

November 4, 2020

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**

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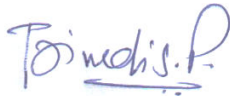
With reference to the captioned subject, please find attached herewith a copy of the Presentation on the Company's performance for the quarter and half year ended September 30, 2020.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

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



**Shreyas Trivedi**  
**Head – Legal & Company Secretary**

Encl.: As above



**Jyothy Labs**

# PRESENTATION Q2 FY2021

November 4, 2020



# CONTENTS

- *About Us*
- *Market Scenario*
- *Our Resilient Performance*
- *Result Highlights*
- *Brand Performance & Initiatives*
- *Way Forward*

# ABOUT US

- Founded in 1983 by a first generation entrepreneur, our 'Chairman Emeritus' Mr MP Ramachandran.
- Jyothy Labs is primarily in **Home Care** (includes Fabric wash, Dishwash and Household Insecticide) and **Personal Care segments** which constitute 50% of the Indian FMCG industry.
- Our **Key Product Categories: Fabric Care, Dish Wash, Household Insecticides and Personal Care**
- Our **6 Power Brands: Ujala, Exo, Maxo, Henko, Margo and Pril.**

~Rs. 1,700 + crore in  
Revenue in FY2020

No#1 in Fabric  
Whitener since its  
launch

No#2 in Dishwash bar  
and liquid category

No#2 in Mosquito  
repellent coil  
(in volume terms)

Pan India availability at 2.8  
million outlets, of which 0.86  
million direct reach

27 Manufacturing plants  
across 23 locations

2,000+ Sales Team  
Members & 6,100+  
stockist /sub stockist

Part of BSE S&P 500  
and Nifty 500

# MARKET SCENARIO

- Overall **consumer sentiment have improved** with economy and life almost back to normal. Businesses have been aligned for 'new normal' or 'new abnormal'. We are at crossroads and underlying consumption trends are yet to settle.
- **Trust of brands** have been very important for consumers
- **General Trade is doing well** as consumers prefer buying at Neighbourhood Kirana stores or on Ecommerce websites (contactless home delivery), while large format stores of Modern Trade and Canteen Stores Department continue to face operational issues.
- **Rural Demand has been inching superior than urban demand** on back of good monsoons and government support.

# OUR RESILIENT PERFORMANCE

**PORTFOLIO  
AGILITY**



**FLAWLESS  
EXECUTION**



**FINANCIAL  
PRUDENCE**

**Sales for Q2FY2021 have delivered Positive Growth.**

## **PORTFOLIO AGILITY**

Leverage on our core 'Essential & Hygiene' Product Portfolio.

## **FLAWLESS EXECUTION**

Determination, Passion and Commitment of every member of Jyothy Labs has ensured integrated and flawless execution to ensure we meet consumer demands and deliver positive growth.

## **FINANCIAL PRUDENCE**

Proactive measures and focus on key financial parameters to enhance shareholder value.

## OUR CORE ESSENTIAL & HYGIENE PORTFOLIO

### DISHWASH

**Exo** Bar, Gel Dishwash, Scrubber

**Pril** Liquid Dishwash & Bar



### PERSONAL CARE

**Margo** (Neem Based)

Soap, Facewash,

Handwash, Sanitizer



### DETERGENTS

**Ujala** Instant Dirt Dissolver &

Fast Wash Bar

**Henko** Stain Care & **Henko** Matic



### HOUSEHOLD INSECTICIDE

**Maxo** Liquid Vaporiser

Coils and Incense Sticks



### TOILET & FLOOR CLEANER

**T-Shine** Toilet Cleaner & Floor Cleaner





# FLAWLESS EXECUTION

## Go To Market ('GTM')

- Adding more Sub-stockists and focus on Van Coverage to enhance **Rural Coverage**
- Driving sales of **Low Unit Packs** across brands of Rs.5 and Rs.10
- **Enhanced focus on E-commerce platforms** (contactless delivery) .

