

May 15, 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 financial year ended March 31, 2024.

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 Limited

CIN: L24240MH1992PLC128651

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Jyothy Labs



Stronger than ever! Q4FY24 & FY24

May 15, 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.

Our Power Brands



Key Product Categories



Fabric Care


Dish Wash

Household Insecticides

Personal Care




 Rs 2,757 crores Revenue in FY 23-24

 2.8 Mn Outlets – Pan India availability

 1.2 Mn Outlets Direct Reach

 23 Manufacturing Plants

 9,900+ Channel Partners



1 – In Fabric Whitener since its launch 4 decades ago



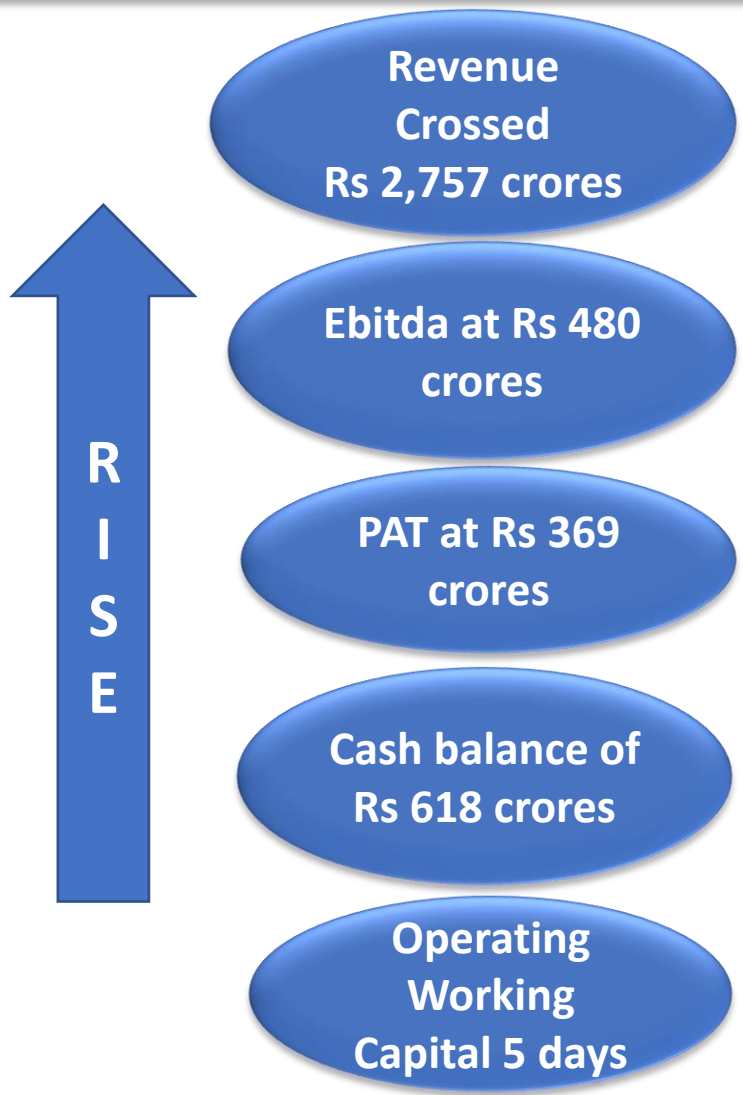
2 - Dishwash (bar and liquid) category, by value terms



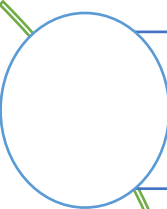
#2 - Mosquito repellent coil, by volume

KEY HIGHLIGHTS OF THE YEAR

- Jyothy Labs delivered topline growth of 10.9% for the year and EBITDA grew by 52% and PAT grew by 54%.
- Highest ever PAT of Rs 369 crores.
- Market share gains across brands. 9 Superstars endorsing our brands
- Achievements:
 - Distribution - crossed 1.2mn direct reach,
 - Digital acceleration enhancing sales productivity and consumer engagements and
 - New launches – Ujala & Henko Liquid detergents, Margo Neem Naturals



RESULT HIGHLIGHTS – Q4FY24 SNAPSHOT (CONSOLIDATED)



Revenue at Rs 660 Crores increased by 7% (CAGR - 2 Yr 9.9%, 3 Yr 10.1%, 4 Yr 13.8%)



Gross Margin at 49.5% from 45.7% in the same period last year



A&P Spend at 59.8 Crores (9.1% of Net Sales) versus Rs 45.9 Crores (7.4% of Net Sales) in the same period last year, an increase by 30.1%



Operating EBITDA at 16.4% (Rs 108.4 Crores) versus 14.8% (Rs 91.3 Crores) in the same period last year, an increase by 18.8%.



