

November 12, 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

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 half year ended September 30, 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:

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- 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,
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Jyothy Labs



Life Shines, When Light Shines Q2FY25

November 12, 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

MARKET SCENARIO

- Consumers are being selective in their pack choices, with large packs and LUPs gaining traction as they better align with their needs
- Quick commerce is rapidly gaining traction in metro areas, shifting channel dynamics
- RM/PM Inflation has decelerated but not declined

RESULT HIGHLIGHTS – Q2FY25 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 734 Crores increased by 0.2%, Volume growth by 3% (CAGR by value - 2 Yr 5.5%, 3 Yr 7.8%, 4 Yr 9.8%).

Gross Margin at 50.2% from 49.2% in the same period last year

A&P Spend at 61.1 Crores (8.3% of Net Sales) versus Rs 57.4 Crores (7.8% of Net Sales) in the same period last year, an increase by 6.4%

Operating EBITDA at 18.9% (Rs 138.5 Crores) versus 18.5% (Rs 135.4 Crores) in the same period last year, an increase by 2.3%.

PAT at Rs 105 Crores as against Rs 104 Crores, in the same period last year, up by 1%

RESULT HIGHLIGHTS – YTFY25 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 1476 Crores increased by 4%

Gross Margin at 50.7% from 48.6% in the same period last year

A&P Spend at 122.6 Crores (8.3% of Net Sales) versus Rs 107.8 Crores (7.6% of Net Sales) in the same period last year, an increase by 13.8%

Operating EBITDA at 18.4% (Rs 271.9 Crores) versus 17.8% (Rs 252.8 Crores) in the same period last year, an increase by 7.6%.

PAT at Rs 206.7 Crores as against Rs 200.2 Crores, in the same period last year, up by 3.2%

Cash Balance of Rs 658.6 crores as at September 30, 2024

PERFORMANCE ACROSS CATEGORIES



Growth (%)

Q2FY25	0.1%	1.3%	-4.5%	0.3%
Q2FY25 (2Y CAGR)	5.2%	5.6%	8.1%	1.9%
Q2FY25 (3Y CAGR)	13.9%	5.6%	9.0%	-10.4%
Q2FY25 (4Y CAGR)	16.7%	7.3%	8.0%	-7.0%
H1FY25	4.3%	4.1%	3.0%	1.2%

