

November 2, 2021

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

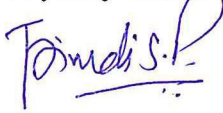
With reference to the captioned subject, please find attached herewith a copy of Presentation on the Company's performance for the quarter and half year ended September 30, 2021.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

For Jyothy Labs Limited



Shreyas Trivedi
Head – Legal & Company Secretary

Encl.: As above



Jyothy Labs

PRESENTATION Q2FY22

November 2, 2021





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 :**
 - **Stable Consumer Demand Trends**
 - **Stabilisation** in all Distribution Channels
 - **New users** are driving Growth in **Lower Penetration Categories** (Dishwash/Household Insecticide)
 - **Government Initiatives** aimed at **Rural India** to drive consumption offtakes
- **Margin Headwinds:**
 - Unprecedented increase in raw material prices
 - Selective price increase in midst of uncertain environment

OUR STRATEGIC LEVERS- DELIVERS ROBUST PERFORMANCE ACROSS CATEGORIES

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



Growth (%)

Q2FY22	25.2%	12.7%	4.1%	5.3%
H1FY22	26.2%	16.8%	8.5%	9.3%
Q2FY22 (2Y CAGR)	5.1%	18.0%	12.9%	9.8%

High Input Prices

Key Products	Unit	Currency	Mar-20	Mar-21	Oct-21	% Increase (Oct'21 vs Mar'20)
Linear Alkyl Benzene **	Tonne	\$	1195	1580	1894	↑ 58%
Caustic Soda LYE *	Tonne	\$	331	340.8	516.8	↑ 56%
Crude Palm Oil ***	Tonne	₹	2882	5306	6358	↑ 121%
LDPE-Laminate Grade *	Kg.	₹	84	133	136	↑ 62%
PET-Bottle Grade *	Kg.	₹	69	96	104	↑ 51%
Polypropylene *	Kg.	₹	74	124	126	↑ 70%
Diesel	Litres	₹	65	88	98	↑ 51%

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

RESULT HIGHLIGHTS – Q2FY22 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 585.4 Crores increase by 16% (FMCG Volume growth of 11.4%)

Gross Margin at 40.1% from 47.7% in the same period last year

A&P Spend at Rs 40.7 Crores (6.9% of Net Sales) versus Rs 30 Crores (5.9% of Net Sales) in the same period last year, an increase by 35.5%

Operating EBITDA at 11.4% (Rs 66.6 Crores) versus 17.3% (Rs 87.4 Crores) in the same period last year.

PAT at Rs 44 Crores as against Rs 60.1 Crores, in the same period last year

RESULT HIGHLIGHTS – H1FY22 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 1,111 Crores increase by 18.5% (FMCG Volume growth of 13.9%)

Gross Margin at 41.6% from 47% in the same period last year

A&P Spend at Rs 83.6 Crores (7.5% of Net Sales) versus Rs 50 Crores (5.3% of Net Sales) in the same period last year, an increase by 67.4%

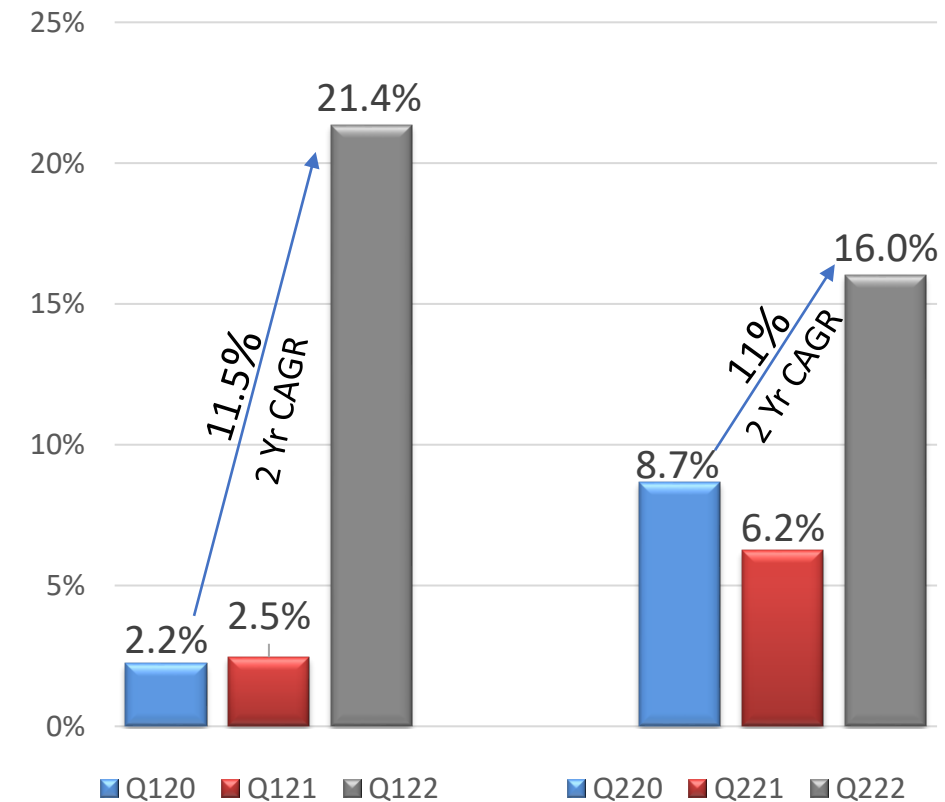
Operating EBITDA at 11.7% (Rs 129.8 Crores) versus 17.5% (Rs 163.8 Crores), in the same period last year