## New Launches

- **Addition to Hygiene Portfolio:** Exo Bioh Fresh – 100% organic Vegetable and Fruit Cleaner launched in Kerala

## Manufacturing and Supply Chain

- **Seamless** Production at our 27 factories across India backed by efficient supply chain for timely supply of goods

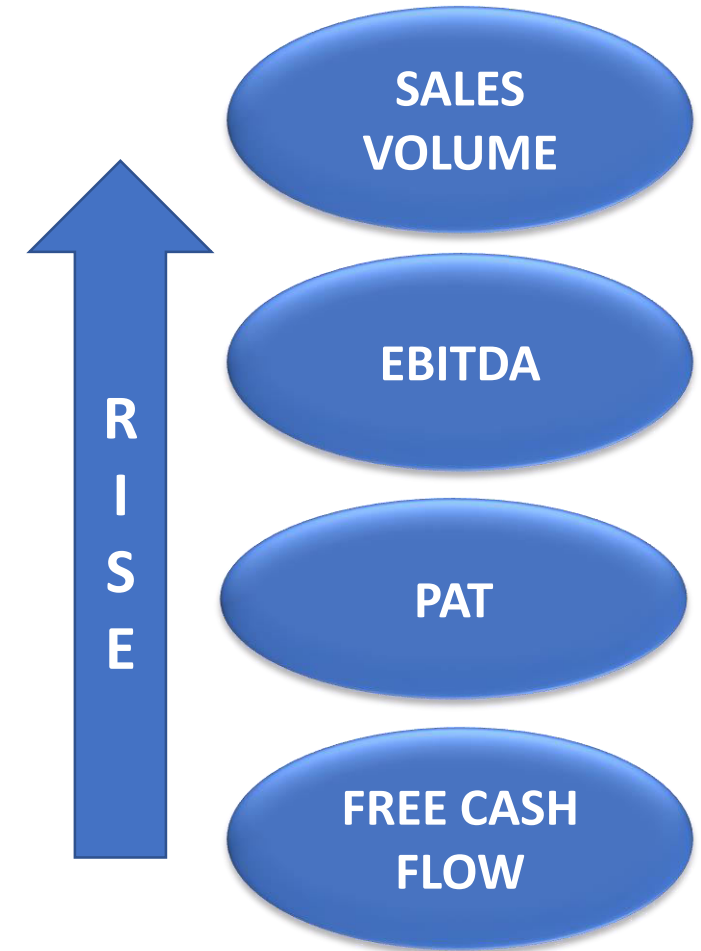
## Media Activities

- **Media Spends** - Focus on digital marketing and tactical micro marketing plan. Plans to enhance media spend to support full business potential

## Human Resources

- **Employee Motivation** led by across the board salary increments and incentives pay-out.

- **Detailed SKU and Plant Specific Sales Planning** for ensuring seamless supply to consumers across India.
- **Significant improvement in Net Working Capital** days to **17 days** as at September 30, 2020 from **23** days at September 30, 2019
- **Net Cash Surplus Balance Sheet (Standalone)** as at September 30, 2020



# RESULT HIGHLIGHTS – Q2FY21 SNAPSHOT (CONSOLIDATED)

Revenue up 6.2% (FMCG Sales up by 7.6% and Volume up by 8.5%).

Gross Margin increased to 47.7% from 46.4% in the same period last year.

A&P Spend at Rs 30 Crores versus Rs 28.2 Crores in the same period last year, an increase by 6.4%.

Operating EBITDA at 17.3% (Rs 87.4 Crores) versus 16.6% (Rs 78.7 Crores) in the same period last year, an increase by 11.1%.

PAT at Rs 60.1 Crores as against Rs 53.6 Crores, increased by 12.2% over same period last year.

# RESULT HIGHLIGHTS – H1 FY21 SNAPSHOT (CONSOLIDATED)

Revenue up 4.5% (FMCG Sales up by 6% and Volume up by 7.3%).

Gross Margin at 47% from 47.4% in the same period last year.

Operating EBITDA at 17.5% (Rs 163.8 Crores) versus 16.1% (Rs 144.2 Crores) in the same period last year, an increase by 13.6%.

PAT at Rs 110.1 Crores as against Rs 91 Crores, increased by 21.1% over same period last year.

EPS (not annualised) at Rs 3.13 versus Rs 2.58 in the same period last year.

## CATEGORY WISE NET REVENUE

CATEGORY	KEY BRAND	QUARTER ENDED			HALF YEAR ENDED		
		CY	PY	GR %	CY	PY	GR %
FABRIC CARE	Ujala FW, Henko, Ujala Crisp & Shine	171	194	-11.7%	313	380	-17.6%
DISHWASHING	Exo, Pril	192	155	23.6%	348	289	20.4%
HOUSEHOLD INSECTICIDES	Maxo	60	49	22.6%	124	75	66.3%
PERSONAL CARE	Margo, Neem, Fa	63	55	14.5%	123	115	7.2%
OTHER PRODUCTS	T Shine, Maya	15	13	17.8%	22	19	14.6%
<b>TOTAL</b>		<b>501</b>	<b>465</b>	<b>7.6%</b>	<b>930</b>	<b>878</b>	<b>6.0%</b>
LAUNDRY SERVICES		4	10		7	19	
<b>GRAND TOTAL</b>		<b>504</b>	<b>475</b>	<b>6.2%</b>	<b>937</b>	<b>897</b>	<b>4.5%</b>