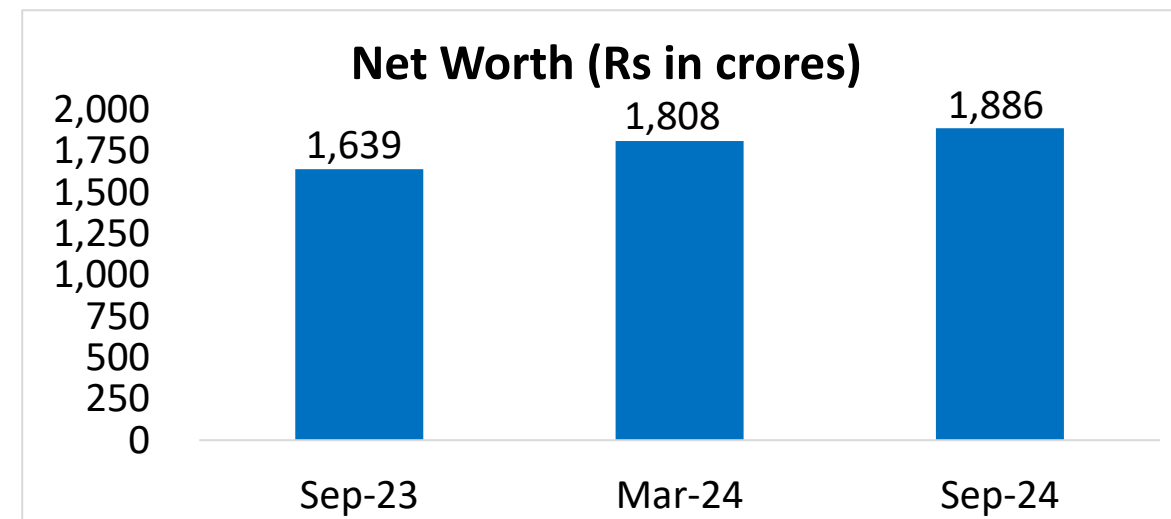
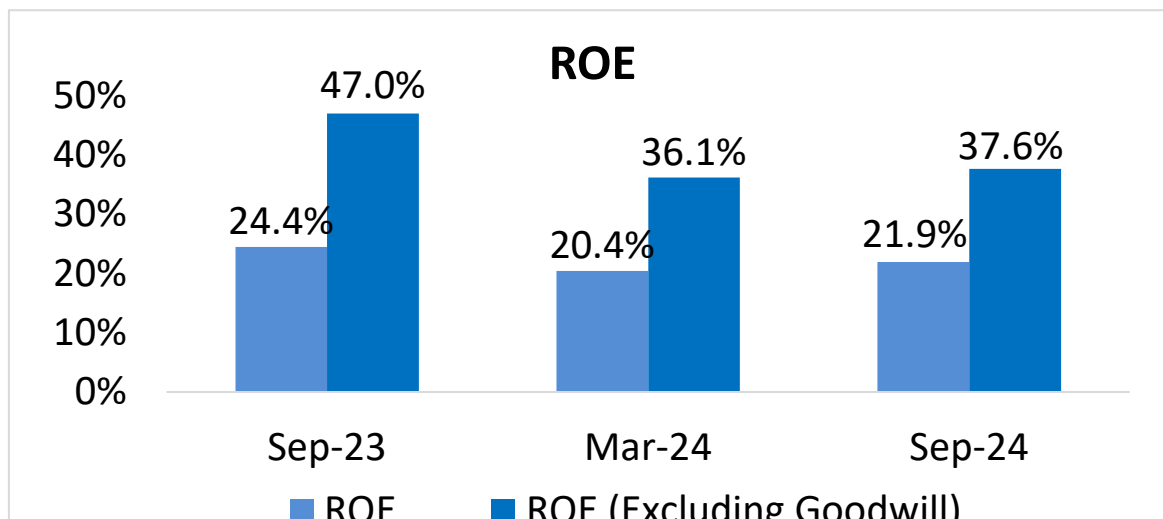
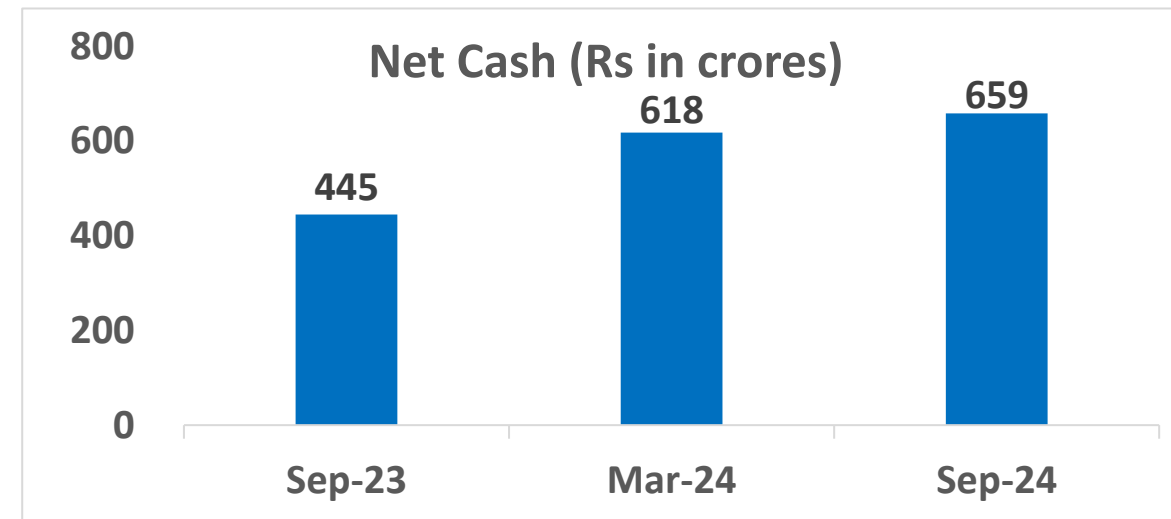
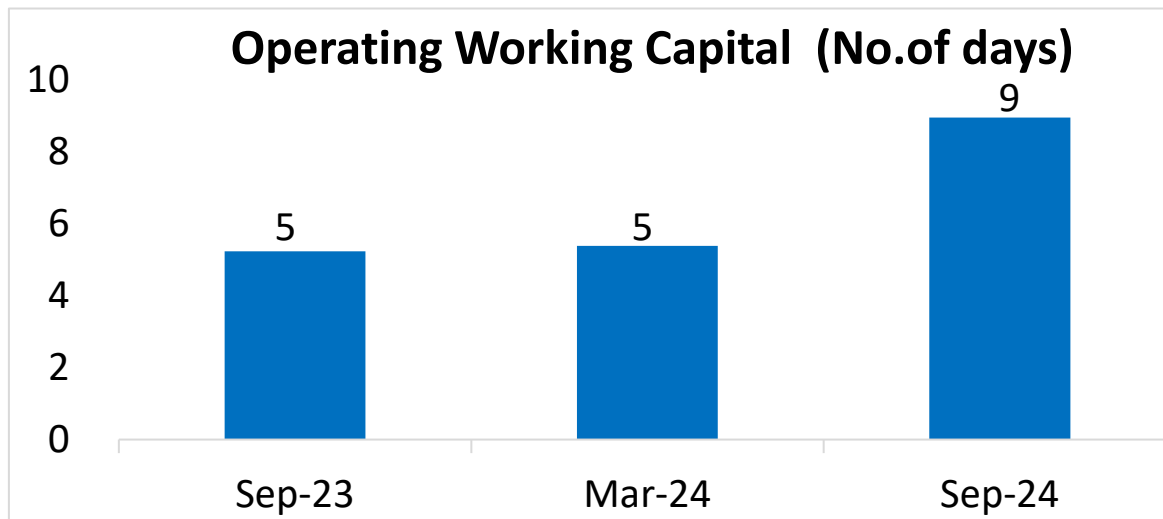
SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

