

May 3, 2023

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

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 April 25, 2023 pertaining to intimation of schedule of conference call for analysts/ investors on Wednesday, May 3, 2023 at 16.00 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, 2023 and the way forward.

Further, the aforesaid information is also available on the website of the Company at www.jyothylabs.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 Limited

CIN: L24240MH1992PLC128651

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Jyothy Labs



Stronger than ever! Q4FY23 & FY23

May 3, 2023





Content Flow

- 01. Overview
- 02. Key Highlights of the Year
- 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 2486 cr Revenue in FY 2023

 2.8 Mn Outlets – Pan India availability

 1.1 mn Direct Reach

 23 Manufacturing Plants

 2950+ Sales team members

 8200+ Channel Partners



1 – In Fabric Whitener since its launch 4 decades ago



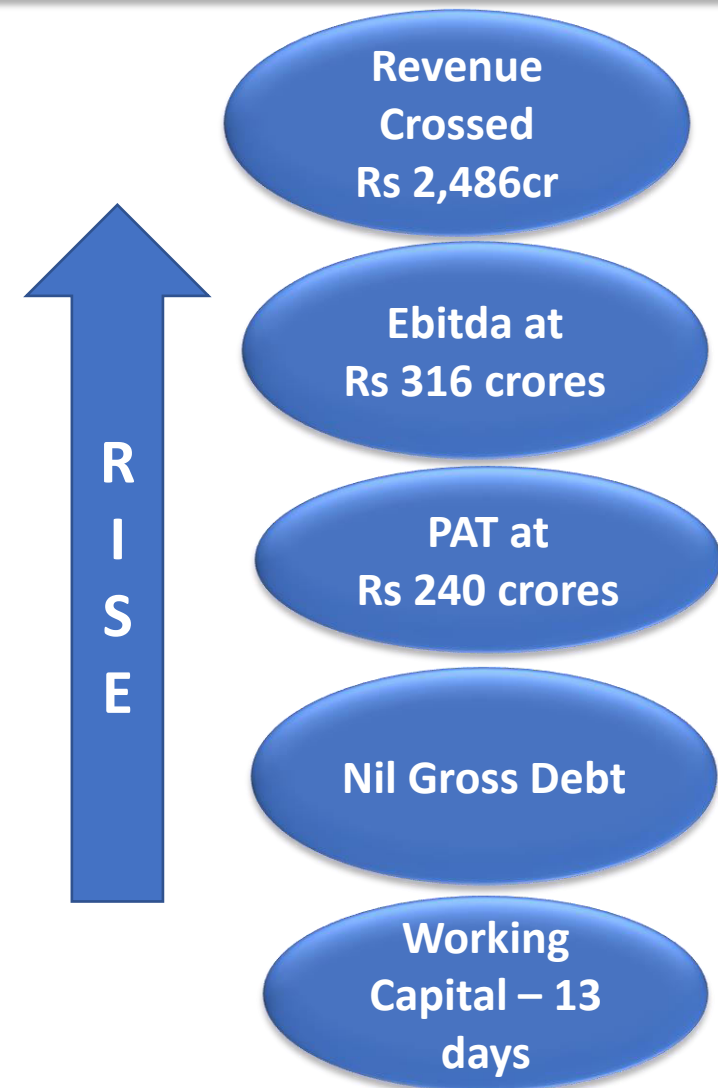
2 - Dishwash (bar and liquid) category, by value terms



#2 - Mosquito repellent coil, by volume

KEY HIGHLIGHTS OF THE YEAR

- Jyothy Labs delivered a top-line growth of 13.2% for the year and EBITDA grew by 27.2%.
- Market share gains across brands. 9 Celebrities endorsing our brands
- Achievements:
 - Distribution - crossed 1.1mn direct reach,
 - Digital journey - implemented Botree as Distributor Management System and
 - New launches in April'23- notably Margo Neem Naturals with three new variants of Lime, Jasmine and Rose



PERFORMANCE ACROSS CATEGORIES



				Growth (%)
Q4FY23	20.1%	8.7%	0.9%	12.1%
Q4FY23 (2Y CAGR)	19.1%	10.4%	-4.2%	11.9%
Q4FY23 (3Y CAGR)	17.9%	17.5%	7.6%	20.1%
FY23	29.3%	8.4%	-20.2%	8.7%

INPUT PRICES REMAIN AT ELEVATED LEVELS...

Key Products	Unit	Currency	Mar-20	Mar-21	Mar-22	Mar-23	% Increase (Mar'23 vs Mar'20)	% Inc/Dec (Mar'23 vs Mar'21)
Linear Alkyl Benzene **	Tonne	\$	1195	1580	1743	1523	27% ↑	-4% ↓
Caustic Soda LYE *	Tonne	\$	331	341	850	440	33% ↑	29% ↑
Crude Palm Oil ***	Tonne	\$	690	1269	1593	895	30% ↑	-29% ↓
LDPE-Laminate Grade *	Kg.	₹	86	135	172	127	48% ↑	-6% ↓
PET-Bottle Grade *	Kg.	₹	69	96	123	105	52% ↑	9% ↑
Polypropylene *	Kg.	₹	74	124	137	104	41% ↑	-16% ↓
Diesel	Litres	₹	65	88	100	94	45% ↑	7% ↑

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

RESULT HIGHLIGHTS – Q4FY23 SNAPSHOT (CONSOLIDATED)



Revenue at Rs 617 Crores increased by 12.8%

Gross Margin at 45.7% from 41.4% in the same period last year

A&P Spend at Rs 45.9 Crores (7.4% of Net Sales) versus Rs 39.1 Crores (7.2% of Net Sales) in the same period last year, an increase by 17.5%

Operating EBITDA at 14.8% (Rs 91.3 Crores) versus 10.5% (Rs 57.3 Crores) in the same period last year, an increase by 59.4%.

