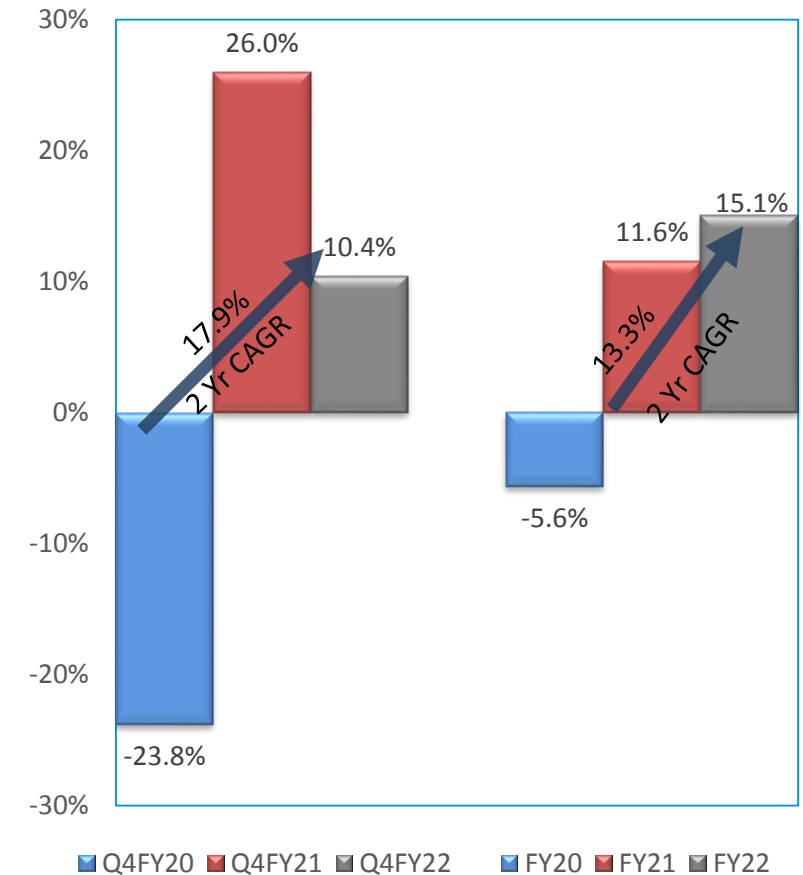
Net cash balance as at March 31, 2022 of Rs 85 Crores (after payment of Dividend of Rs. 147 Crores) versus Rs 77 Crores of last year

Proposed Dividend of Rs 2.50 per share of face value of Re 1

CATEGORY WISE NET REVENUE

	Q4FY22			YEAR ENDED			
	CY	PY	GR%	CY	PY	GR%	
JLL → Fabric Care	Ujala FW, Henko, Mr White, Ujala Crisp & Shine	212	180	18.0%	817	669	22.1%
Dishwashing	Exo & Pril	190	169	12.2%	798	700	14.1%
Household Insecticides	Maxo	79	87	-9.1%	265	258	2.8%
Personal Care	Margo, Neem & Fa	47	42	11.7%	234	217	7.5%
Other Products	Maya, others	10	10	0.8%	55	44	25.2%
Total		538	488	10.3%	2,169	1,888	14.9%
Laundry Services		9	7	20.2%	27	21	31.0%
GRAND TOTAL		547	495	10.4%	2,196	1,909	15.1%

Q4 AND FY22 Revenue Growth



SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

PARTICULAR/GROWTH	QUARTER ENDED			YEAR ENDED		
	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	547	495	10.4%	2,196	1,909	15.1%
OPERATING EBITDA	57.3	70.9	-19.3%	248.2	314.5	-21.1%
PAT	36.9	27.3	35.4%	159.1	190.7	-16.5%