PARTICULAR/GROWTH	QUARTER ENDED			HALF YEAR ENDED		
	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	734	732	0.2%	1,476	1,419	4.0%
OPERATING EBITDA	138.5	135.4	2.3%	271.9	252.8	7.6%
PAT	105.0	104.0	1.0%	206.7	200.2	3.2%

Financial Parameters

PARTICULAR/GROWTH	QUARTER ENDED		HALF YEAR ENDED	
	CY	PY	CY	PY
GROSS MARGIN	50.2%	49.2%	50.7%	48.6%
OPERATING EBITDA MARGIN	18.9%	18.5%	18.4%	17.8%
PAT MARGIN	14.3%	14.2%	14.0%	14.1%
A&P TO SALES RATIO	8.3%	7.8%	8.3%	7.6%

FINANCIAL HIGHLIGHTS (CONSOLIDATED)



EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q2FY25	H1FY25
EBITDA % - PREVIOUS PERIOD	18.5%	17.8%
GROSS MARGIN	1.0%	2.1%
EMPLOYEE COST	-0.5%	-0.5%
ADVERTISEMENT & SALES PROMOTION	-0.5%	-0.7%
OTHER EXPENDITURE	0.4%	-0.3%
EBITDA % - CURRENT PERIOD	18.9%	18.4%

