

January 31, 2025

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

Pursuant to the Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith a copy of Presentation on the Company's performance for the quarter and nine months ended December 31, 2024.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

For Jyothy Labs Limited

Shreyas Trivedi
Head – Legal & Company Secretary

Encl.: As above

Branch Office:

- Indiana House, B Wing, 6th Floor, Makwana Road, Marol, Andheri (East), Mumbai-400059.
- 42-43, Shiv shakti Industrial Estate, Off Andheri Kurla Road, Marol, Andheri (East), Mumbai- 400059.

Jyothy Labs Limited

CIN: L24240MH1992PLC128651

'Ujala House', Ramkrishna Mandir Road,
Kondivita, Andheri (East), Mumbai 400059.

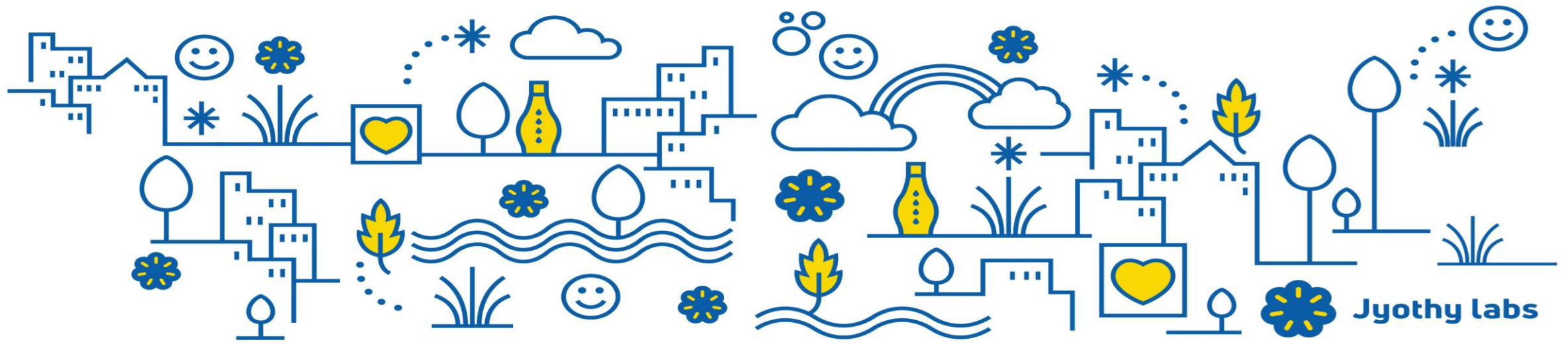
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Life Shines, When Light Shines Q3FY25

January 31, 2025





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

MARKET SCENARIO

- Different channels evolving in the marketplace
- Stress in Urban demand continues
- Input prices on an upward trajectory

RESULT HIGHLIGHTS – Q3FY25 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 704 Crores increased by 4%, Volume growth by 8% (CAGR by value - 2 Yr 7.2%, 3 Yr 9.6%, 4 Yr 10.5%).

Gross Margin at 49.8% from 49.8% in the same period last year

A&P Spend at 63.7 Crores (9% of Revenue from operation) versus Rs 60.7 Crores (9% of Revenue from operation) in the same period last year

Operating EBITDA at 16.4% (Rs 115.8 Crores) versus 17.5% (Rs 118.6 Crores) in the same period last year

PAT at Rs 87.4 Crores as against Rs 90.9 Crores, in the same period last year

RESULT HIGHLIGHTS – YTDFY25 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 2180 Crores increased by 4%, Volume growth by 7.2%

Gross Margin at 50.4% from 48.9% in the same period last year

A&P Spend at 186.3 Crores (8.5% of Revenue from operation) versus Rs 168.5 Crores (8% of Revenue from operation) in the same period last year, an increase by 10.6%

Operating EBITDA at 17.8% (Rs 387.7 Crores) versus 17.7% (Rs 371.4 Crores) in the same period last year, an increase by 4.4%.