PAT at Rs 78.2 Crores as against Rs 59.3 Crores, in the same period last year, up by 31.9%

RESULT HIGHLIGHTS – FY24 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 2,757 Crores increased by 10.9%

Gross Margin at 49.1% from 42.3% in the same period last year

A&P Spend at 228.2 Crores (8.3% of Net Sales) versus Rs 174.3 Crores (7% of Net Sales) in the same period last year, an increase by 30.9%

Operating EBITDA at 17.4% (Rs 479.8 Crores) versus 12.7% (Rs 315.9 Crores) in the same period last year, an increase by 51.9%.

PAT at Rs 369.3 Crores as against Rs 239.7 Crores, in the same period last year, up by 54%

Cash balance of Rs 618 Crores as at March 31, 2024

Proposed Dividend of Rs 3.5 per share of face value Re 1

PERFORMANCE ACROSS CATEGORIES



Growth (%)

Q4FY24	10.0%	6.0%	-9.8%	18.0%
Q4FY24 (2Y CAGR)	15.0%	7.2%	-4.6%	15.0%
Q4FY24 (3Y CAGR)	16.0%	8.9%	-6.1%	13.9%
Q4FY24 (4Y CAGR)	15.9%	14.5%	3.0%	19.6%
FY24	12.6%	8.3%	0.3%	21.1%

SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

PARTICULAR/GROWTH	QUARTER ENDED			YEAR ENDED		
	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	660	617	7.0%	2,757	2,486	10.9%
OPERATING EBITDA	108.4	91.3	18.8%	479.8	315.9	51.9%
PAT	78.2	59.3	31.9%	369.3	239.7	54.0%