## Q2 FY21 SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

PARTICULAR/GROWTH	QUARTER ENDED			HALF YEAR ENDED		
	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	504	475	6.2%	937	897	4.5%
OPERATING EBITDA	87.4	78.7	11.1%	163.8	144.2	13.6%
PAT	60.1	53.6	12.2%	110.1	91.0	21.1%
EPS (INR) (NOT ANNUALISED)	1.70	1.52	12.2%	3.13	2.58	21.1%

### Financial Parameters

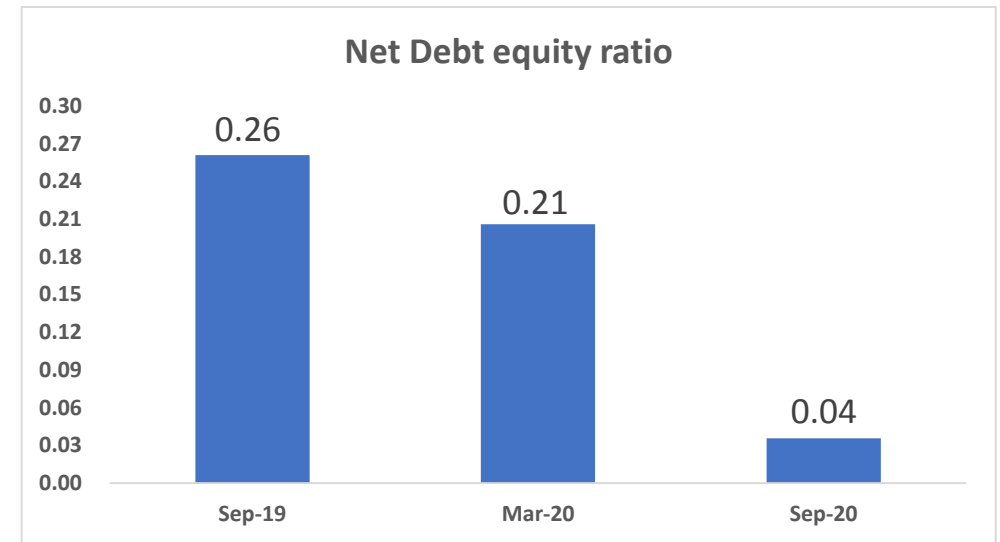
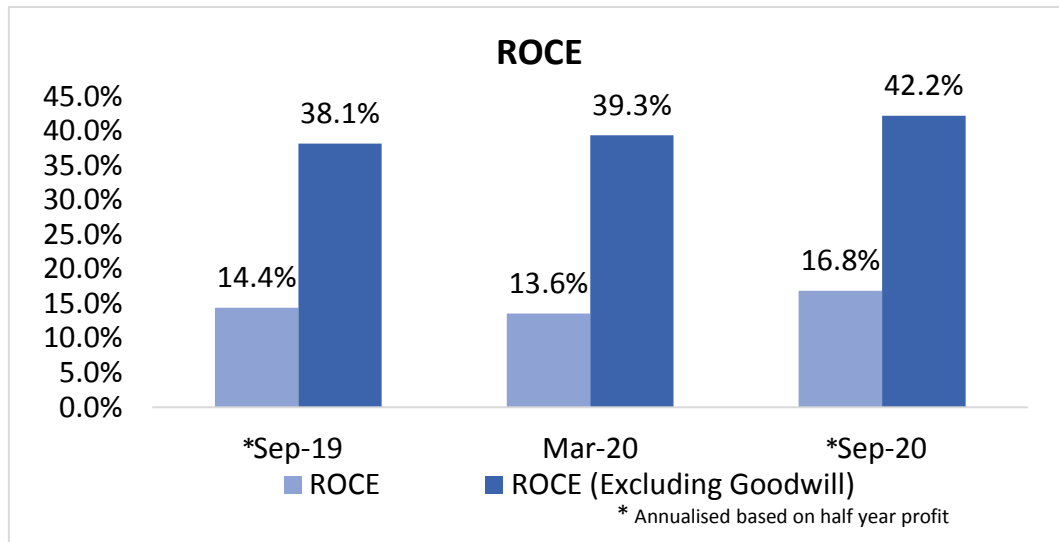
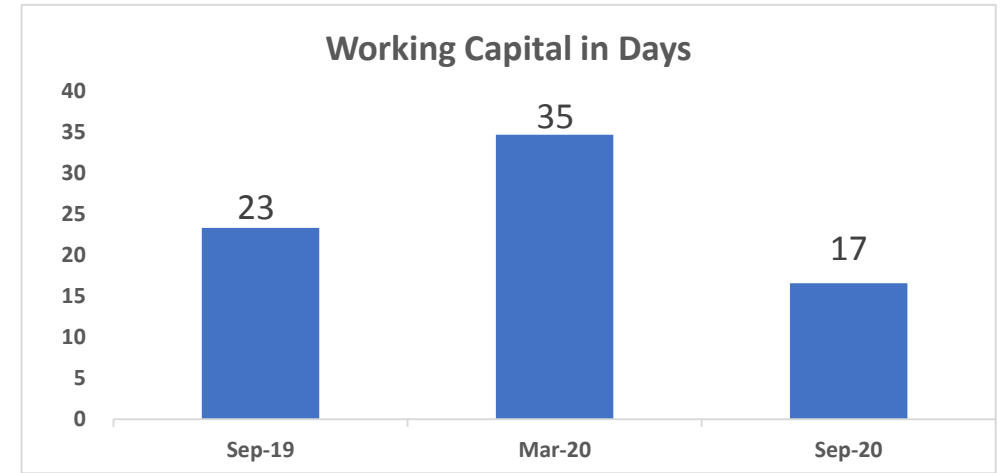
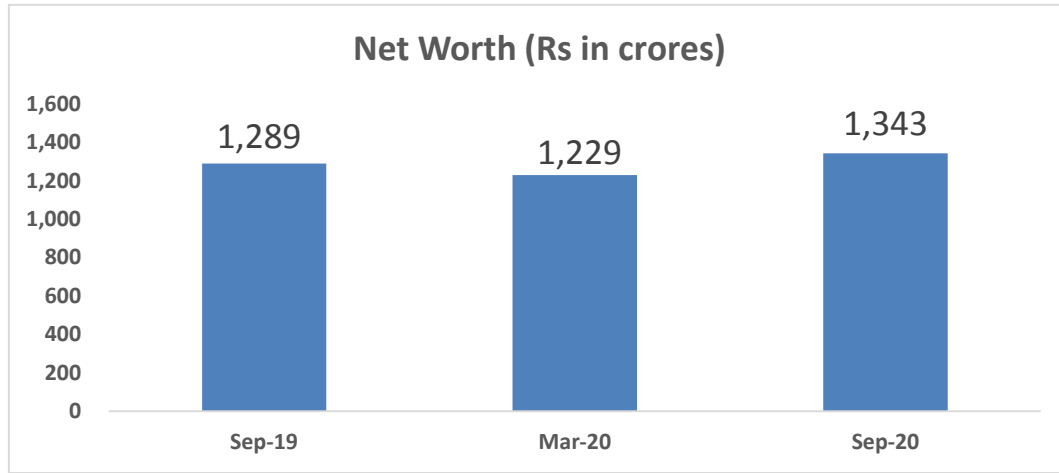
PARTICULAR/GROWTH	QUARTER ENDED		HALF YEAR ENDED	
	CY	PY	CY	PY
GROSS MARGIN	47.7%	46.4%	47.0%	47.4%
OPERATING EBITDA MARGIN	17.3%	16.6%	17.5%	16.1%
PAT MARGIN	11.9%	11.3%	11.7%	10.1%
A&P TO SALES RATIO	5.9%	5.9%	5.3%	6.9%

## EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q2FY21	H1FY21
<b>EBITDA % - PREVIOUS PERIOD</b>	<b>16.6%</b>	<b>16.1%</b>
GROSS MARGIN	1.3%	-0.4%
EMPLOYEE COST	-0.2%	0.0%
ADVERTISEMENT & SALES PROMOTION	0.0%	1.6%
OTHER EXPENDITURE*	-0.3%	0.2%
<b>EBITDA % - CURRENT PERIOD</b>	<b>17.3%</b>	<b>17.5%</b>

\* Other Expenditure includes donation of Rs 5 crore paid for relief work done for COVID 19 to Prime Minister and Chief Minister's Funds. Excluding, COVID donation, the EBITDA for the half year would have been **18%**.

# FINANCIAL HIGHLIGHTS (CONSOLIDATED)







# BRAND PERFORMANCE AND INITIATIVES



# OUR CATEGORY STRATEGY

## POST WASH

- Extending Dominant position
- Premiumisation
- Targeted market development initiatives

## MAIN WASH

- Establishing uniqueness
- Building for future
- Winning through Innovations

## DISH WASH

- Leveraging Two brand portfolio
- Innovation
- leverage rural category penetration of bars

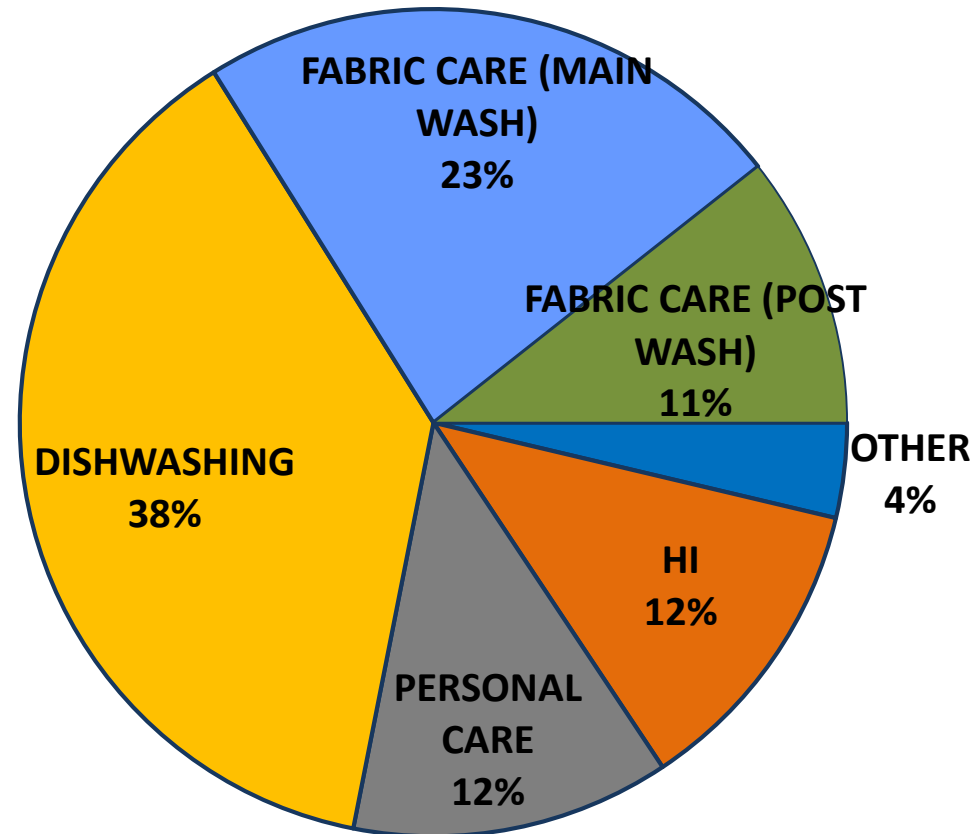
## HOUSEHOLD INSECTICIDES

- Increasing footprint
- Winning through Innovations

## PERSONAL CARE

- New Extensions
- Differentiated propositions on naturals

# CATEGORY WISE BUSINESS SHARE (Q2FY21)



# FABRIC CARE - 34% OF TOTAL BUSINESS

Category	Q2FY21 Growth in %
Fabric Care	(11.7%)



# FABRIC CARE (POST WASH) – UJALA SUPREME

Market Share in %

Brand	CY 17	CY 18	CY 19
Ujala Fabric Whitener	80.4%	80.6%	81.7%

Source – AC Nielsen (CY - Calendar Year)

## Brand Performance:

- Brand has seen recovery steadily from the slow down seen in the Q1FY21 owing to the lockdowns.
- Witnessed good recovery in Q2 indicating the beginning of demand revival

## Marketing initiatives:

- TV campaign showcasing the benefit of using Ujala post detergent wash.
- Increased activity campaigns as a visibility tool to push direct retail sales



# FABRIC CARE (POST WASH) – UJALA CRISP & SHINE

## Brand Performance:

- The continued suspension of schools, and offices functioning with restraints has affected the demand for the product.
- Brand is showing an improved trajectory in Q2, growing above 40% over last quarter.

## Marketing initiatives:

- New TVC with South Superstar – Nayantara launched in Q2
- Continued retail visibility to drive new trials

## RETAIL VISIBILITY



# FABRIC CARE (DETERGENTS) – UJALA

Market Share in % (Kerala)

Brand	CY 17	CY 18	CY 19
Ujala Instant Dirt Dissolver('IDD')	17%	17%	16%

Source – AC Nielsen

## Brand Performance:

- GT sales growth has been positive, however restraint operations at MT and CSD impacted overall growth

## Marketing initiatives:

- Continued TV presence with Manju Warriar
- Visibility drives of consumer promos/offers on leading Ecom portals