PAT at Rs 294.1 Crores as against Rs 291.2 Crores, in the same period last year, up by 1%

PERFORMANCE ACROSS CATEGORIES



Growth (%)

Q3FY25	9.3%	3.6%	-3.7%	-24.8%
Q3FY25 (2Y CAGR)	10.6%	5.1%	8.5%	-11.0%
Q3FY25 (3Y CAGR)	15.5%	6.8%	11.1%	-12.1%
Q3FY25 (4Y CAGR)	16.3%	7.7%	9.1%	-7.2%
YTDFY25	5.9%	3.9%	1.0%	-7.3%

SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

Rs in crores

PARTICULAR/GROWTH	QUARTER ENDED			NINE MONTHS ENDED		
	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	704	678	4.0%	2,180	2,097	4.0%
OPERATING EBITDA	115.8	118.6	-2.4%	387.7	371.4	4.4%
PAT	87.4	90.9	-3.9%	294.1	291.2	1.0%

Financial Parameters

PARTICULAR/GROWTH	QUARTER ENDED		NINE MONTHS ENDED	
	CY	PY	CY	PY
GROSS MARGIN	49.8%	49.8%	50.4%	48.9%
OPERATING EBITDA MARGIN	16.4%	17.5%	17.8%	17.7%
PAT MARGIN	12.4%	13.4%	13.5%	13.9%
A&P TO SALES RATIO	9.0%	9.0%	8.5%	8.0%

EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q3	YTD
EBITDA % - PREVIOUS PERIOD	17.5%	17.7%
GROSS MARGIN	0.0%	1.5%
EMPLOYEE COST	-0.4%	-0.5%
ADVERTISEMENT & SALES PROMOTION	-0.1%	-0.5%
OTHER EXPENDITURE	-0.6%	-0.4%
EBITDA % - CURRENT PERIOD	16.4%	17.8%