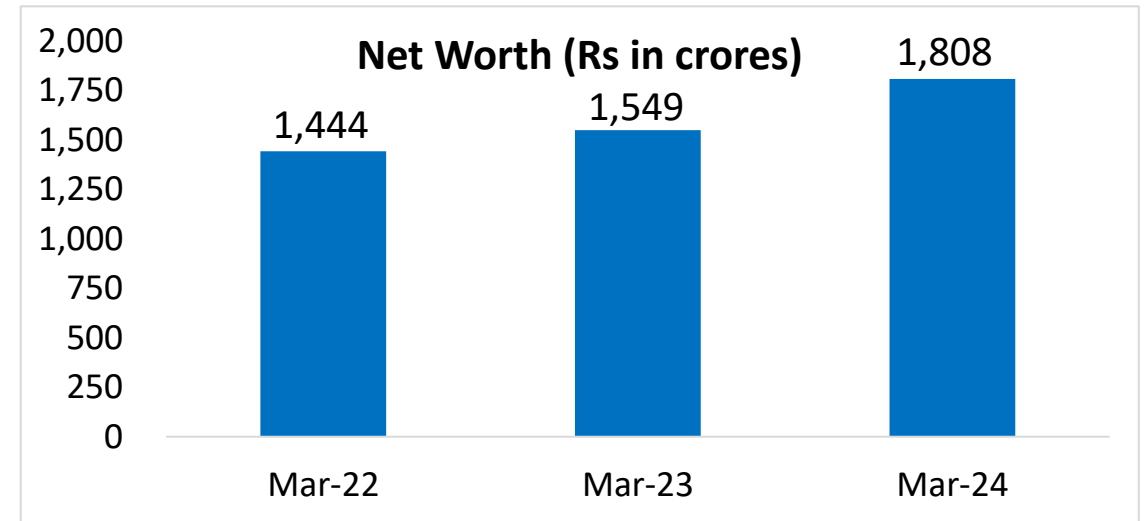
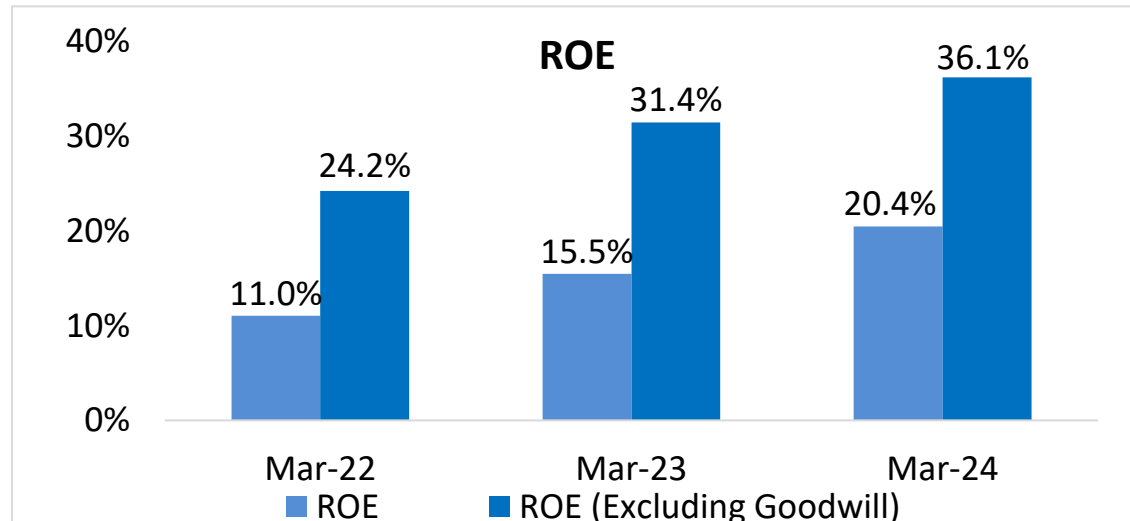
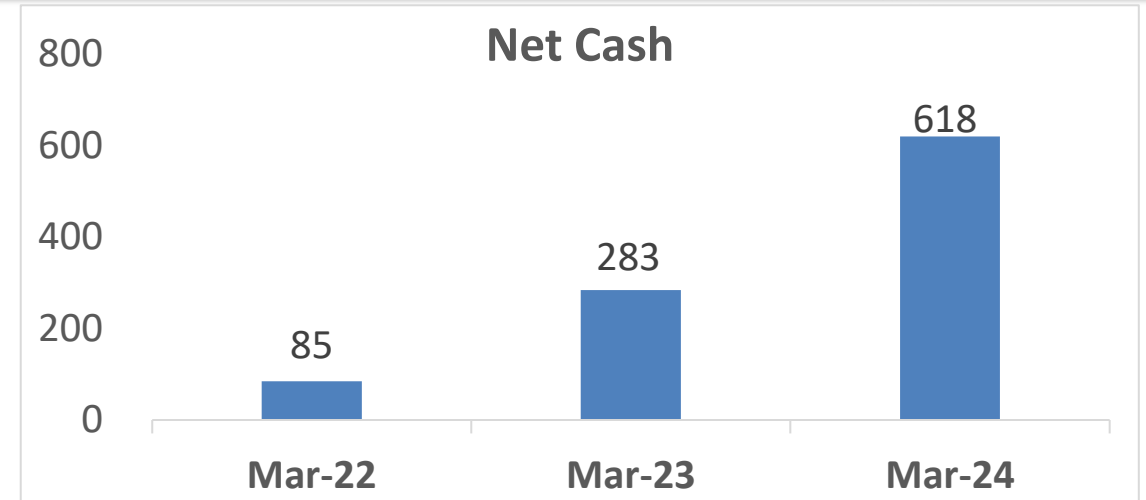
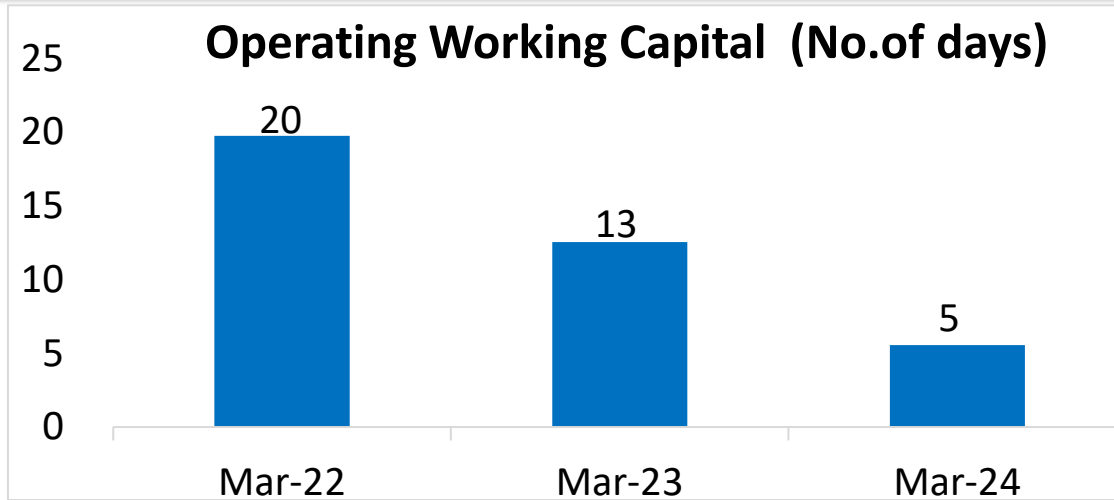
Financial Parameters

PARTICULAR/GROWTH	QUARTER ENDED		YEAR ENDED	
	CY	PY	CY	PY
GROSS MARGIN	49.5%	45.7%	49.1%	42.3%
OPERATING EBITDA MARGIN	16.4%	14.8%	17.4%	12.7%
PAT MARGIN	11.8%	9.6%	13.4%	9.6%
A&P TO SALES RATIO	9.1%	7.4%	8.3%	7.0%

EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q4FY24	FY24
EBITDA % - PREVIOUS PERIOD	14.8%	12.7%
GROSS MARGIN	3.7%	6.8%
EMPLOYEE COST	-0.5%	-0.3%
ADVERTISEMENT & SALES PROMOTION	-1.6%	-1.2%
OTHER EXPENDITURE	0.0%	-0.6%
EBITDA % - CURRENT PERIOD	16.4%	17.4%

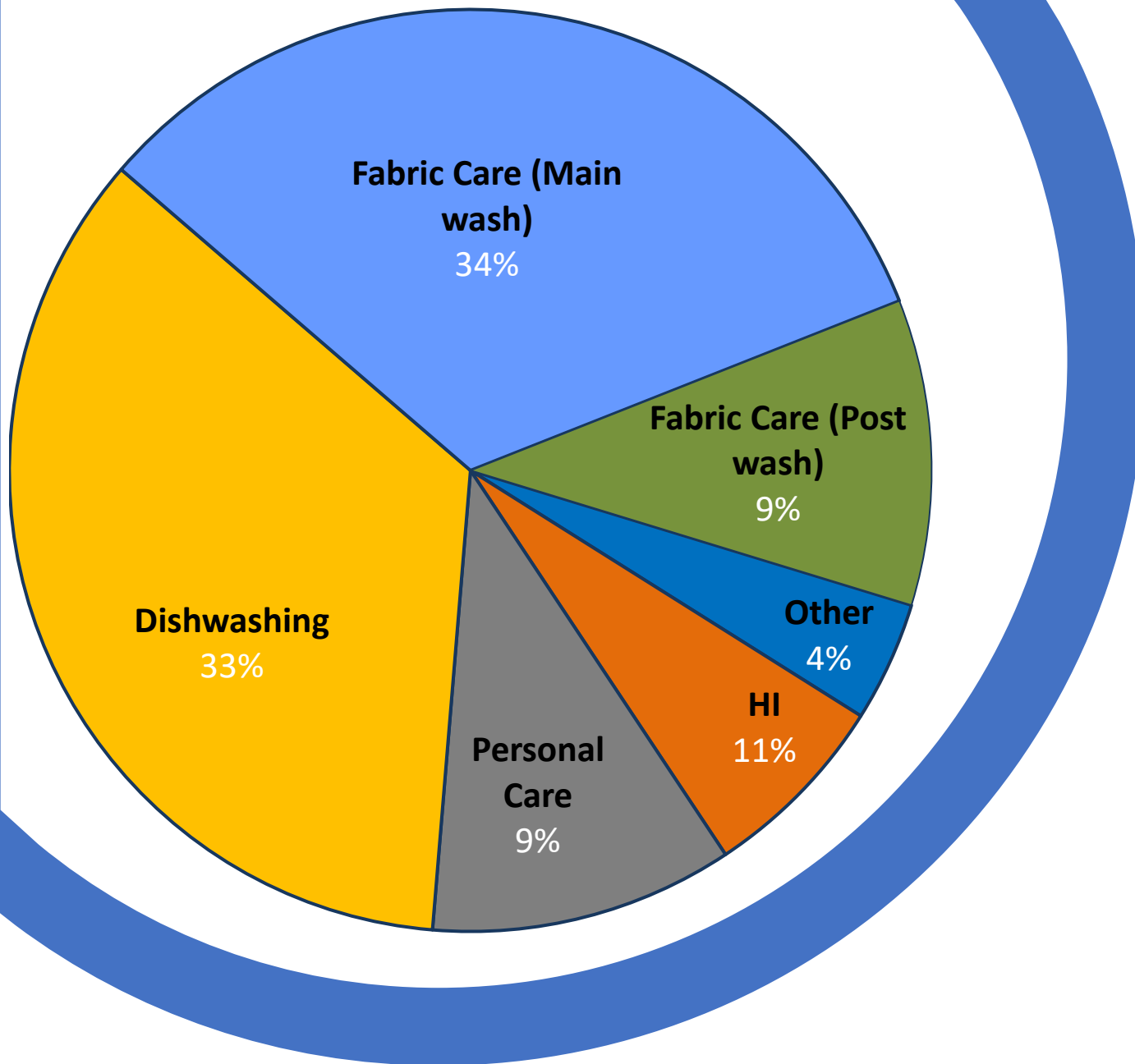
FINANCIAL HIGHLIGHTS (CONSOLIDATED)