PAT at Rs 84.2 Crores as against Rs 110.1 Crores, in the same period last year

CATEGORY WISE NET REVENUE

	Q2FY22			H1FY22		
	CY	PY	GR%	CY	PY	GR%
JLL Fabric Care	214	171	25.2%	395	313	26.2%
JLL Dishwashing	216	192	12.7%	407	348	16.8%
JLL Household Insecticides	63	60	4.1%	135	124	8.5%
JLL Personal Care	66	63	5.3%	134	123	9.3%
JLL Other Products	20	14	36.2%	31	22	38.7%
Total	579	500	15.7%	1,102	930	18.4%
Laundry Services	6	4	60.4%	9	7	29.3%
GRAND TOTAL	585	504	16.0%	1,111	937	18.5%

2Yr Quarterly Revenue Growth



Q2FY22 & H1FY22 SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

PARTICULAR/GROWTH	QUARTER ENDED			HALF YEAR ENDED		
	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	585	504	16.0%	1,111	937	18.5%
OPERATING EBITDA	66.6	87.4	-23.8%	129.8	163.8	-20.8%
PAT	44.0	60.1	-26.9%	84.2	110.1	-23.6%
EPS (INR) (NOT ANNUALISED)	1.2	1.7	-26.9%	2.3	3.1	-23.6%