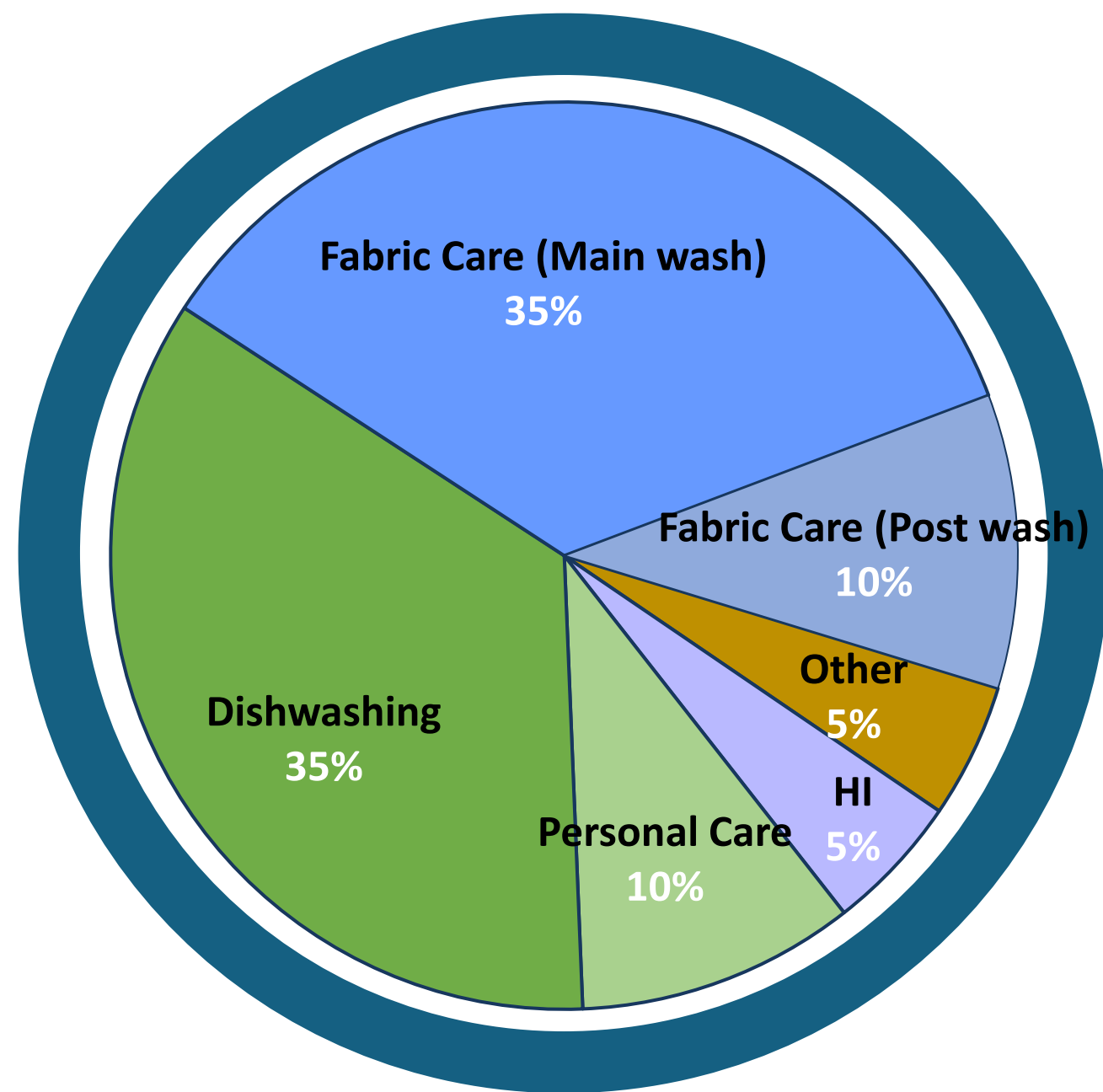


BRAND PERFORMANCE & INITIATIVES

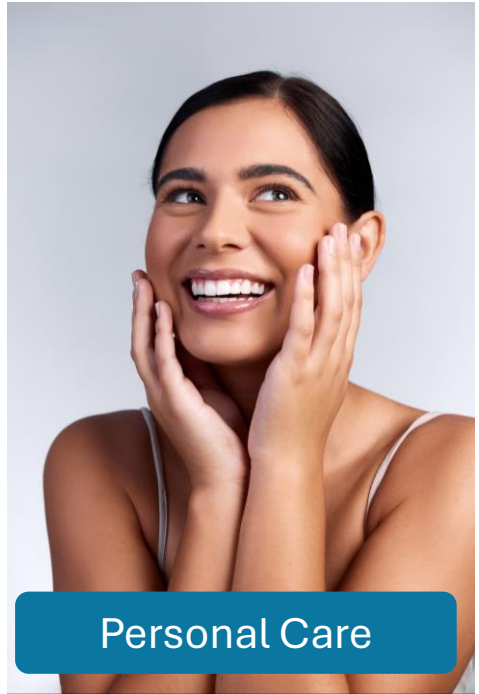


Q3 FY 2025

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 Liquid Vaporiser 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: Post Wash – Ujala Supreme and Crisp & Shine



- Roped in National Award-winning actress Vidya Balan to enhance brand presence. A targeted and tactical TV campaign was launched, supported by digital promotions, social media outreach, and cinema ads during the much-anticipated release of Bhool Bhulaiyaa 3. Consumer promotions included complimentary Exo Bars and Margo Soap. Ujala Supreme Market Share in CY23 was 84.3%*.
- Ujala Crisp & Shine Campaign: Launched a new campaign` featuring Lady Superstar Nayanthara with the message, "Let your confidence shine." The campaign highlights how Ujala Crisp & Shine enhances clothes' crispness and shine, boosting confidence through impeccable attire.

*Source – NielsenIQ (Calendar Year)