BRAND PERFORMANCE & INITIATIVES

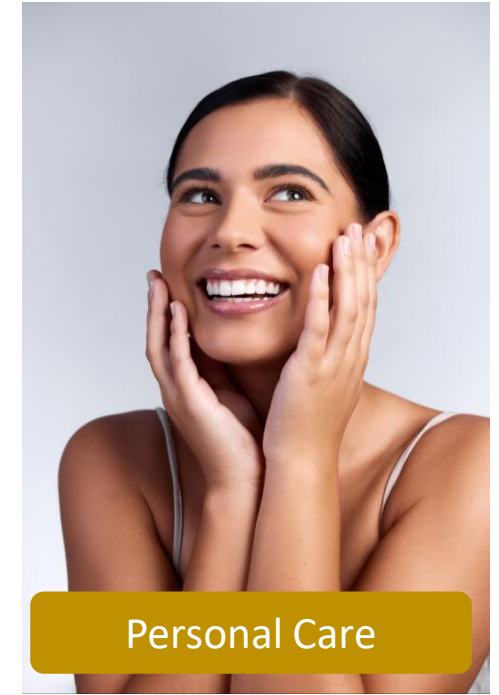




Q4 FY 2024

Category Wise Business Share

CATEGORY APPROACH FOR FY25



FY25 Approach

Maintain a sharp focus on delivering value in detergents while expanding into new territories for post-wash products. Foster growth and expansion across various product categories.

Enhance brand equity to solidify our position as the preferred choice among consumers and capture a larger share of the market.

Emphasize on innovation to cultivate stronger connections with our brand.

Utilize the brand equity of Margo to venture into new formats and categories. Expand our presence and enhance scalability by offering a broader range of products in the TS category.

FABRIC CARE: UJALA (POST WASH & DETERGENT)



Ujala Supreme

Campaign featuring Superstar Taapsee Pannu in strategic markets. Implemented targeted consumer activations in markets with low market share.

Additionally, executed Out-Of-Home (OOH) campaigns in key markets to reinforce the communication mix.

* Market Share at 84% in CY23

Ujala Detergent

Campaign showcasing Superstar Manju Warriar broadcasted in pivotal markets. There was sustained focus on enhancing visibility and interest in new geographic areas. On-ground activations were conducted in key markets to stimulate trial usage. Furthermore, digital media received ongoing attention to elevate awareness and foster preference.

*Market Share (Kerala) at 22.9% in FY24

Ujala Crisp & Shine

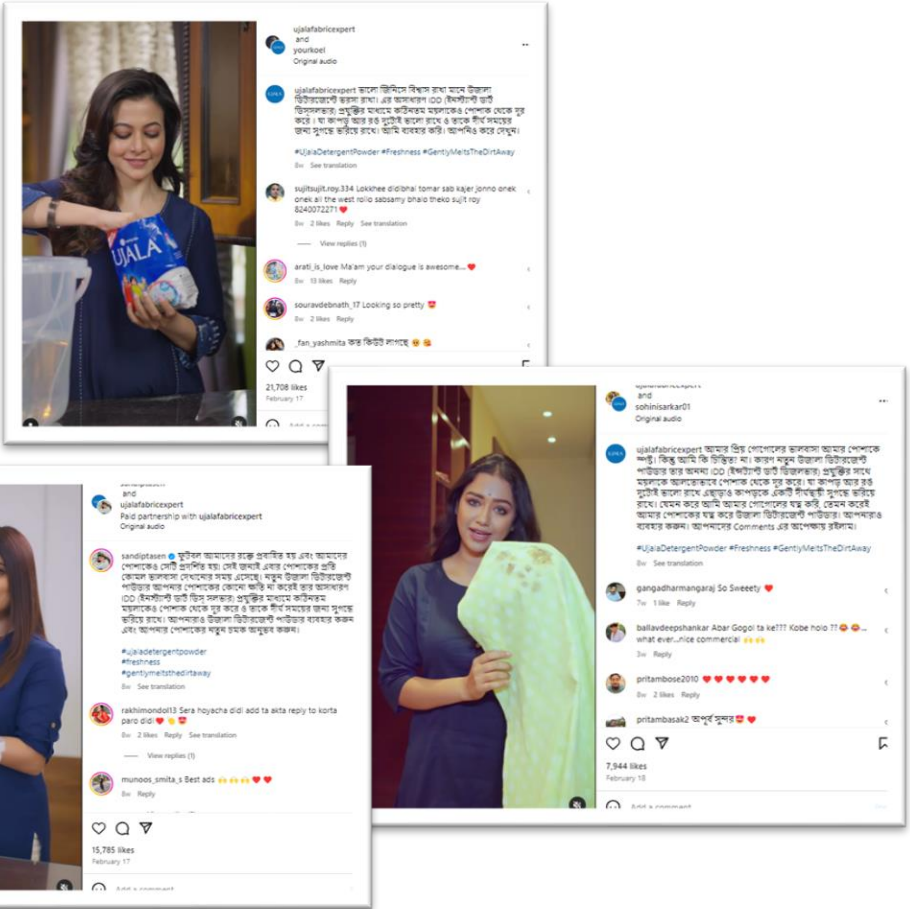
Implemented targeted consumer activations to stimulate trials and adoption.

Persisted in prioritizing digital media to educate consumers about the product's advantages.