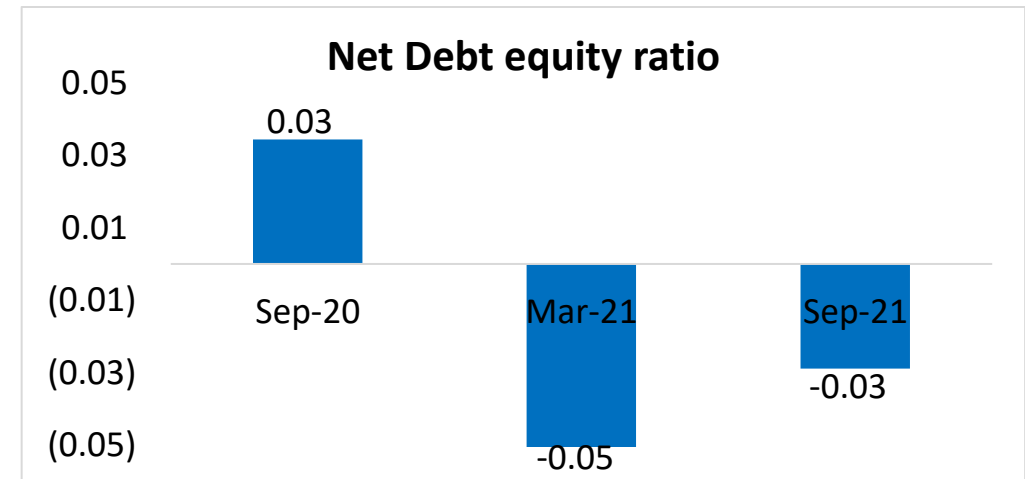
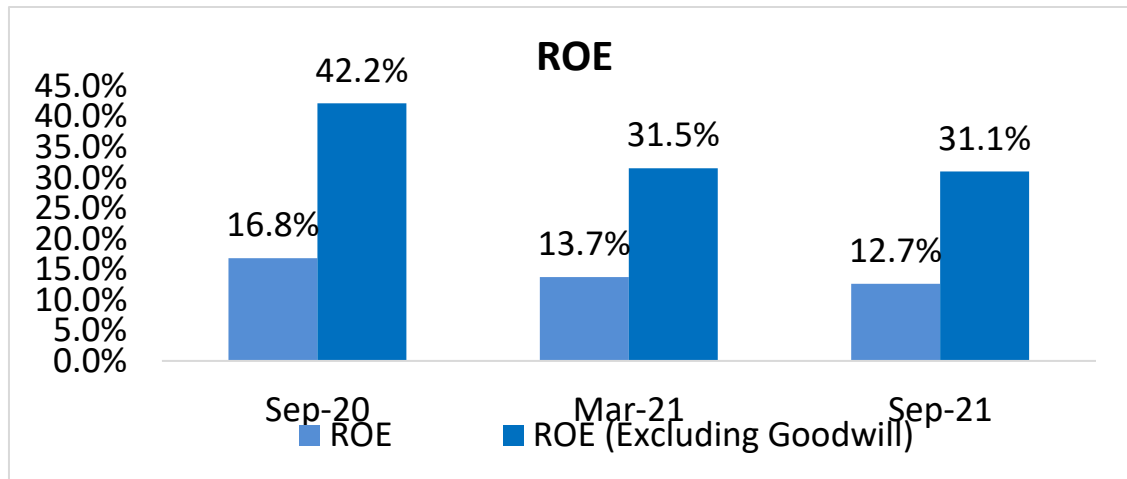
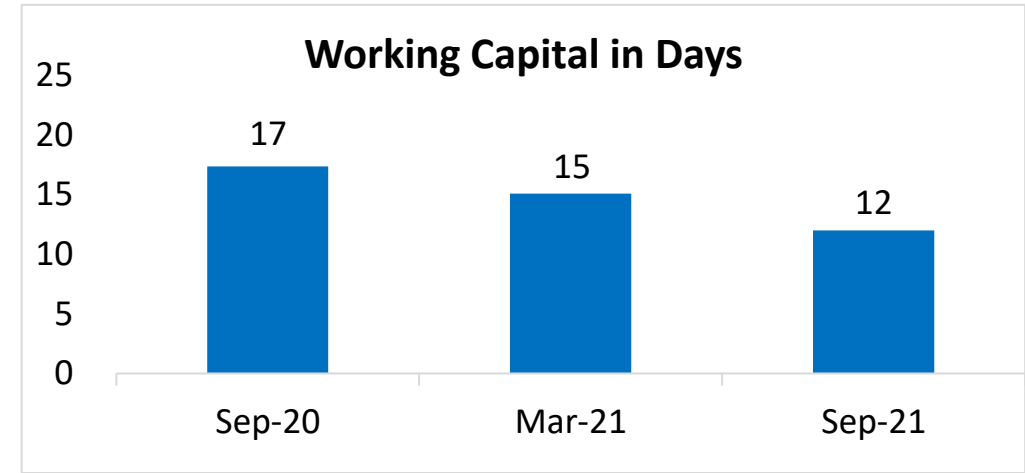
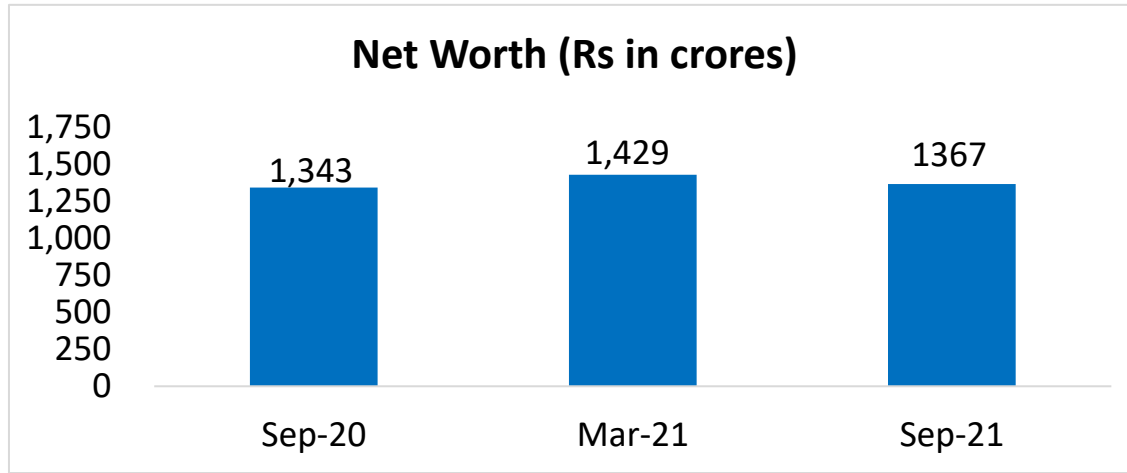
Financial Parameters