Ecom Offer Banner



T-shirt Promo



Tamil Nadu Launch

# FABRIC CARE (DETERGENTS) - HENKO

## Brand Performance:

- GT sales continued to outperform with higher sales growth
- Restricted operations in MT and CSD stores

## Marketing Initiatives:

- TV campaign in Key markets
- Continued aggressive retail visibility & drives in focus markets.
- Retail drives initiated across India as part of the National roll out plan



Sampling Promos



# DISHWASHING - 38% OF TOTAL BUSINESS

Category	Q2FY21 Growth in %
Dishwash	23.6%

Market Share Progress in %	Brand	CY18	CY19
	Exo Bar	11.1	11.2
	Pril liquid	16.7	16.0

## EXO AND PRIL - LIQUID DISHWASH AND BAR

- Households focussing on Health & Hygiene aiding dishwash brands.
- Consumer habits rising from staying indoors / work from home has increased consumption of food at home resulting in more utensils being washed.
- Smaller pack focus has enabled an unlock of existing opportunities in large rural markets thereby propelling the brands onto a growth trajectory.

Source – AC Nielsen (Calendar Year)



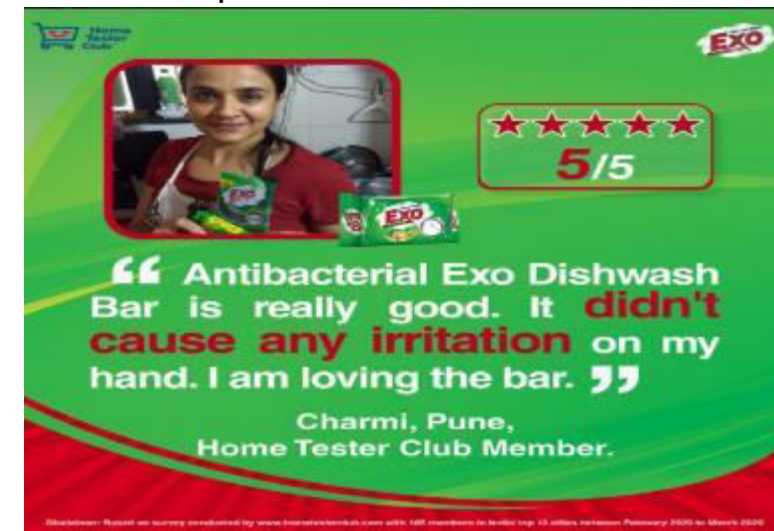
# EXO AND PRIL : WINNING WITH THE CONSUMERS



**Pril Vogon Campaign: Unique Search Based communication on Youtube**  
A set of 22 relevant creatives – one of which smartly plays at the right time creating High Impact amongst targeted consumers.



Digital campaign to establish Exo as an indispensable product in Kitchen



Exo Bar: Vox Pop Campaign promoted for Impact

# EXO DISHWASH SUPER GEL

Placement of Exo Gel in vantage points in outlets across GT and MT



Promoter led advocacy campaign



# LAUNCHED EXO BIOH FRESH – 100% ORGANIC VEGETABLE & FRUIT CLEANER



100% **Organic** Actives\*  
100% Safe^

**Removes Bacteria, Virus, Fungi,  
Wax and Pesticides**

**Just  
Spray it | Leave It | Rinse It**

# HOUSEHOLD INSECTICIDES - 12% OF TOTAL BUSINESS

Category	Q2FY21 Growth in %
Household Insecticides	22.6%

Market Share Progress in %	Brand	CY18	CY19
	Maxo Coil	21.2	21.1
Maxo Liquid Vaporiser	7.6	8.1	