FABRIC CARE: POST WASH – UJALA SUPREME AND CRISP & SHINE



New Face of Ujala Supreme



Social Media Promotion



Ujala C&S TV Campaign featuring Superstar Nayanthara in key markets

Fabric Care: Main Wash – Detergent Powder and Liquid



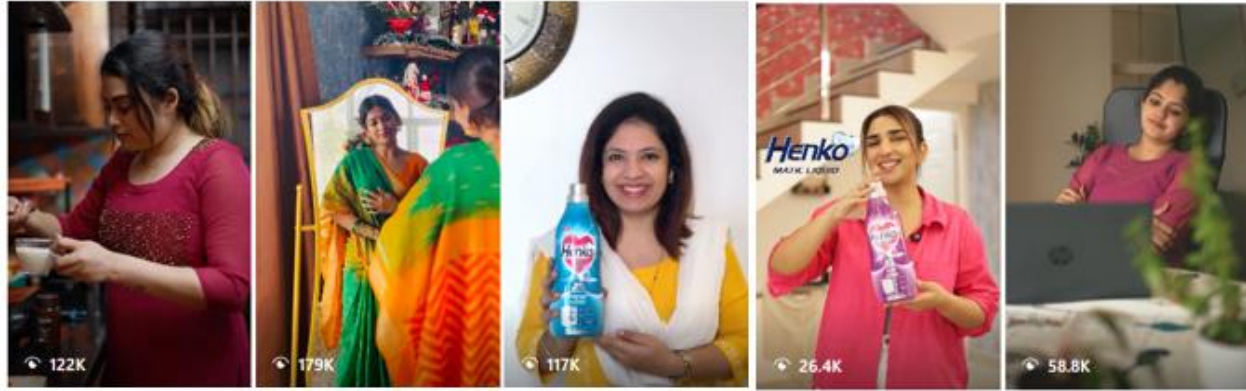
- Ujala Detergent: Sustained a multimedia campaign featuring South Superstar Manju Warriar, focusing on Southern markets. Introduced a bulk pack SKU in key markets, aligning with the growing demand for large liquid packs in modern trade. Ujala Detergent Powder market share in Q3 FY25 is 24.5%* in Kerala. Strengthened brand affinity in Kerala through on-ground activations, including a sporting event partnership.
- Henko Matic: Sustained multimedia campaign featuring Kajal Aggarwal, leveraging television and digital platforms in priority markets to enhance brand visibility.
- Targeted Activations: Executed consumer activations and sampling drives.
- Mr. White Liquid Detergent: Expanded the portfolio by launching new SKUs under Mr. White Liquid Detergent.

*Source – NielsenIQ

Fabric Care: Main Wash – Detergent Powder and Liquid



Henko Matic Liquid Detergent TVC in key markets



Social Media Influencer activation for Southern Mkts



Ujala Detergent New TVC



Morelight Liquid Detergent Promotions

Dishwashing



- Exo: Maintained a strong presence across media channels with brand ambassador Shilpa Shetty, emphasizing its trusted Anti-Bacterial Promise. However, competitive activity in small pack grammage remains high. Exo Dishwash Bar market share in Q3 FY25 is 14.1%*.
- Pril: Continued its TV and digital multimedia campaigns nationwide in Q3, featuring Genelia and Ritesh to highlight its superior grease-cutting performance and time-saving benefits. Pril remains a leader in Modern Retail and E-commerce, bolstered by larger SKUs. Pril Dishwash Liquid Market Share in Q3 FY25 is 13.5%*.