PARTICULAR/GROWTH	QUARTER ENDED		HALF YEAR ENDED	
	CY	PY	CY	PY
GROSS MARGIN	40.1%	47.7%	41.6%	47.0%
OPERATING EBITDA MARGIN	11.4%	17.3%	11.7%	17.5%
PAT MARGIN	7.5%	11.9%	7.6%	11.7%
A&P TO SALES RATIO	6.9%	5.9%	7.5%	5.3%

EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q2FY22	H1FY22
EBITDA % - PREVIOUS PERIOD	17.3%	17.5%
GROSS MARGIN	-7.6%	-5.4%
EMPLOYEE COST	1.7%	1.1%
ADVERTISEMENT & SALES PROMOTION	-1.0%	-2.2%
OTHER EXPENDITURE	0.9%	0.7%
EBITDA % - CURRENT PERIOD	11.4%	11.7%

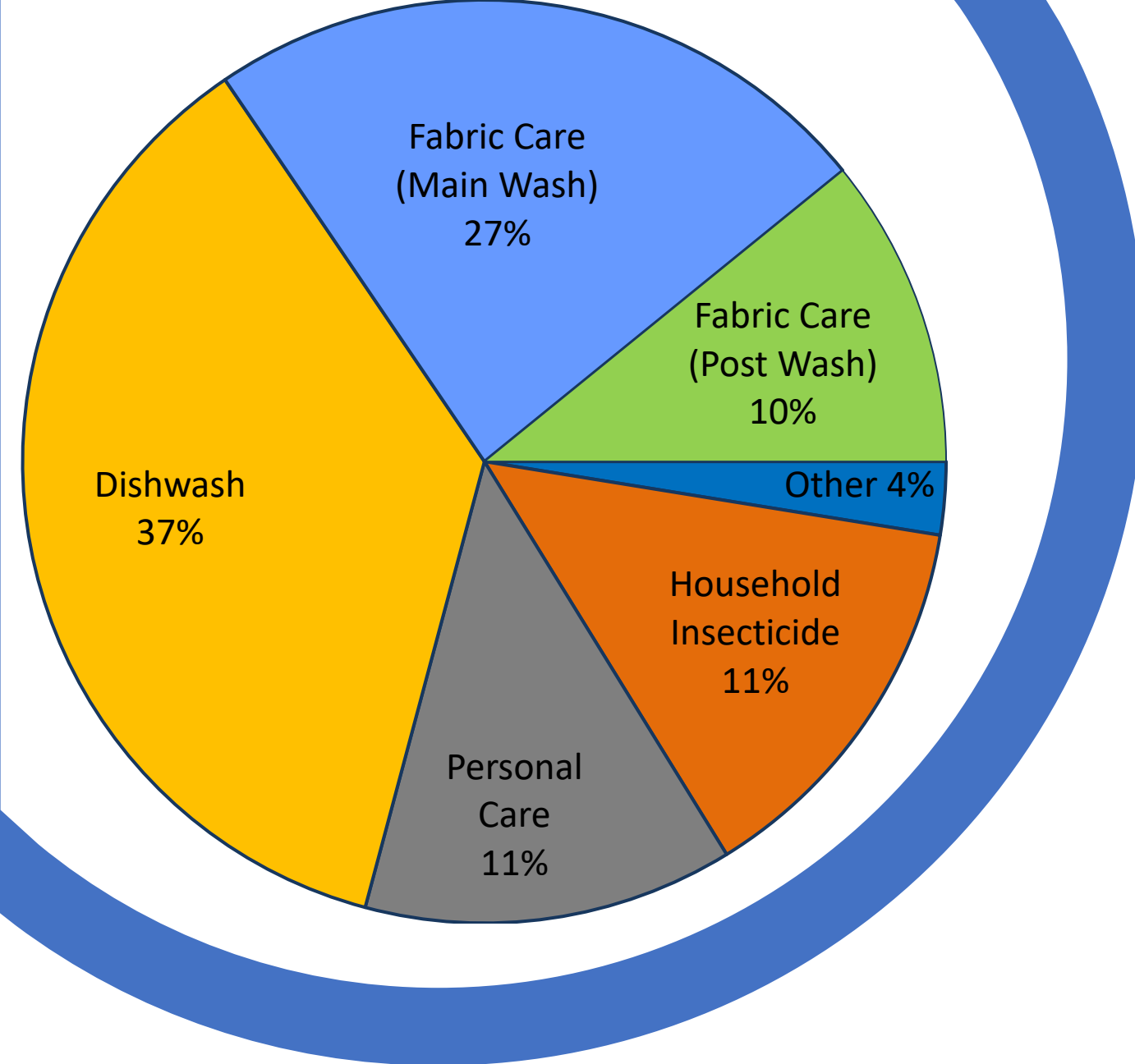
FINANCIAL HIGHLIGHTS (CONSOLIDATED)