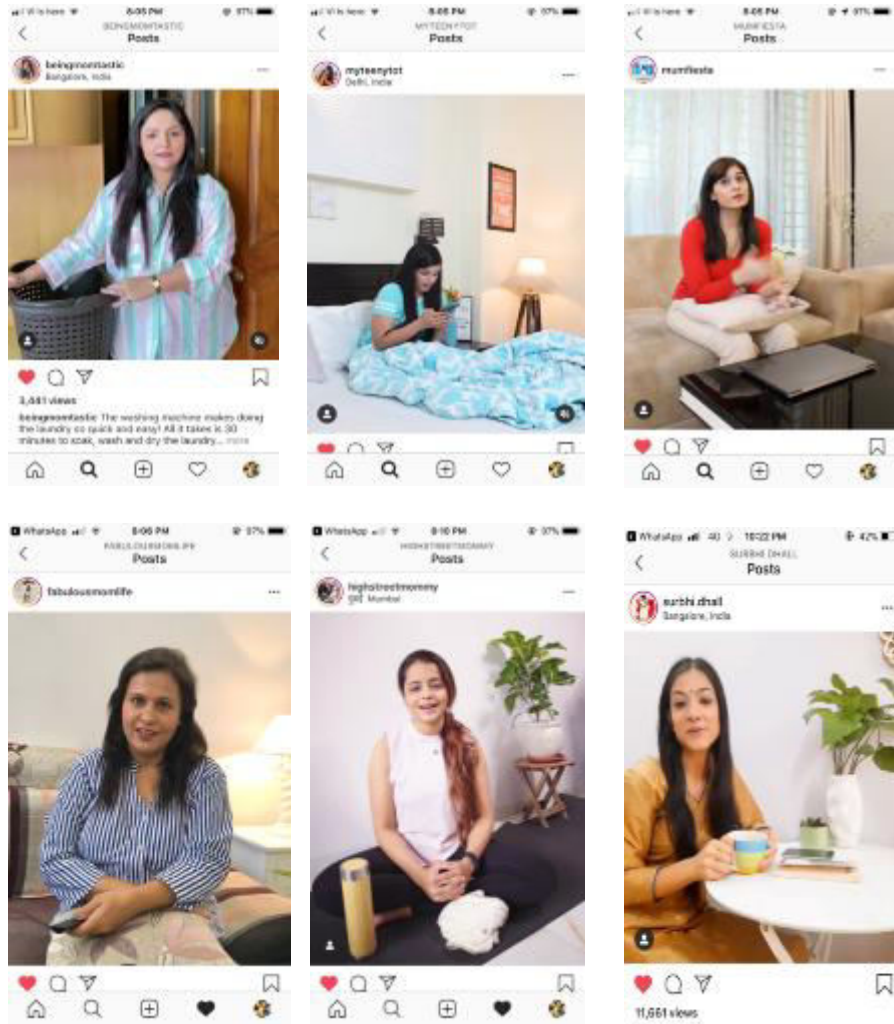
## MAXO - LIQUID VAPORISER, COILS AND INCENSE STICKS

- Persistent TV Media Support crucial in offtake generation during the quarter.
- Additional brand specific emphasis through targeted Digital Campaigns for building brand saliency.
- Extended mosquito infestation season in key brand salient Coil markets increase coil sales.



# DIGITAL CAMPAIGN & RETAIL VISIBILITY

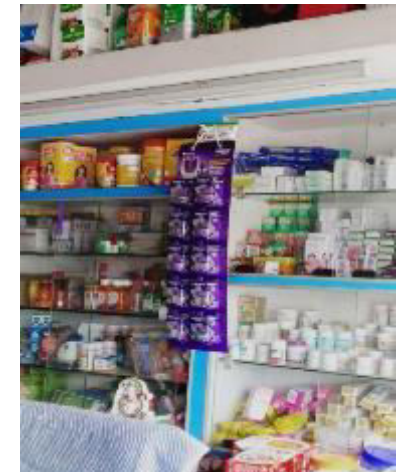
## Influencers video Post



## Consumer testimonials



## Retail visibility



# PERSONAL CARE – 12% of Total Business

Category	Q2FY21 Growth in %
Personal Care	14.5%

## Brand Performance:

- Increased consumer preference towards products made from natural ingredients was noted as a generic trend in current times.
- The newly launched Margo Handwash and Hand sanitizer has seen good demand.

## Marketing Initiatives:

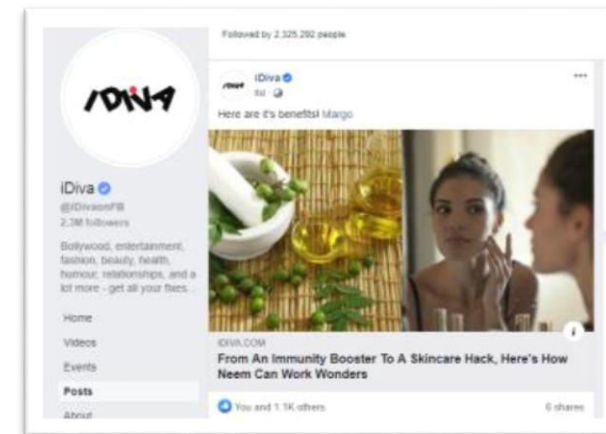
- Continued TV and OTT platforms presence to enhance specificity in reach.
- Extended VocalforLocal TV campaign



Branded canvas bags for retailers used in distribution drives



Extra emphasis on Retail Visibility



PR release in I-Diva



Consumer activation in housing societies

# T-SHINE FLOOR SPECIALIST SHOWING ENCOURAGING OFFTAKES



T-Shine Floor Specialist TVC

New Launch campaign featuring Navya Nair in Kerala in Sept FY 21 - aiding offtakes.