PAT at Rs 59.3 Crores as against Rs 36.9 Crores, in the same period last year, Up by 60.4%

RESULT HIGHLIGHTS – FY23 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 2,486 Crores increased by 13.2%

Gross Margin at 42.3% from 41.6% in the same period last year

A&P Spend at Rs 174.3 Crores (7% of Net Sales) versus Rs 161.1 Crores (7.3% of Net Sales) in the same period last year, an increase by 8.2%

Operating EBITDA at 12.7% (Rs 315.9 Crores) versus 11.3% (Rs 248.2 Crores), in the same period last year, an increase by 27.2%

PAT at Rs 239.7 Crores as against Rs 159.1 Crores, in the same period last year, an increase by 50.7%

Nil Gross Debt as at March 31, 2023, Net Cash balance of Rs 283 crores

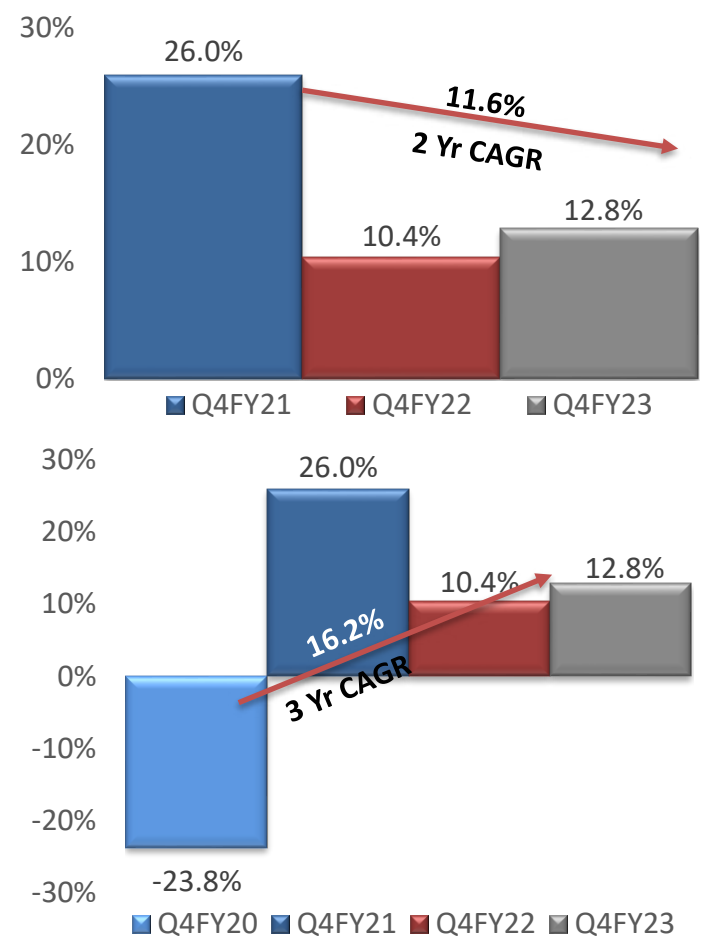
Proposed Dividend of Rs. 3 per share of face value Re 1

CATEGORY WISE NET REVENUE

JLL

		Q4FY23			FY23		
		CY	PY	GR%	CY	PY	GR%
Fabric Care	Ujala FW, CS & IDD, Henko, Mr. White	255	212	20.1%	1,056	817	29.3%
Dishwashing	Exo & Pril	206	190	8.7%	865	798	8.4%
Household Insecticides	Maxo	80	79	0.9%	212	265	-20.2%
Personal Care	Margo, Neem & Fa	52	47	12.1%	254	234	8.7%
Other Products	T Shine & Maya	10	10	-1.3%	50	55	-9.0%
Total		603	538	12.1%	2,437	2,169	12.3%
Laundry Services		14	9	57.5%	49	27	80.2%
GRAND TOTAL		617	547	12.8%	2,486	2,196	13.2%