BRAND PERFORMANCE & INITIATIVES





Q2 FY 2022

Category Wise Business Share



Q2 FY2022

Driving availability and standing by the assurance in quality.

The demand for our brands improved with the slowing down of the pandemic. Our approach was to continue to make our products available and maintain the assured quality despite the increase in the input costs.



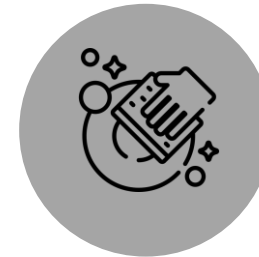
Category highlights



Fabric care
Driving Ujala Liquid
Detergent penetration
in key markets



Home care
Maxo leveraging
Innovation in machine to
penetrate in low share
markets



Dish Wash
High growth backed by
superior product
offerings



Personal Care
Continued focus on
the 100 years heritage
of Margo



Ujala Supreme

Fabric care (post wash)

Performance

Improvement in sales performance with offices resuming offline work and opening of educational institutions in many states leading to increased mobility.

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

Source – AC Nielsen; CY-Calendar Year

Key initiatives

- Continued ATL support
- Micro marketing initiatives to drive category growth
 - New SKU launch at Rs. 5 in select markets



Fabric care (post wash)

Performance

Registered double-digit growth (albeit on lower base), with offices and educational institutes beginning to work offline.

Key initiatives

Driving trials through targeted sampling in new market.
Continued high visibility ATL communication campaign featuring Superstar Nayanthara

Ujala
Crisp &
Shine

AFTER-WASH
FABRIC
ENHANCER





Ujala Detergent

Fabric care (main wash)

Performance

Ujala IDD powder and bar continued to register a healthy double-digit growth.

Market share			
CY19	CY20	MQ21	SQ21
19.2%	19.9%	19.3%	21.1%

Source – AC Nielsen; CY-Calendar Year

Key initiatives

Focused drives to increase penetration of the newly launched Ujala Liquid Detergent in South India.

Superstar Manju Warrier continues to deliver the unique proposition of Ujala. IDD through ATL and BTL communication drives.





Henko

Fabric care (main wash)

Performance

A strong comeback seen with opening of Large format stores of Modern Trade and Canteen Stores Department. Brand continued to offer superior efficacy against competing brands giving consumers desired performance.

Key initiatives

Continued ATL spends strengthening the unique proposition. Focus on Ecom with higher visibility.





Exo & Pril

Dish wash

Performance

Dishwash grew at 12.7% on back of superior brand promise and product delivery

Focused work on consumer relevant packs enabled the brand to reach new consumers

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

Source – AC Nielsen; CY-Calendar Year

Key initiatives

Pril's new communication with Superstar Riteish and Genelia Deshmukh as brand ambassadors went on air. The ad focused on superior shine delivery in no time by Pril Insta Clean

Released new communication on Exo - Bartan Safayi ke naye solution, to cement the Antibacterial efficacy delivery of the brand



Household Insecticide

Performance

Registered a robust strong double-digit growth in Liquid Vaporiser; leveraging 'India's first automatic machine proposition'.

A slow down in demand for coil seen owing to seasonal impact.

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

Source – AC Nielsen; CY-Calendar Year

Key initiatives

Sustained ATL communication on Genius LV across markets featuring Superstar Rajkumar Rao.





Margo

Personal Care

Performance

Consistent growth in Brand performance
Continues to outperform in E-Commerce Platforms .