*Source – NielsenIQ

FABRIC CARE: UJALA SUPREME GROUND ACTIVATIONS

Ujala Detergent Powder – Use of influencers to generate Brand Awareness



Ujala Liquid Detergent – On ground sampling & print activation



Ujala Supreme – Sponsorship Dangal Family Awards – Event ILU & Visibility



FABRIC CARE: HENKO



Henko

- Sustained media backing with Superstar Kajal Aggarwal endorsing the brand in Southern markets, alongside a digital campaign in Mumbai, Delhi NCR, Punjab, and Haryana.
- Emphasized targeted sampling initiatives in both Modern Trade (MT) and General Trade (GT) stores to encourage consumer trials.
- Maintained visibility of Liquid Detergent through Endcap branding in major MT and GT stores.
- Continued promotions of Rs. 10 Sachet Packs in both powder and liquid formats to enhance consumer accessibility.

FABRIC CARE: HENKO GROUND ACTIVATIONS

Detergent Bin Visibility



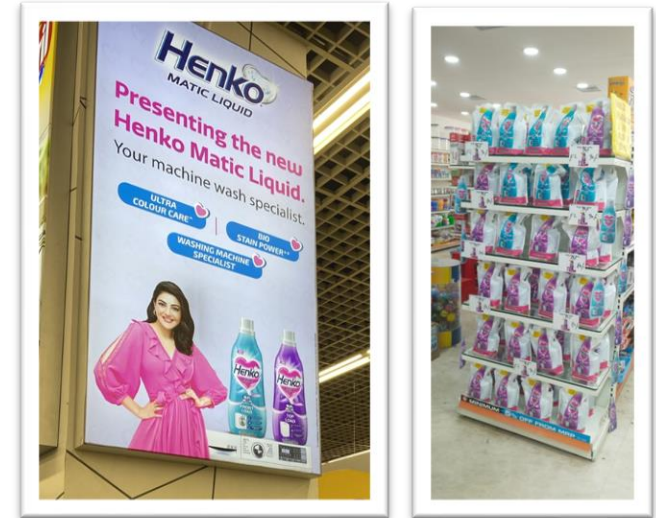
In store Sampling Activities



Endcap Visibility in Premium MT Stores



Visibility Displays for Liquid Detergent



FABRIC CARE: Mr. WHITE & MORELIGHT



Concentrated distribution efforts along with Trade Engagement activities are contributing to the brand's expanded acceptance.

Special trade awareness campaigns, emphasizing the superior quality of the product compared to competitors, are facilitating placements and encouraging trial usage.



ANTI-BACTERIAL EXO DISHWASH PORTFOLIO



Category and Brand Exo are growing at double digit

Brand on course to deliver healthy growth

Continuing with the LUP drive – Rs.10 Bar recorded double-digit growth.

Value Market Share*
FY24: 13.7%

Strengthening Scrubber portfolio

Focus on Exo Safai Steel and Exo Bacto Scrub to become a stronger franchise

Fortifying the brand by strengthening Anti-Bacterial Platform

Continuing efforts to build awareness of brand belief – ‘Don’t just clean utensils, Sanitize them, because bacteria grows by 700% in just 19 mins.’ and make Exo indispensable in consumer lives.

Provide Anti- Bacterial efficacy and de-commoditize steel scrubber category to strengthen the portfolio

**Source – NielsenIQ*

EXO – WINNING WITH CONSUMERS

Building stronger brand equity for Antibacterial Exo



School Connect program to connect with Moms' across 70+ schools in UP

OOH activity to Spread the message 'Don't Just clean, Sanitize Utensils'



Participated in melas to build brand connect in Rural heartland

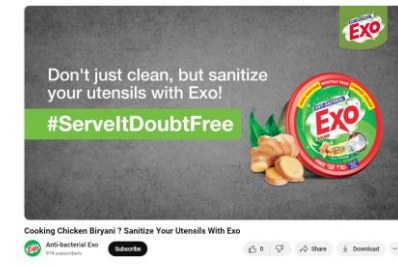
Exposure of new Exo TVC "Bachon ki health se chance nahi loongi"



Executed Print Campaign in UP, UT, Punjab and Haryana



Did digital media led campaigns to drive offtakes for Exo



PRIL DISHWASH PORTFOLIO



Strengthening of Pril's reach through increased availability of LUPs

Availability of Rs 20 Pouch Pack grew in double digits owing to consistent drive, enabling recruitment of new consumers onto the brand

Larger Pouch Packs (salient pack in MT) are getting excellent traction in MT chains and hence is helping the brand to be favourite among heavy dishwash liquid users

Value Market Share*

FY24: 13.7%

Premium variant-Pril Tamarind is the new favourite among consumers

Owing to excellent response, Pril Tamarind is growing at a fast pace in MT chains sales.

Pril is receiving outstanding response in e-commerce channel.