Q4 FY23 Revenue Growth



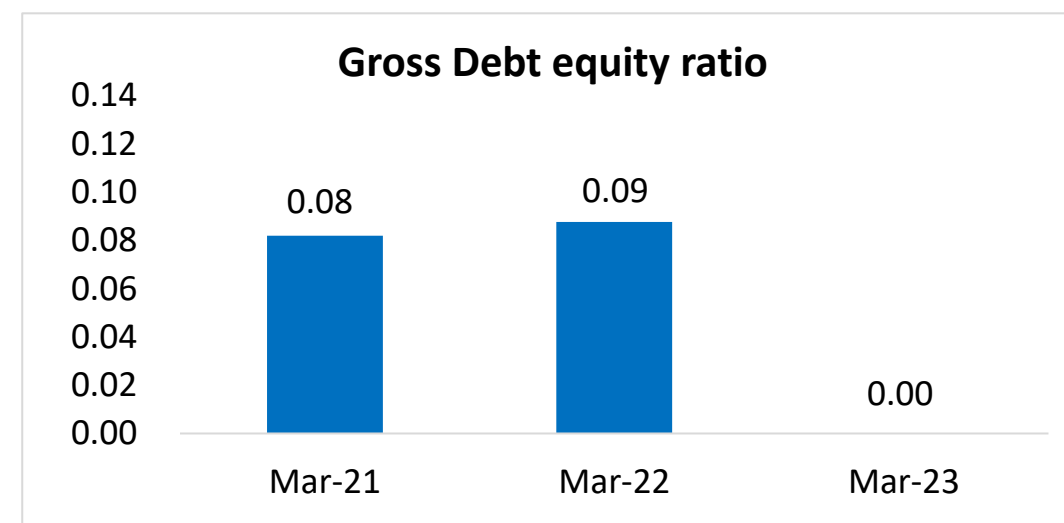
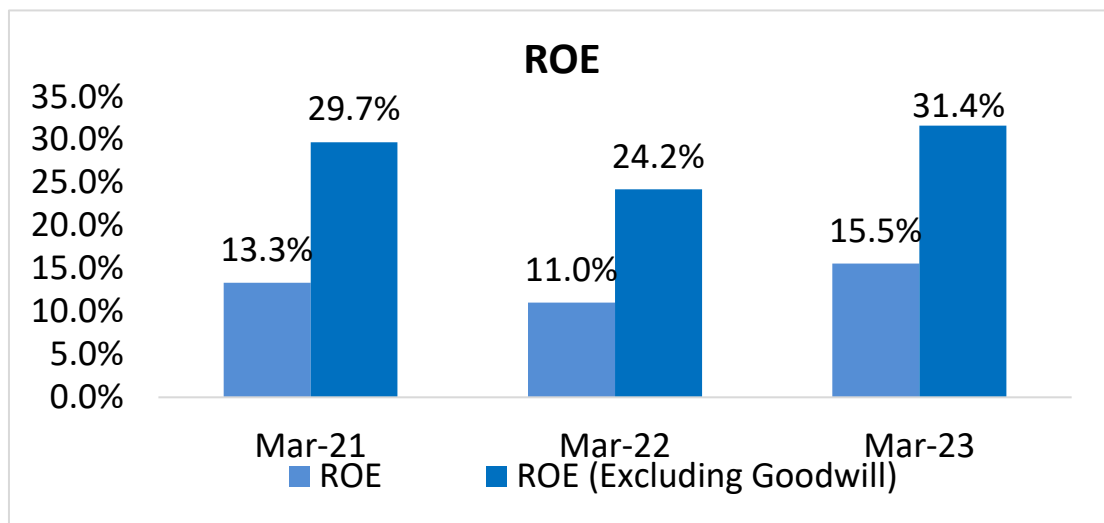
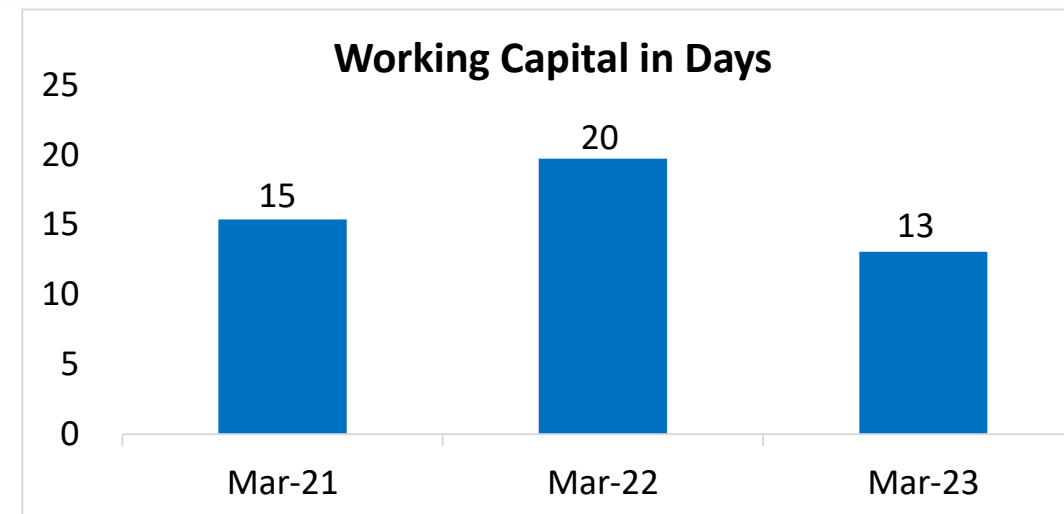
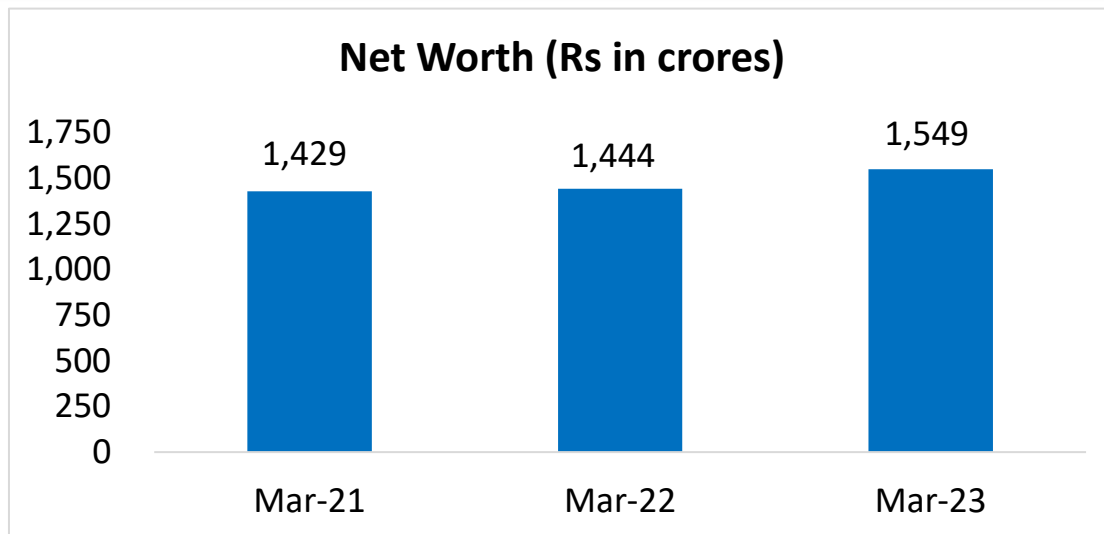
Q4FY23 & FY23 SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