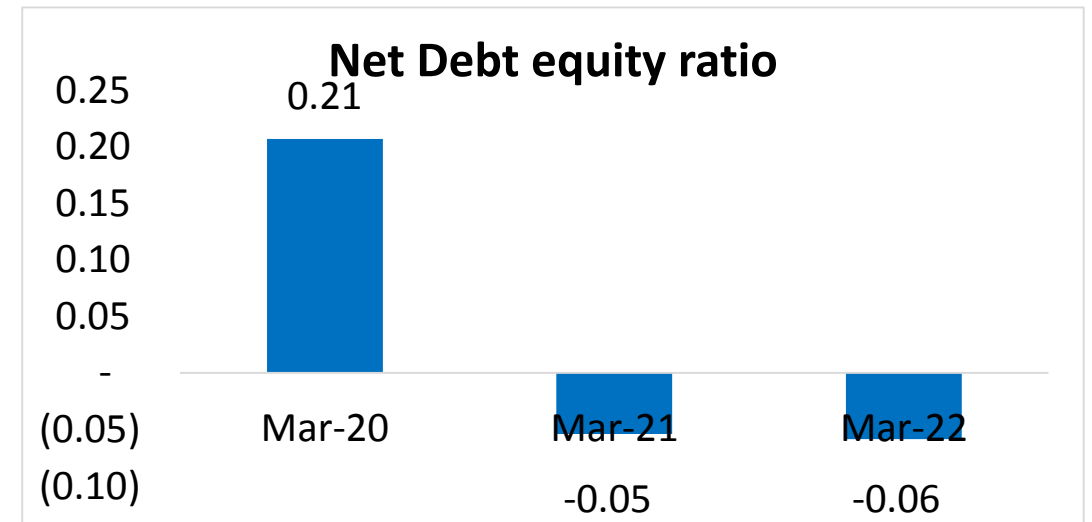
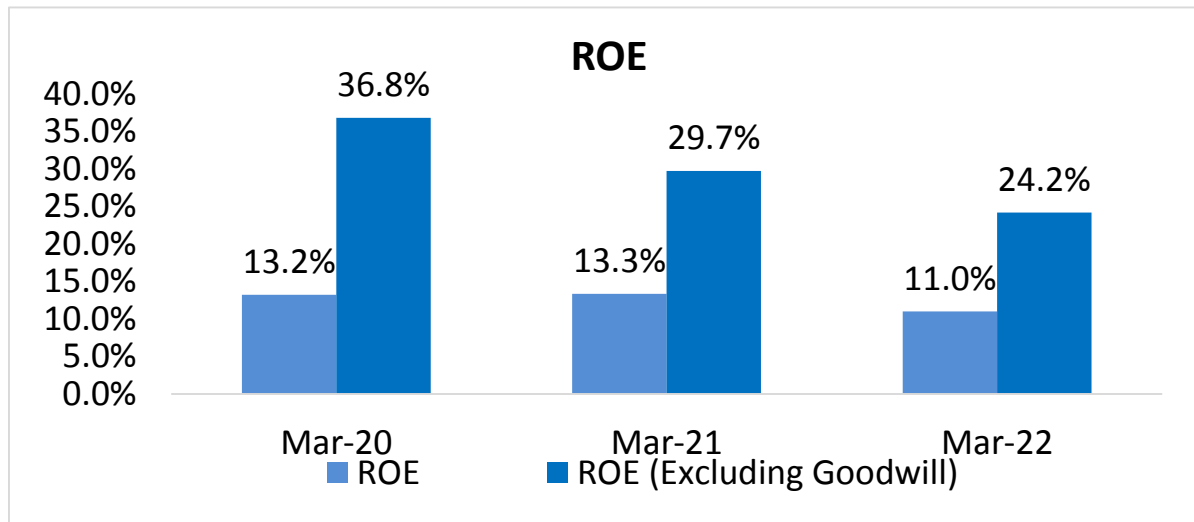