Win with the consumers by adapting to channel dynamics

Launch MT/e-commerce exclusive packs to be competitive in that channel

Increase availability and visibility of Rs. 20 Pouch Pack to recruit new consumers onto the brand

*Source – NielsenIQ

PRIL – WINNING WITH CONSUMERS

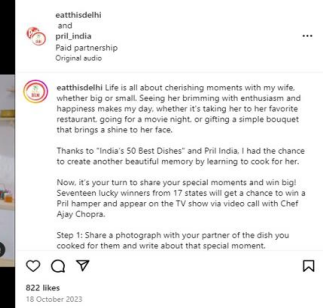
OOH Activity targeting Working women across



Exposure of new Pril TVC “Shart” on TV, Connected TV & Youtube



Presenting sponsors for India's Top 50 Dishes



Contextual Ads on Youtube & Engagement in Social Media to drive better connect for brand



HOUSEHOLD INSECTICIDE: MAXO COIL & LIQUID



Maxo Coil & Liquid

- Maxo sales declined owing to extended winters in our core markets.
- Brand is resolute in its commitment to maintaining competitiveness with ongoing consumer promotions driving towards sustained success.
- Continued the new multimedia campaign featuring Superstar Kareena Kapoor in key markets. The campaign emphasizes the unique automatic feature of the Maxo machine.
- Maxo Coil and liquid vaporizer market share* stood at 23.8% and 8.3% respectively in FY24.

*Source – NielsenIQ

HOUSEHOLD INSECTICIDE: MAXO CONTINUES ITS THRUST

Outdoor Visibility – Hoardings



Digital Campaign



Print Campaign



Consumer Offer



TV Campaign



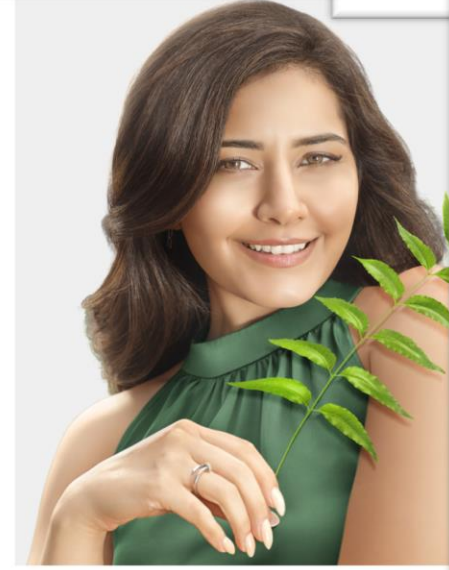
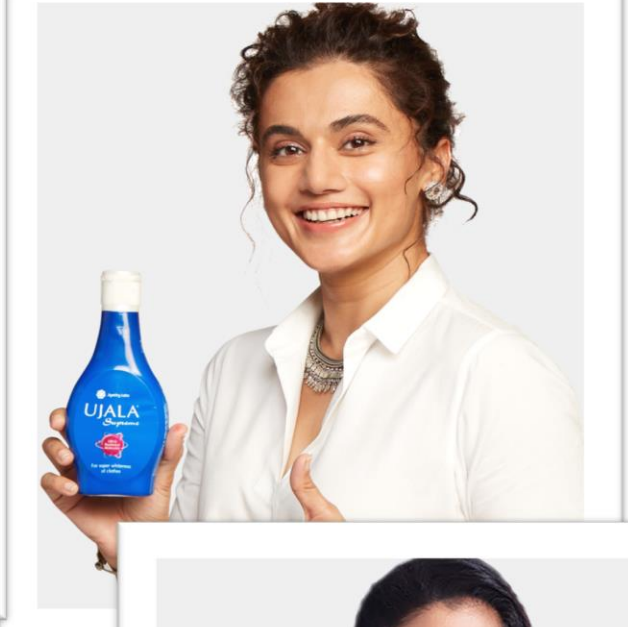
PERSONAL CARE: MARGO



Brand investments across mediums (ATL, Digital, BTL) are aimed at promoting and propagating the positioning of Margo as “Ek Aachi Aadat (A good habit)”

Continuing efforts involve leveraging influencers and social media in key markets to raise awareness and encourage trials among the younger target audience.

The confidence of celebrities on Jyothy Brands!



DIGITAL ACCELERATION



Expanding the Reach

- New improved DMS launched across 100% distribution network
- Digitization of Rural Distribution through Mobile DMS, VAN/Moped sales through SFA



Operations Excellence

- Launched Multiple Mobile APPs to optimize operational control and focus anytime anywhere, also enabling partner connect for real time updates
- KPI driven dashboards across business functions.