PARTICULAR/GROWTH	QUARTER ENDED			YEAR ENDED		
	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	617	547	12.8%	2,486	2,196	13.2%
OPERATING EBITDA	91.3	57.3	59.4%	315.9	248.2	27.2%
PAT	59.3	36.9	60.4%	239.7	159.1	50.7%

Financial Parameters

CONSOLIDATED				
PARTICULAR/GROWTH	QUARTER ENDED		YEAR ENDED	
	CY	PY	CY	PY
GROSS MARGIN	45.7%	41.4%	42.3%	41.6%
OPERATING EBITDA MARGIN	14.8%	10.5%	12.7%	11.3%
PAT MARGIN	9.6%	6.8%	9.6%	7.2%
A&P TO SALES RATIO	7.4%	7.2%	7.0%	7.3%

FINANCIAL HIGHLIGHTS (CONSOLIDATED)

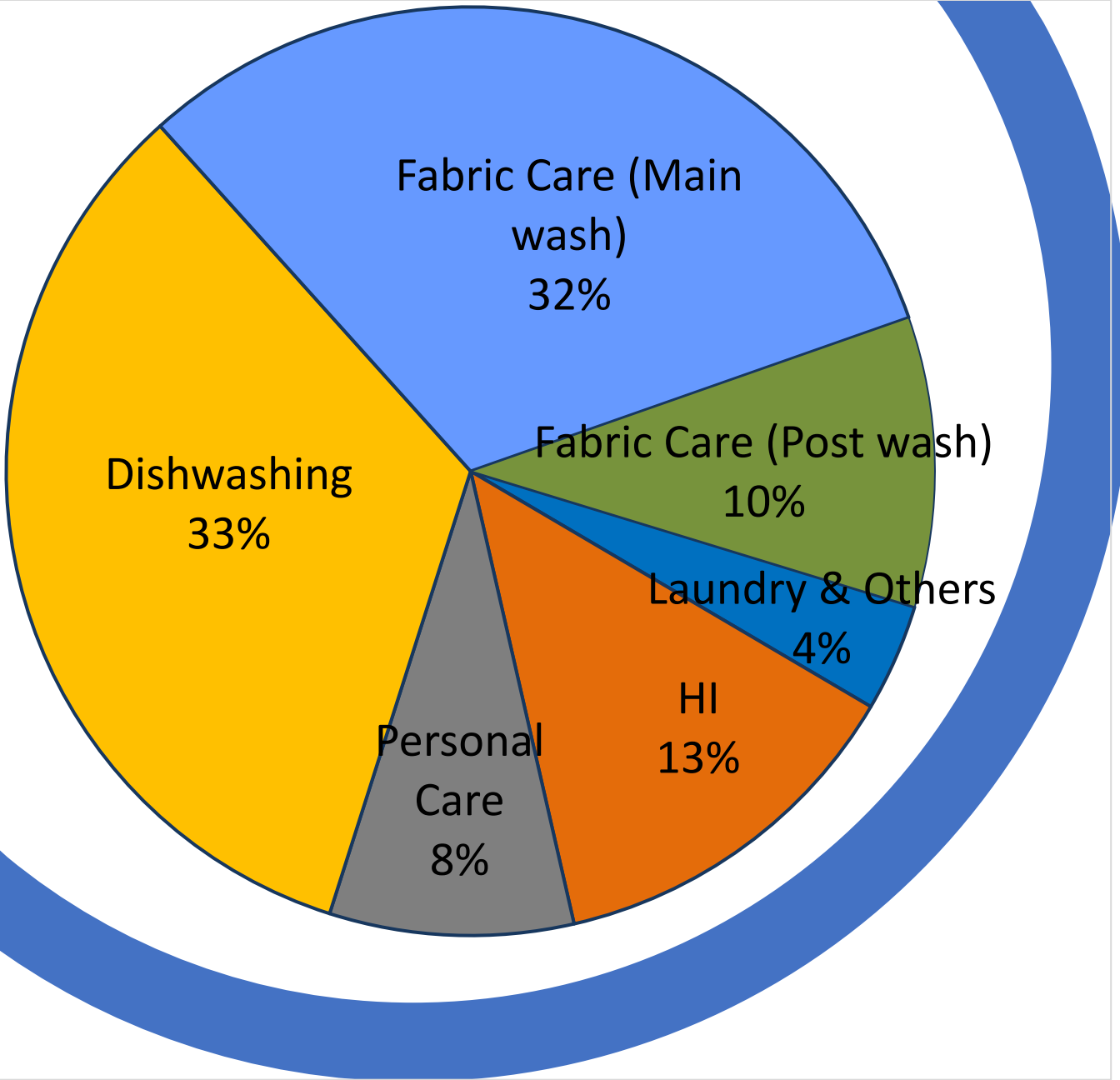


EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Consolidated	
	Q4FY23	FY23
EBITDA % - PREVIOUS PERIOD	10.5%	11.3%
GROSS MARGIN	4.3%	0.7%
EMPLOYEE COST	0.5%	0.6%
ADVERTISEMENT & SALES PROMOTION	-0.3%	0.3%
OTHER EXPENDITURE	-0.2%	-0.2%
EBITDA % - CURRENT PERIOD	14.8%	12.7%