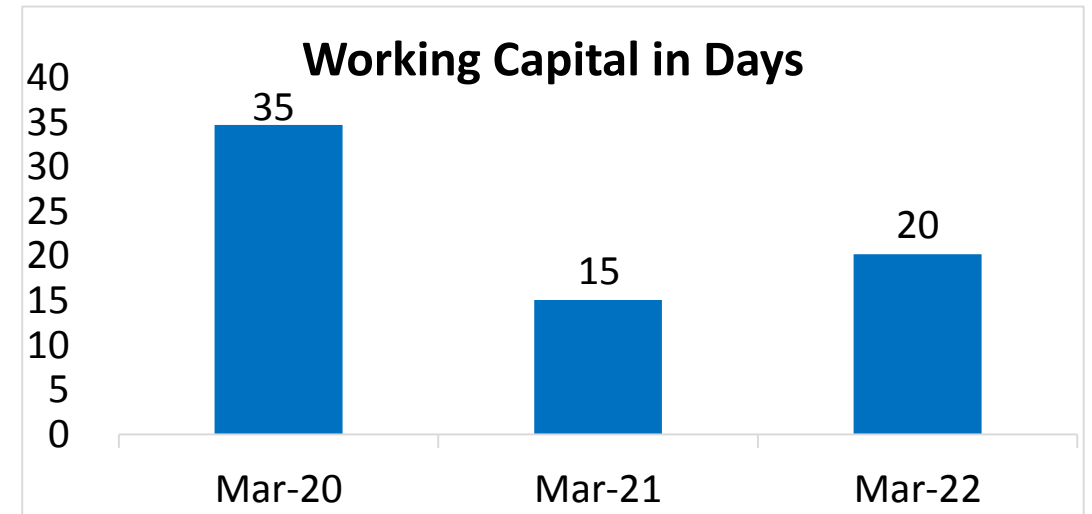
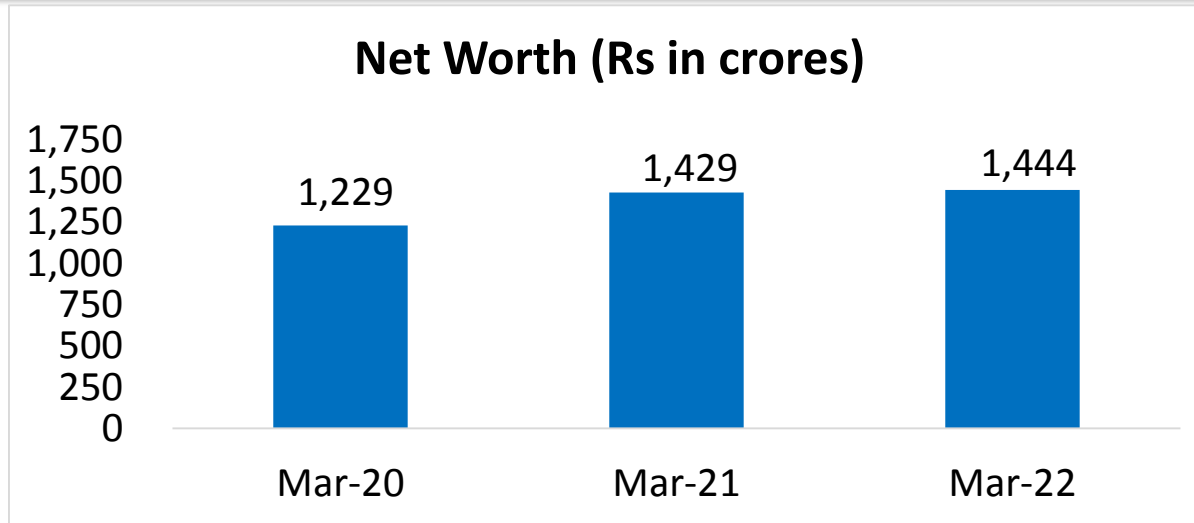
Financial Parameters