*Source – NielsenIQ

Dishwashing Initiatives



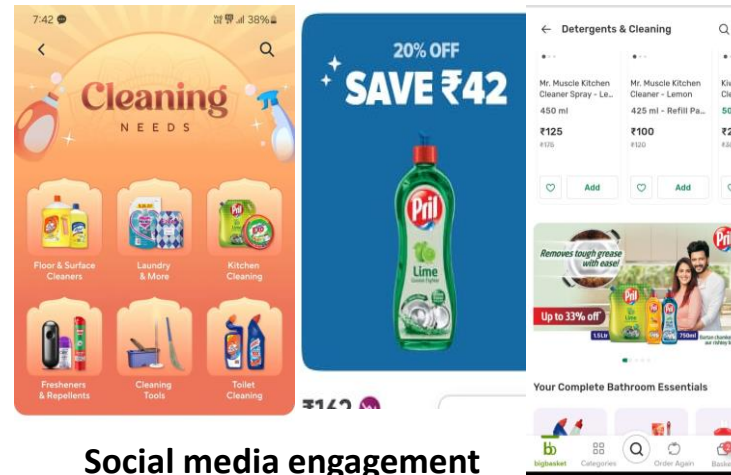
TV & Digital Activity in Key Markets



Print Activation



OOH Visibility



Social media engagement



Retail Visibility in OFOs

Household Insecticide - Maxo

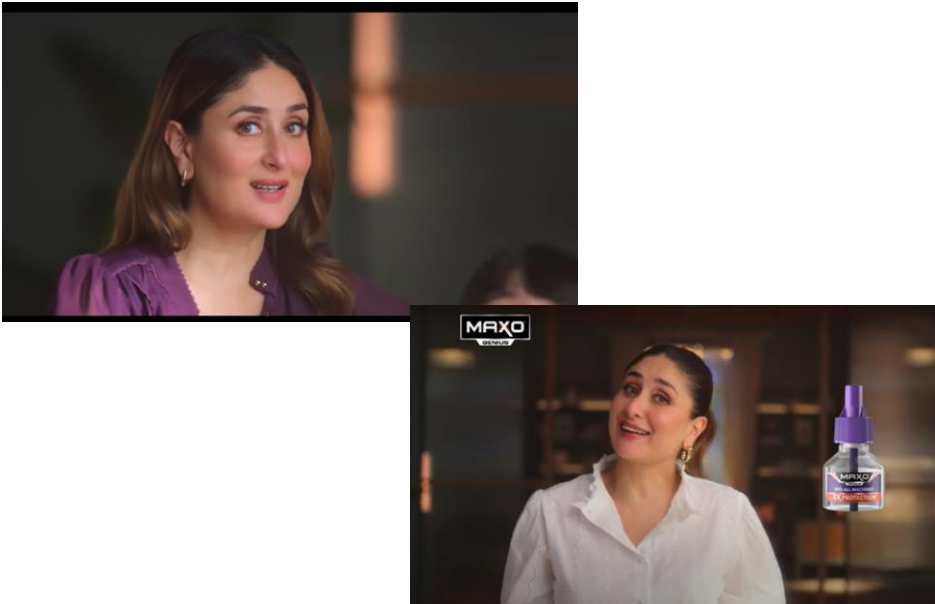


- Continued the new multimedia campaign featuring Kareena Kapoor in key markets. The campaign emphasizes the unique automatic feature of the Maxo machine.
- While the LV brand has registered a robust double digit growth YTD, the Q3 has seen a decline. Coil sales continue to get impacted by a shift in consumer preference toward incense sticks.
- Maxo LV market share in CY24 is 7.2%*; and Coil market share is 23.8%*.

**Source – NielsenIQ (Calendar Year)*

Household Insecticide – Maxo Initiatives

TV and Digital Campaign



Maxo's new multimedia campaign featuring Superstar Kareena Kapoor continues in key markets, highlighting the unique automatic feature of the Maxo machine along with Fits all machine.

Influencer Campaign



Maxo Mom influencer campaign highlighting Maxo cares and protects just like mother care and protection. With this successful campaign we engaged with your key audience in our key markets.



INTRODUCING



ANTI-MOSQUITO
RACQUET



LONG
BATTERY LIFE*



2 WATT
LED LIGHT



EASY TO USE
AND CHARGE

*Battery life may vary based on usage.



Margo National TV campaign featuring Raashii khanna

- Margo Campaign: Sustained national multimedia campaign in Q3 featuring Raashii Khanna, promoting the brand proposition of “Ek Achhi Aadat.”
- Focus on Margo Neem Naturals: Strategically enhancing brand visibility and contribution by targeting non-core users to expand the reach of Margo Neem Naturals.

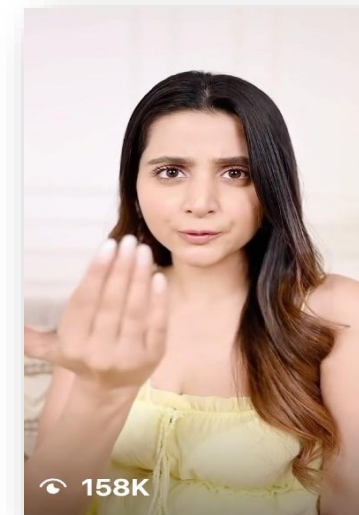
Personal Care Initiatives



Introduction of New Variant - Sandal
A short film to introduce Sandal variant.



Activation in Kolkata during Durga Puja



Influencer Activity
To create buzz around Margo NN on Insta in key markets

Introducing

JOVIA

-- Beauty Soap --

**With Nature's goodness
for soft & beautiful Skin**





The confidence of Celebrities on Jyothy Brands!