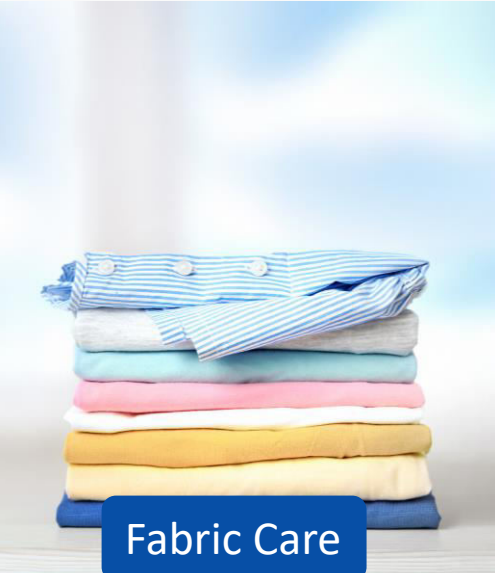
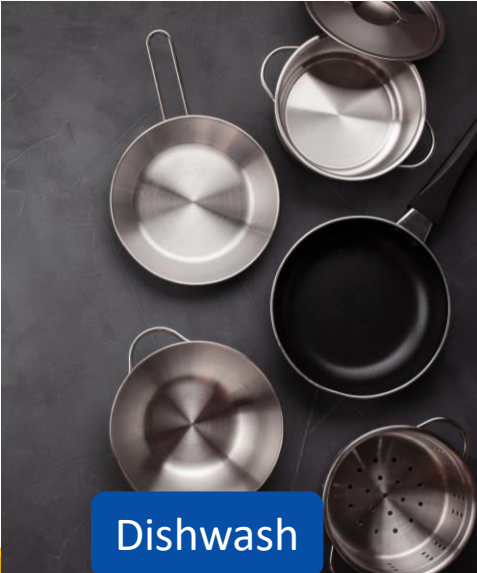