PARTICULAR/GROWTH	QUARTER ENDED		YEAR ENDED	
	CY	PY	CY	PY
GROSS MARGIN	41.4%	45.6%	41.6%	47.1%
OPERATING EBITDA MARGIN	10.5%	14.3%	11.3%	16.5%
PAT MARGIN	6.8%	5.5%	7.2%	10.0%
A&P TO SALES RATIO	7.2%	7.8%	7.3%	6.5%

EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Consolidated	
	Q4FY22	FY22
EBITDA % - PREVIOUS PERIOD	14.3%	16.5%
GROSS MARGIN	-4.1%	-5.5%
EMPLOYEE COST	0.1%	0.9%
ADVERTISEMENT & SALES PROMOTION	0.6%	-0.9%
OTHER EXPENDITURE	-0.4%	0.3%
EBITDA % - CURRENT PERIOD	10.5%	11.3%

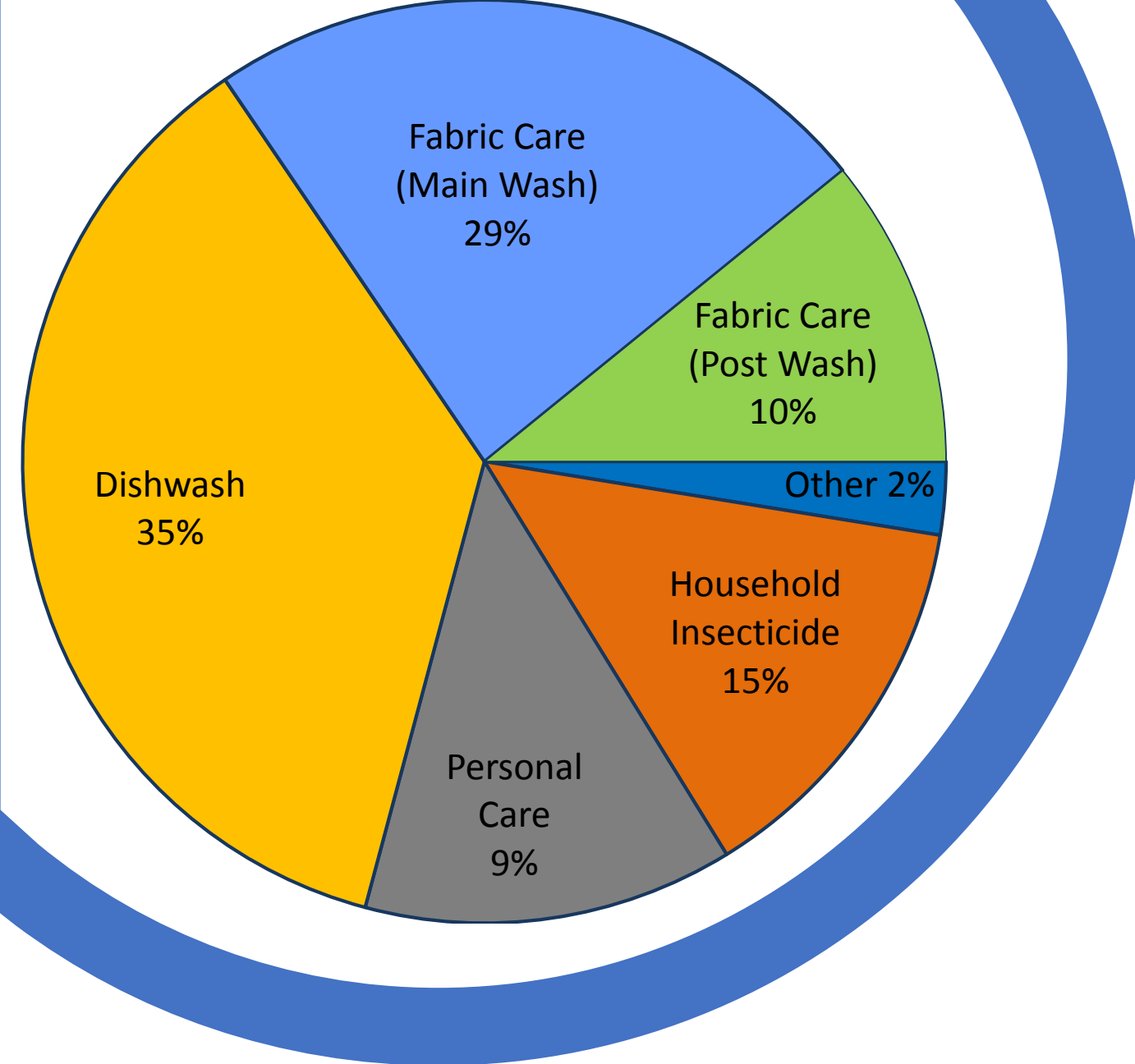
FINANCIAL HIGHLIGHTS (CONSOLIDATED)





BRAND PERFORMANCE & INITIATIVES





Q4 FY22

Category Wise Business Share



Q4FY22

Persistence in offering value offering to our consumers and effectively managing the input cost rise.