Key initiatives

ATL spends including print ads in leading dailies across India.
Higher focus in social media promotions – Driven by influencers
Visibility drives in large select Modern Trade retail chains

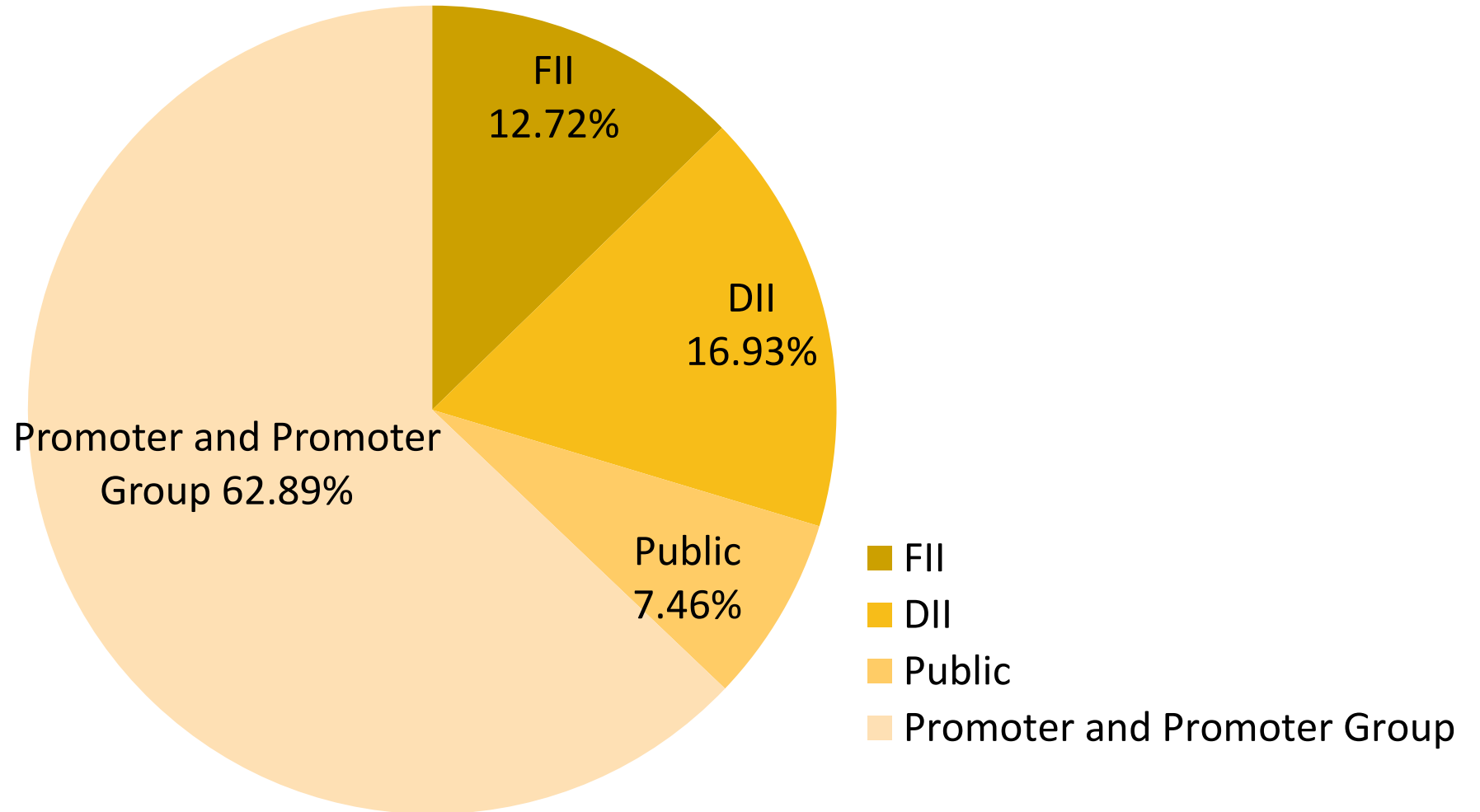


WAY FORWARD

- **Volume Led Growth** to achieve **Higher Scale with Agility**
- Sharp management focus on
 - **Brand Building** & relevant innovations
 - **Gaining Market Share across Brands**
 - Strengthening Distribution with Aid of **Technology** and **addition of manpower to enhance market execution**
- **Inflationary Input Prices** environment to be partially balanced with strategic price increases, cost optimisation initiatives and balanced trade schemes.

SHAREHOLDING PATTERN

As on 30 September 2021



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THANK YOU

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