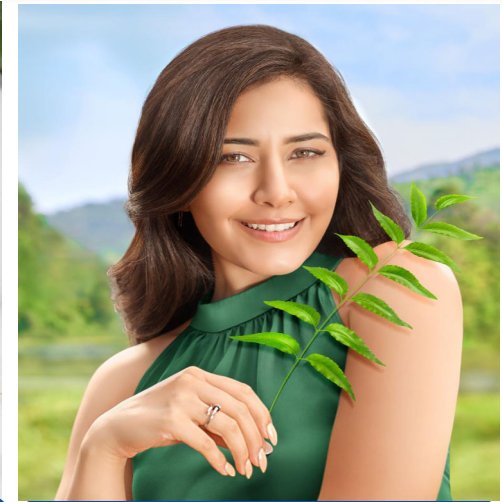
BRAND PERFORMANCE & INITIATIVES



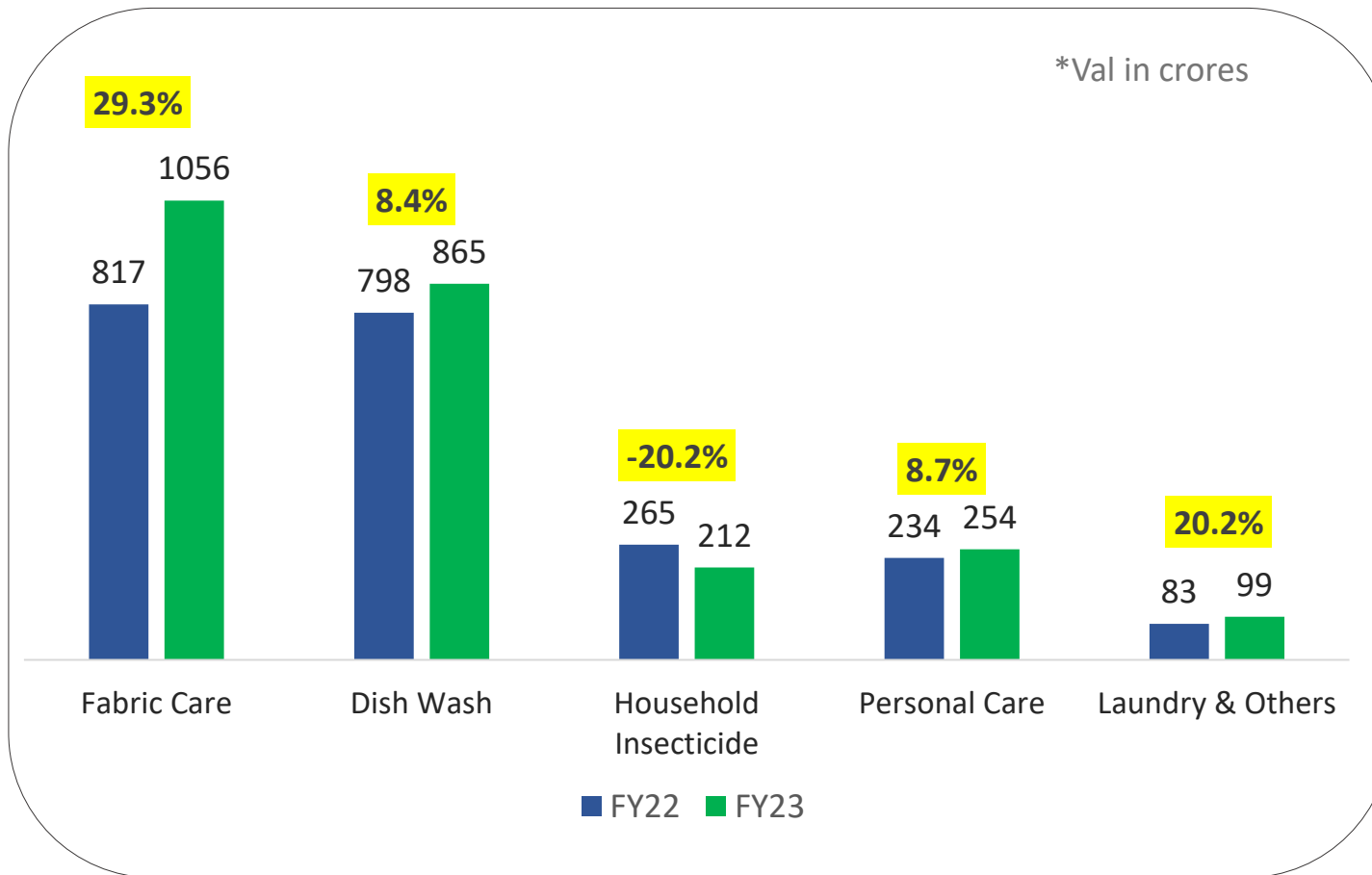
Q4 FY2023

Category Wise Business Share

Our Brand Strategy and Results for FY23

	 <p>Fabric Care</p>	 <p>Dishwash</p>	 <p>Household Insecticide</p>	 <p>Personal Care</p>
Strategy	Build Scale in a highly competitive large category	Gain Market Share in a fast growing category	Mitigate category challenges	Strengthening on Margo franchise
Results (FY 22-23)	Revenue grew by 29.3%	Exo Bar (CY22): 13.8% Pril (CY22): 14.8%	Promote Coils as a safer alternative to illegal incense sticks Focus on Liquid Vaporiser	New Brand Endorser: Raashii Khanna Margo Neem Naturals Variants - Lemon, Rose & Jasmine

FY23 CATEGORY WISE PERFORMANCE



- Fabric Care takes a leap in FY23**
 - A strong value proposition in detergents coupled with resilient focus on distribution aided the leap.
 - Foray into liquid detergents is showing positive results and has strengthened the portfolio given the evolving category dynamics.
 - Strong focus on building usership in post wash driving category growth.
 - Mid priced detergent brands, 'Mr. White & Morelight' have witnessed good demand.
- Strong growth in Dish Wash & Personal Care**
 - Dishwash witnessed steady growth backed by unique value offerings across SKUs and resilient efforts in distribution.
 - Margo with its natural benefits proposition delivered a robust performance in the toilet soap category.
- Seasonal trends and Industry Issues continued to affect category demand for Household Insecticide**

DRIVING URBAN AND RURAL DISTRIBUTION

FY23 HIGHLIGHTS:

- Crossed 1.1 Million Direct reach first time ever
- Daily focus on adding new outlets
- Channel partners aligned towards distribution footprint increase
- Van & moped sales model operational as part of rural expansion



EMBRACING TECHNOLOGY



Move towards DMS implementation (Botree) at RD/SD point

- Mobile Aadhar/CRS order generation
- Targets & Schemes visibility



Move from Manual collection of orders to SFA lead

- All orders thru SFA only – bifurcation of personal visit or tele calling



Move towards Analytics to drive point of sale

- Geo Fencing
- CRS module implementation and enhancement

FABRIC CARE: UJALA (POST WASH & DETERGENT)



Ujala Supreme held its market share at 84% in MQ23 vs same period LY.

Continued ATL media support featuring Taapsee Pannu endorsing the brand.

Increased investments in digital media to drive category growth through engagement.

Driving trials amongst non-users, Winning share amongst low-cost blues and arrest lapers continues to be the focus areas for the brand.

Ujala Detergent held its market share in Kerala 21.9% at MQ23 vs same period LY.

Continued ATL media support featuring Manju Warriar in Kerala. Brand slowly gaining traction in WB as part of geography expansion into potential markets.

Ujala Liquid detergent launched in FY 22 is showing promising results in focus states.

Ujala Crisp & Shine consistently gained consumer demand and grew over LY.

Entry into Andhra Pradesh /Telangana is showing promising results.

FABRIC CARE: HENKO



Henko Stain Care Powder detergent grew in double digits delivering robust performance across channels.

Focus on new markets with LUP pack to drive trials.

Continued focus on large packs in MT chains.

Continued robust performance of Henkomatic Liquid Detergent in Q4.

Henko Liquid Detergent has registered a positive acceptance in its first year of launch.

Continued ATL media support featuring Kajal Aggarwal endorsing the brand.

Extensive focus on BTL to drive consumer engagement & visibility.

FABRIC CARE: MR.WHITE AND MORELIGHT



Mr White – Our mid price detergent brand registered a strong double-digit growth in Q4 vs same period last year.

Value driven product mix and persistent distribution efforts is yielding positive results in the mass market detergent category.



Morelight brand is focused towards mass segment of the category that aid in stain removal and is designed to ensure no adverse effect on colours

Focus on new geographies to expand our detergent footprint for both brands.



DISHWASH: EXO BAR & SCRUBBER



Category growing at 9%, Exo grew at a faster pace at 11% in CY22

Brand registered strong growth and reached highest ever market share of 13.8% In CY22

Consistent drives on availability and offtake led initiatives on LUPs enabled Exo to add new consumers on to the brand.

Consistent effort on brand has enabled it to become stronger No: 2 player in the category

Exo has been able to strengthen its market share and has become a strong No:2 player.

In the Tub segment Exo remains as the most preferred brand.

Differentiated brand positioning and proposition.