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



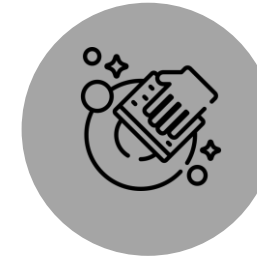
Category highlights in FY22



Fabric care



Home care



Dish Wash



Personal Care

- **Robust performance in Dishwash and Fabric care.**
 - Large packs across channels led the growth in fabric care.
 - Opening of institutions, workplaces spurred post wash products usage.
 - Smaller packs in dishwash led the momentum in dishwash.
- **Healthy growth in Household insecticides and Personal care.**
 - Extreme weather conditions impacted Coil sales.
 - Demand for Hand wash and Hand Sanitizer declined with reduced pandemic fears.



Ujala
Supreme

Fabric care (post wash)

Performance

Continued robust performance registering a double-digit growth. Opening of workplaces/institutions aided in the momentum.

Market share	
MQ21	MQ22
83.6%	84.1%

Source – AC Nielsen; (MQ –March QTR)

Key initiatives

Continued visibility drives across markets. Micro marketing initiatives in rural to establish the Ujala Supreme product superiority.



Micro marketing initiatives in Rural



Focus on small packs

Fabric care (post wash)

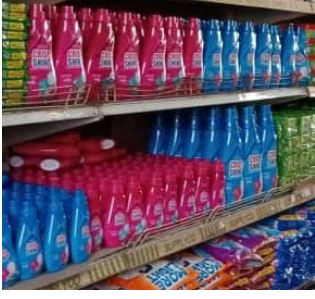
Performance

The brand continues to win back its unique relevance by registering a double-digit growth with reduced pandemic fears and people resuming regular lives.

Key initiatives

Continued focus in new markets – trial initiatives with small packs
ATL advertising featuring super star Nayanthara to build on the growing momentum

Ujala
Crisp & Shine



Visibility drives across channels



Ujala Detergent

Fabric care (post wash)

Performance

Ujala Detergent registered a double-digit growth, and its preference is seen in its growing market share.

Market share (Detergent powder in Kerala)	
MQ21	MQ22
19.3%	21.9%

Source – AC Nielsen; (MQ – March QTR)

Key initiatives

Continued focus on liquid detergents in existing and new markets. Consistent presence in ATL featuring Super Star Manju Warrior – delivering the unique promise of instant dirt dissolution.



Distribution drives of Ujala Liquid Detergent



Focus on high visibility





Fabric care (main wash)

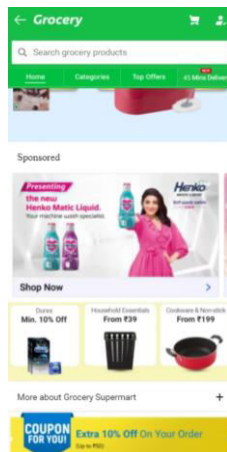
Performance

Brand maintained its growth momentum largely driven by Urban markets owing to increased foot falls in Modern Trade and CSD stores.

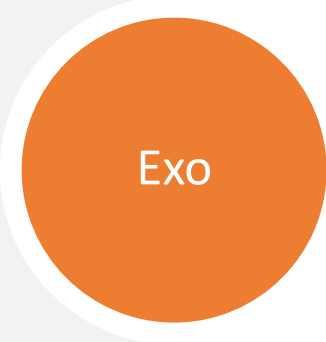
Key initiatives

Launch of Henko Matic Liquid Detergent in key states and in all major Ecom platforms.