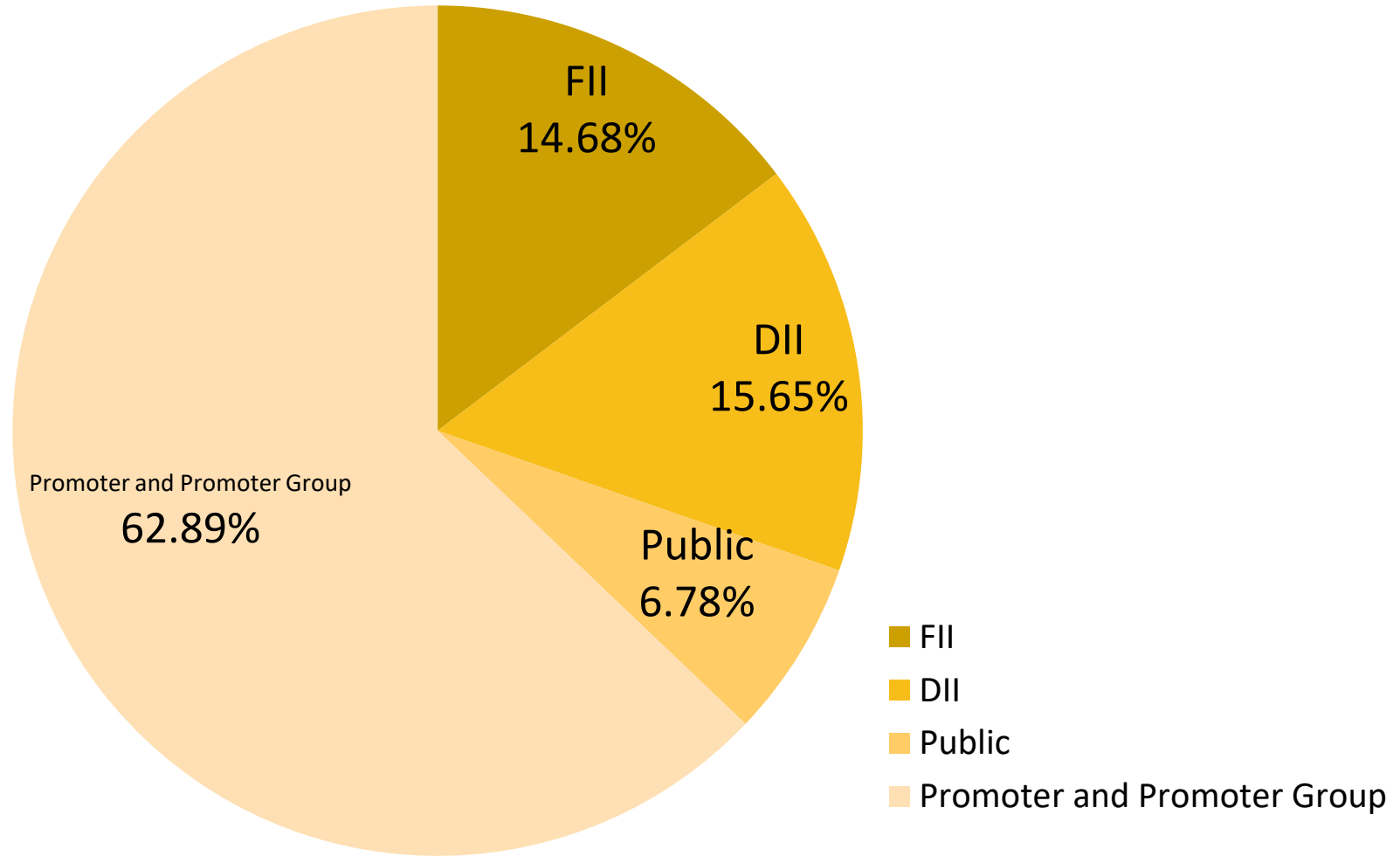


WAY FORWARD

- Maintain the momentum built on the productivity and efficiency improvements
- Changing channel dynamics and gearing up for newer opportunities through innovation
- Selective price hikes to mitigate input inflation
- Brand strengthening and distribution expansion drive to continue

SHAREHOLDING PATTERN

As on 31 December 2024



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THANK YOU

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