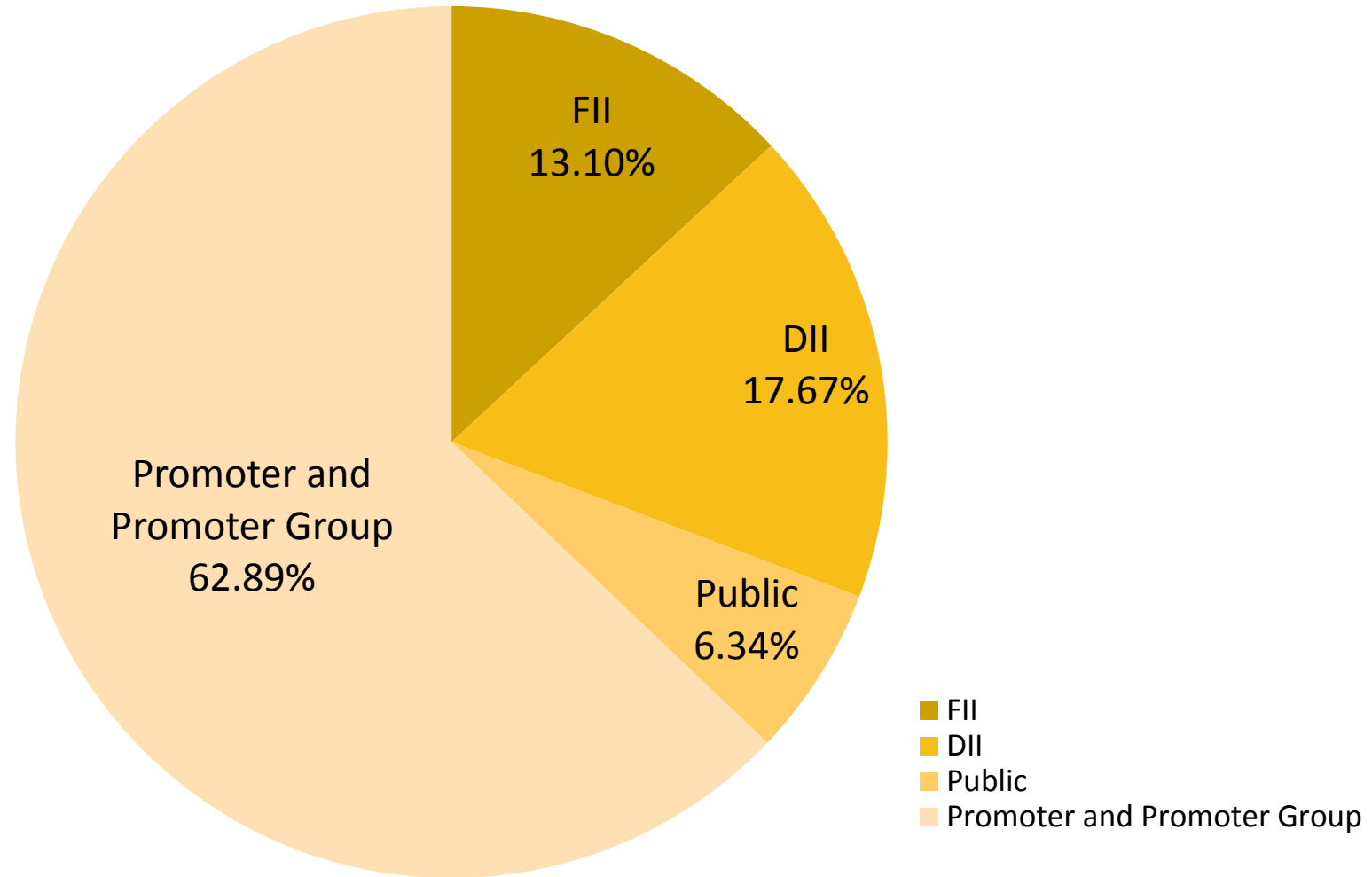


## WAY FORWARD

- While business environment and consumer sentiment remain volatile, we **focus on our core Essential & Hygiene Portfolio**
- Company is on track to deliver, **sustainable profitable, volume led growth** through focus on strengthening brand franchise
- **Driving full potential of business categories** with media support and geographical expansion
- **Soft input prices likely to support gross margin** besides several cost optimisation initiatives to support healthy cash flow management

# SHAREHOLDING PATTERN

As on 30 September 2020



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# THANK YOU

**Contact for any queries**

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