High focus to establish its unique proposition – The Machine Wash Specialist



Henko Matic Liquid Detergent Launch



Dishwash (Exo)

- Consistent double digit growth on LUPs helped to recruit new consumers on the brand
- Through larger tub packs Exo has been able to drive premiumization and consumption of dishwasher bars. In this segment Exo has been able to establish itself as the clear brand of choice among consumers

Market Share		
Brand	MQ21	MQ22
Exo	13.3%	13.7%

Source – AC Nielsen; (MQ – March QTR)



Key initiatives

- Was on air with high impact campaign to bolster saliency for the brand
- Did Integrations on high impact properties in Key markets to increase affinity for the brand



Dishwash (Pril)

- Pril recorded double digit growth in larger packs on the back of high consumer loyalty for the brand
- With the Introduction of 3 Litre Pack, Pril is leading the consumption growth story in dishwash liquid
- Presence of strong and growing premium variant in the portfolio – Pril Tamarind Shine Specialist and Pril Kraft Mint helped to meaningfully appeal to the specialized needs of the consumer

Market Share		
Brand	MQ21	MQ22
Pril	15.3%	14.3%

Source – AC Nielsen; (MQ – March QTR)



Key initiatives

- High decibel on air activity to cement the brand proposition in consumer minds
- Executed hanger visibility for recruiter packs to aid in penetration
- OFO visibility drive by placing products in vantage points across outlets



Maxo



Household Insecticide

Performance

Weak demand due to extreme weather conditions impact Coil sales, however, robust performance in liquids with double-digit growth. Focus on distribution is aiding the growth momentum for liquids.

Market Share		
Format	MQ21	MQ22
Coil	22.4%	22%
Liquid	8.2%	8.9%

Source – AC Nielsen; (MQ – March QTR)

Key initiatives

Print ads in leading dailies in key markets featuring Rajkumar Rao highlighting the fully automatic feature of the machine.

BTL initiatives to generate trials and awareness in focus states.



Print ads in key markets

BTL promotions



Margo

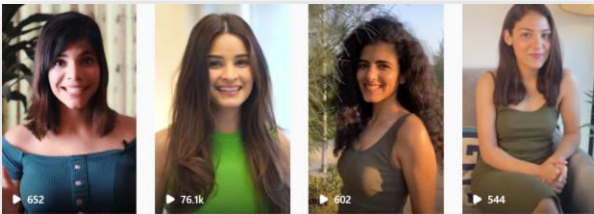
Personal Care

Performance

Margo registered a strong double-digit growth – demand for its authenticity continues to be the driving factor for the brand.

Key initiatives

- Continued pan India ATL investments
- Small pack focus in new markets to drive trials
- Focus on new media to target youth – Use of social media influencers to highlight the authenticity of Neem.



Social media promotions targeting the youth.