Antibacterial efficacy through the Goodness of Ginger and Power of Cyclozan is enabling Exo to get unique and relevant positioning in the dishwash category

Brand to focus on its core value proposition and tactically drive LUP to generate trials and aid in conversions.

DISHWASH: PRIL LIQUID & BAR



Increasing reach and driving trials continues to be a key focus area for the brand..

Consistent drive on LUP enabled trials with consumers and get double digit growth on brand.

Introduced 1.5 Ltr pouch pack.

Market share at 13.9% in MQFY23

Brand continues to focus on its key development areas

Premium Variant Pril Tamarind, owing to superior delivery has been able to grow quickly. Currently contributes to 9% of brand sales.

Will continue to drive salient packs relevant to the channel

DISHWASH: WINNING WITH THE CONSUMER

**High impact sponsorships:
Chef v/s Fridge**



High Decibel TV & Digital Campaign



**360 degree Offtake inducement activity for 600g pack launch in WB
Hoarding, TVC, Radio integration & campaign, Print ad campaign, Posters & danglers**



POSMs at vantage points



**Driving engagement through
Social media**



**Activation in Melas in Rural
markets drive brand salience**



Wall Painting led Rural Activation



HOUSEHOLD INSECTICIDE: MAXO LIQUID & COIL



The category ex incense sticks declined by 2%. Liquid refill grew by 2% while Coils declined by 9% in FY23

Brand registered single digit growth in liquids, while coils declined in Q4.

(Hazardous Illegal Mosquito Repellent sticks continue to impact the coil category sales)

Maxo Coil and liquid vaporiser market share stood at 23.1% and 8.9% respectively for CY22

Seasonal shifts contributed to the decline in the overall category across many months through the year.

ATL marketing support was prioritized for key markets to increase visibility & safeguard MS.

Rajkumar Rao continue to endorse the brand.

Higher emphasis on distribution continued in Q4.

BTL promotions across key markets to drive visibility and engagement.

PERSONAL CARE: MARGO



Brand registered a robust double-digit growth in Q4 vs same period LY.

New campaign featuring Raashi Khanna was launched in Q4 propagating Margo as “Ek Aachi Aadat (A good habit)”

Margo recorded a growth of 22% in total no. of HH (highest amongst green all green soaps) registering an increase in penetration from 8% to 9.4%.

Consistent brand investments across mediums promoting & advocating the benefits of Neem helped brand register a strong growth in FY23.

Special emphasis on social media to target younger Target Group. Periodic use of influencers to build awareness and drive trials.

ATL support highlighting the unique proposition of “goodness of 1000 neem leaves”.

College activations in focus markets.

Brand poised to extend the portfolio with new variants launched in April’23.

PERSONAL CARE: INTRODUCING MARGO NEEM NATURALS

Introducing
Margo
Neem Naturals

The goodness of Neem along with
Honey and Lemon, for refreshed and glowing skin.

1000
NEEM LEAVES

Also available

ek achhi aadal

3600-22 Neem Naturals Poster- A3 Size - English

ek achhi aadal

ek achhi aadal

ek achhi aadal

ek achhi aadal

Introducing
Margo
Neem Naturals

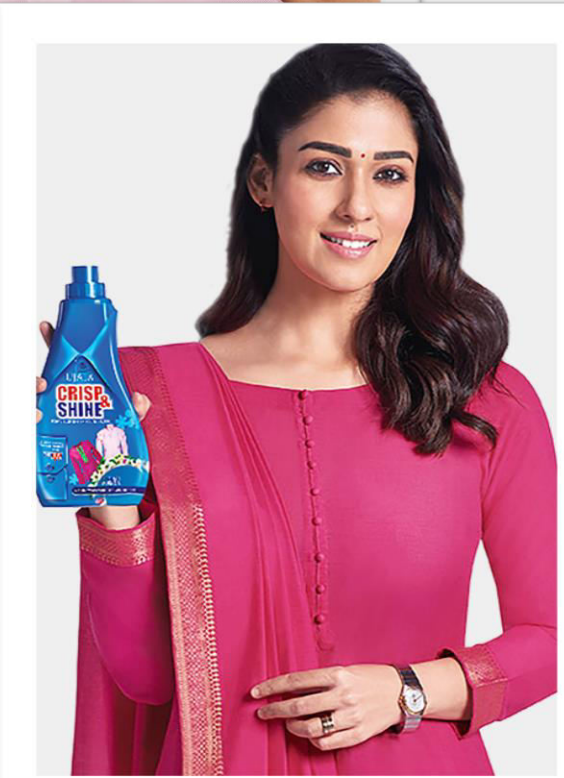
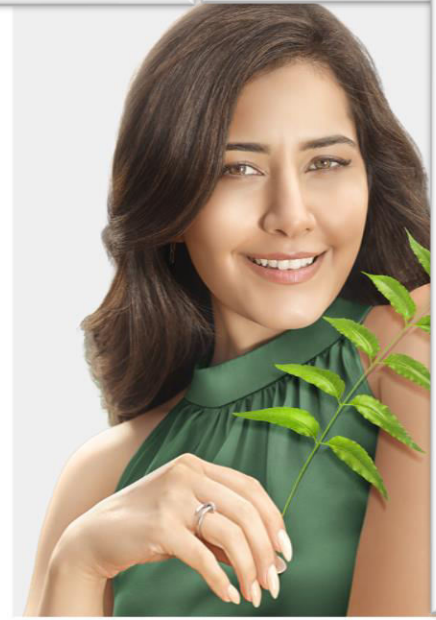
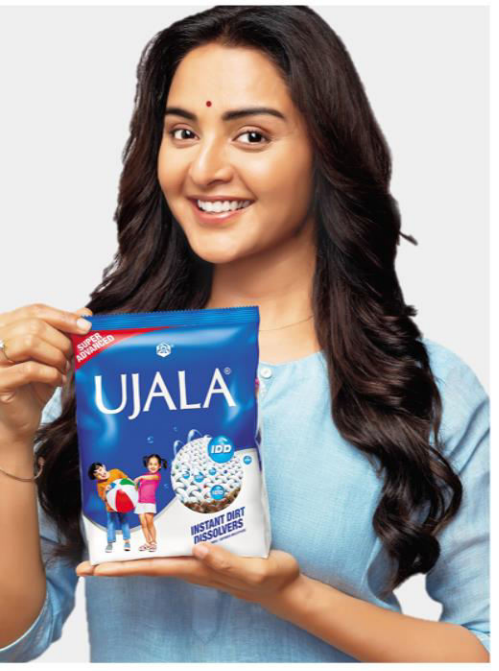
For clear
and beautiful skin