Cloud & Analytics

- Better retail sales using predictive must sell SKU's
- Cloud Deployments for higher availability, flexibility, scalability & security

ESG OVERVIEW: Moving Forward, Leaving No Footprint

Sustainable Innovation and Operational Eco-Efficiency

1. Reduction in Carbon Footprints and promoting Green Energy
2. Marinating 45.8 acre of green belt with over 14,000+ trees
3. Sustainable Sourcing
4. Reduction in plastics consumption & promoting use of recycled plastics in packaging
5. Minimising Emissions and Water Consumption
6. Recycling Waste



Socially Committed and Responsible Governance

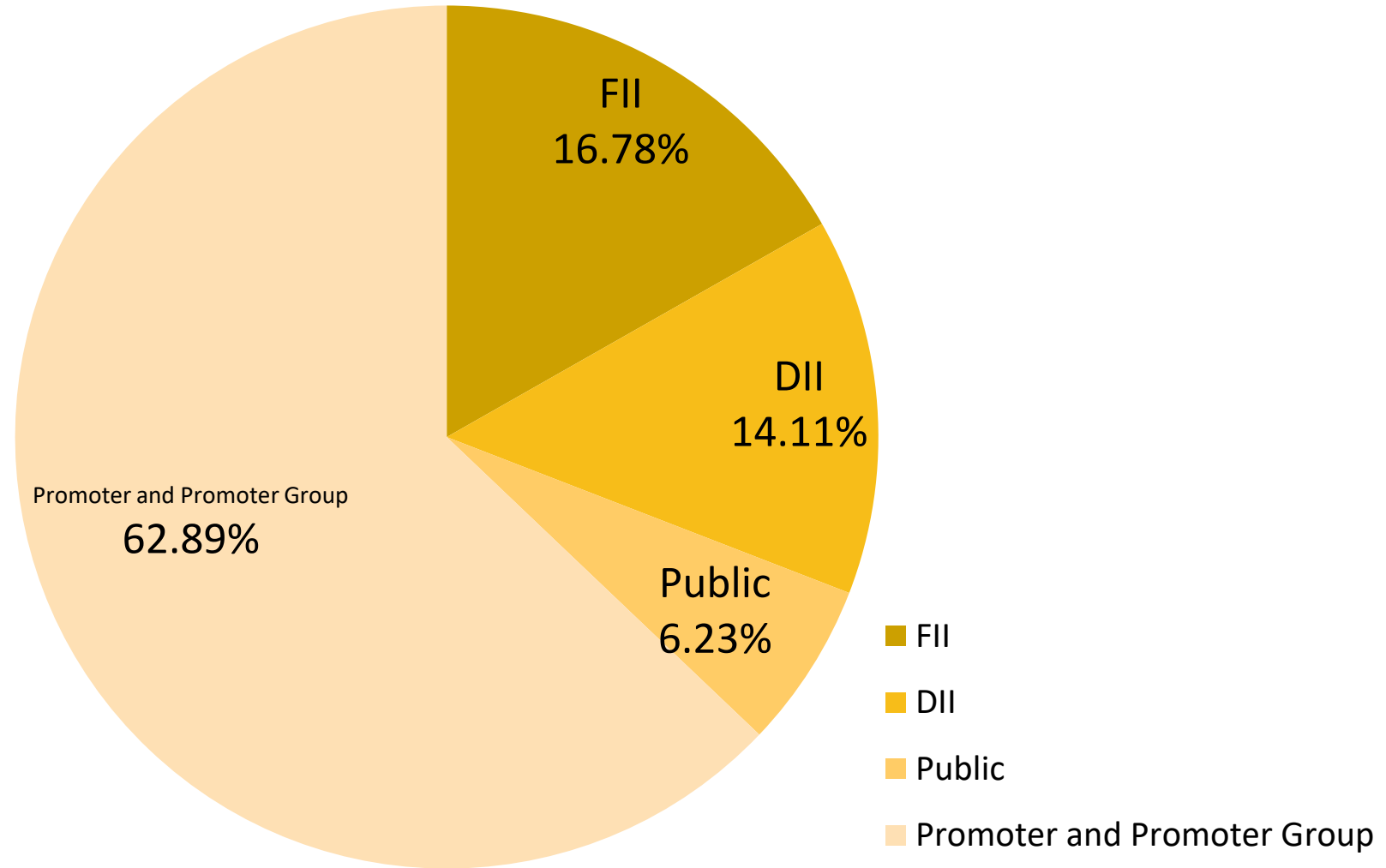
1. Promoting products with better health and hygiene
2. Enhancing the impacts on Community
3. Need-based innovation for superior consumer experience
4. Defined compliance matrix
5. Experienced eminent Independent Directors with diverse backgrounds

CURRENT SCENARIO AND WAY FORWARD

- Rural demand recovery is key for revival of consumption
- Continued focus on enhancing direct distribution, higher allocation of resources towards Brand Building initiatives and new product launches
- Expectations of Good monsoon, government welfare measures and inflation easing off to aid volume growth

SHAREHOLDING PATTERN

As on 31 March 2024



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THANK YOU

Contact for any queries

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