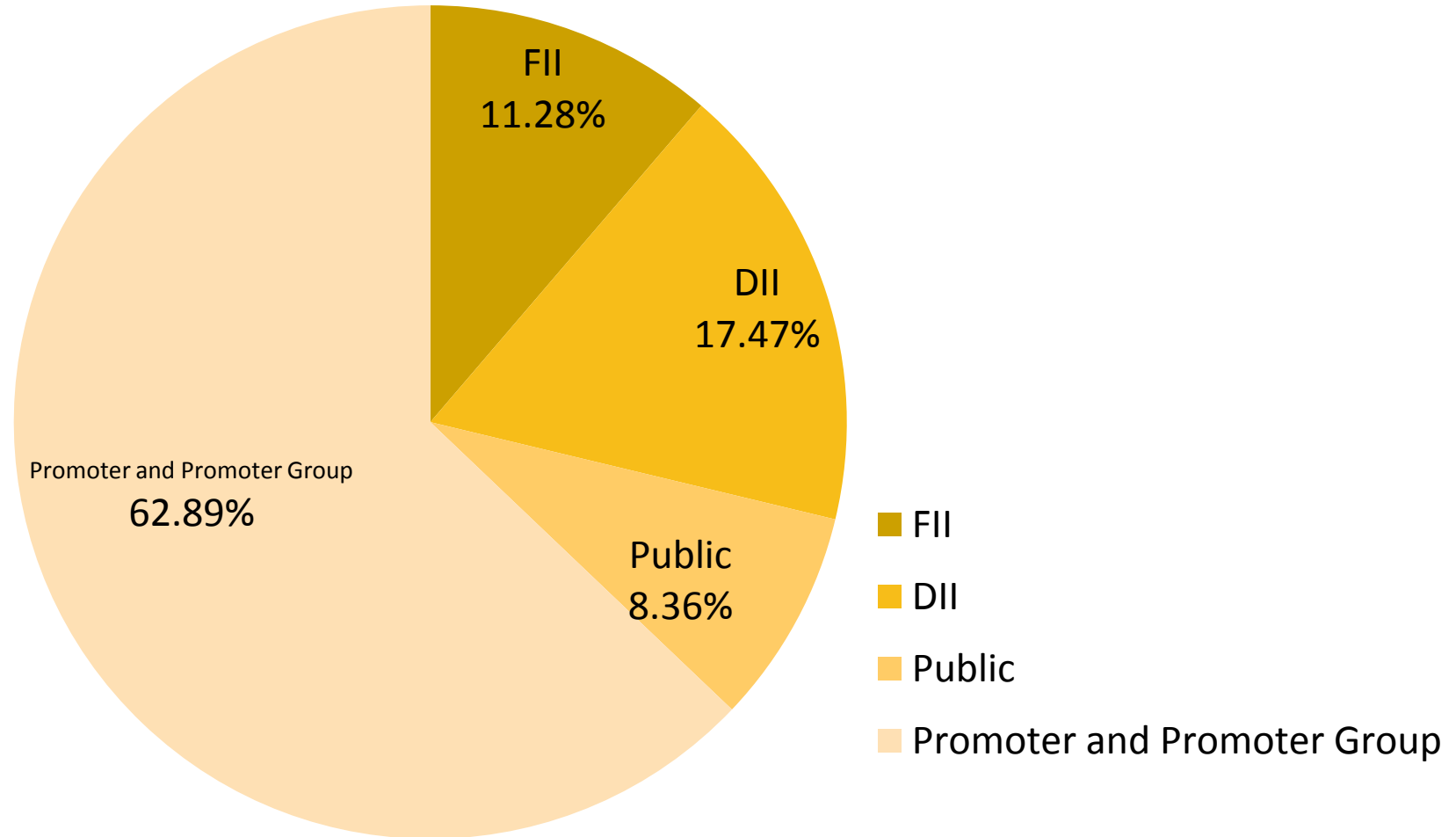
Visibility drives

WAY FORWARD

- **Continued focus on Volume Led Growth** to achieve **Higher Scale** of Business operations
- Sharp management focus on
 - **Driving category development and increased Brand Building initiatives**
 - Digital technology driving sales efficiency in Go-To- Market initiatives
 - **Direct distribution as it is a critical source of competitive advantage and barrier to entry in rural**
- **Inflationary Input Prices** environment persists - Low volume growth and high price growth
- **Expectations of Good monsoon and government welfare measures, rural off-take expected to pick up**

SHAREHOLDING PATTERN

As on March 31, 2022



DISCLAIMER

Some of the statements in this communication may be forward looking statements within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

The information contained herein has been prepared to assist prospective investors in making their own evaluation of the Company and does not purport to be all-inclusive or to contain all of the information a prospective or existing investor may desire. In all cases, interested parties should conduct their own research/investigation and analysis of the Company and the data set forth in this information. The Company makes no representation or warranty as to the accuracy or completeness of this information and shall not have any liability for any representations (expressed or implied) regarding information contained in, or for any omissions from, this information or any other written or oral communications transmitted to the recipient in the course of its evaluation of the Company.

While we have made every attempt to ensure that the information contained in this presentation has been obtained from reliable source, the Company is not responsible for any errors or omissions, or for the results from the use of this information. All information in this presentation is provided on "as is" basis with no guarantee of completeness, accuracy, timeliness or of the results obtained from the use of this information and without warranty of any kind, express or implies including but not limited to warranties of performance for a particular purpose. In no event will the Company its Directors, legal representatives, agents or employees thereof be liable to anyone for any decision made or action taken by relying on data/information in this Presentation.

THANK YOU

Contact for any queries

Sanjay Agarwal – CFO

[Email: Sanjay.Agarwal@Jyothy.com](mailto:Sanjay.Agarwal@Jyothy.com)

Contact No: +91 22 6689 2800/+91 9167012328