The new Margo Neem Naturals combines the goodness of 100% original neem with Rose, Almond Oil, Jasmine, Aloe Vera, Honey & Lemon in three different & exciting variants.

The brand is poised to increase its presence in the toilet soap category nationally.

The confidence of celebrities on Jyothy Brands!

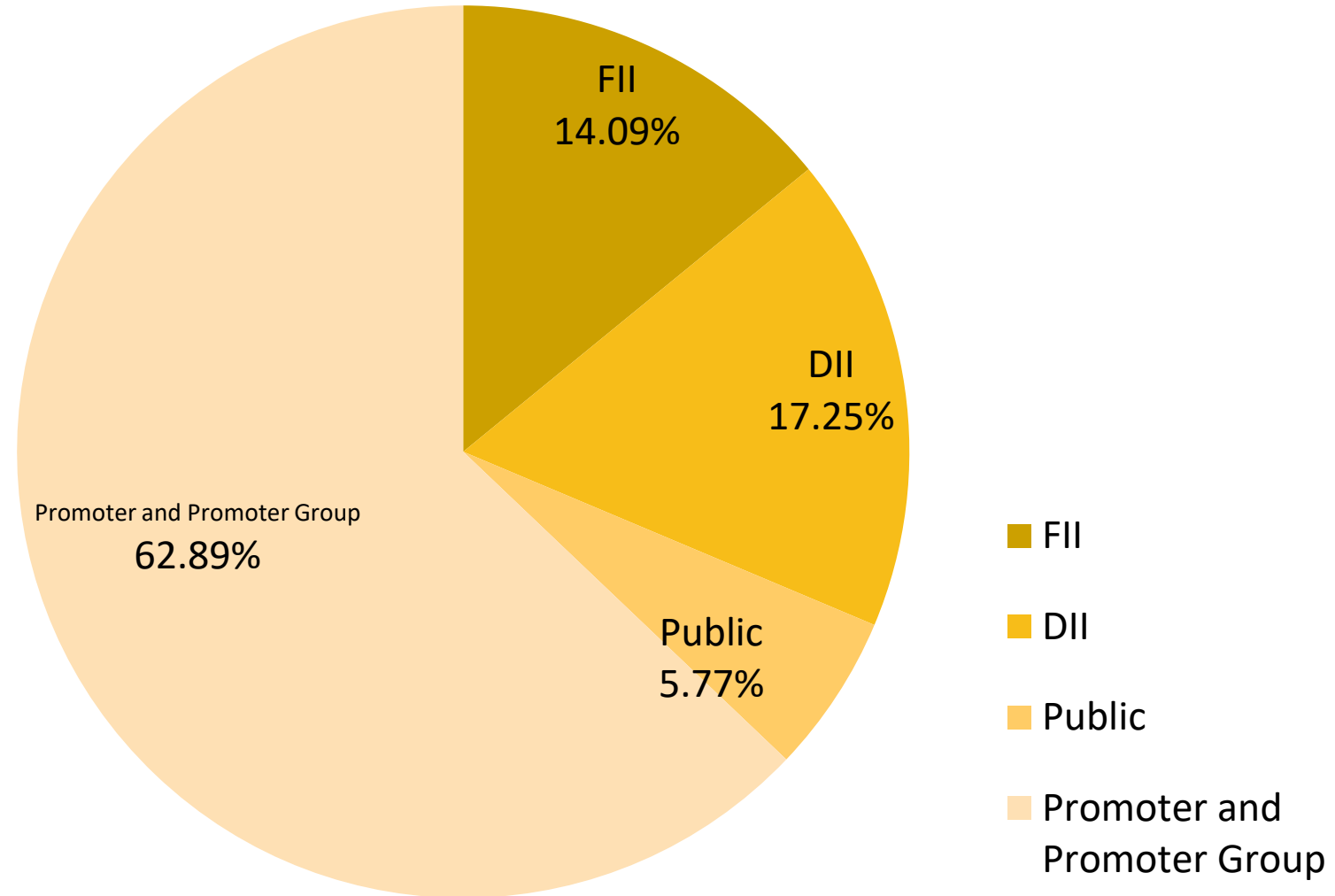


WAY FORWARD

- Focus on top line growth with balancing margins
- Distribution strategy to further strengthen direct reach, rural footprint and use of digital technology to enhance sales efficiency
- Higher allocation of resources towards Brand Building initiatives and manufacturing capacities
- Expectations of Good monsoon, government welfare measures and inflation easing off to aid volume growth

SHAREHOLDING PATTERN

As on 31 March 2023



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THANK YOU

Contact for any queries

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