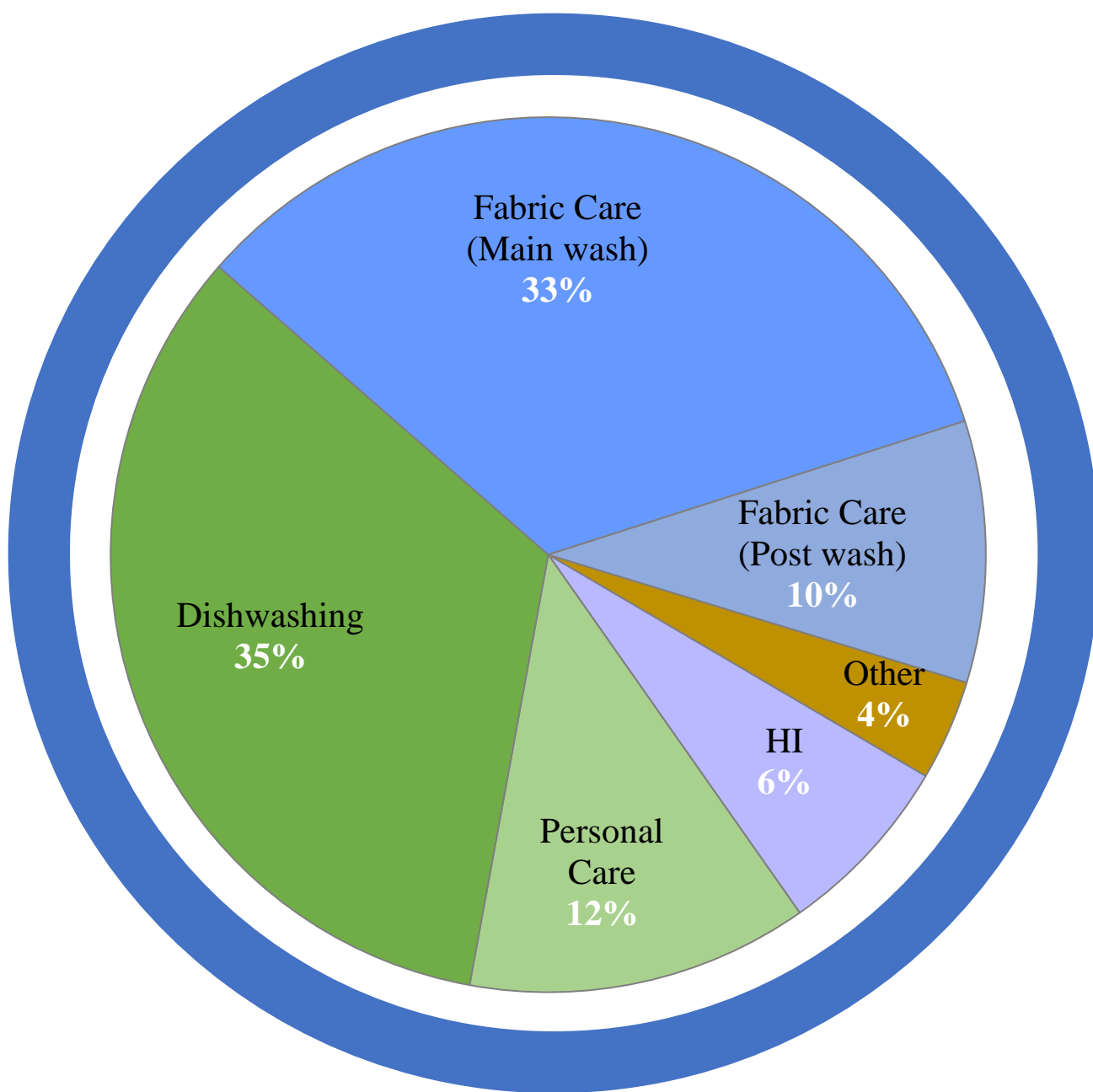


BRAND PERFORMANCE & INITIATIVES

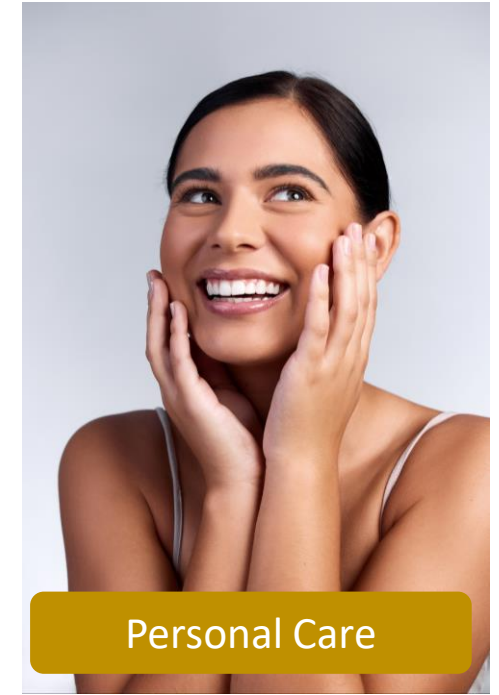


Q2 FY 2025

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



- The multimedia campaign for Ujala Supreme was successfully sustained in Q2, with ongoing promotions on both television and digital platforms across key regions in India.
- Ujala Supreme enhanced its consumer engagement through impactful on-ground collaborations with prominent events such as the Pandharpur Yatra in Maharashtra and the Rath Yatra in Odisha.
- The Ujala Crisp & Shine campaign also progressed with a strong presence on television and digital media, featuring the celebrated Megastar Nayanthara in targeted Southern markets.
- Ujala Supreme Market Share in CY23 was 84.3%*

*Source – NielsenIQ

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



Ujala Supreme National Campaign featuring Superstar Taapsee Pannu

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

Other Social Media Promotions



Ujala Supreme Consumer Engagement at Pandharpur Yatra and Puri Rath Yatra

FABRIC CARE: MAIN WASH – DETERGENT POWDER AND LIQUID



- Sustained multimedia campaign with South Superstar Manju Warrier for **Ujala Detergent** in Southern markets.
- Ujala IDD Powder MS in Kerala is 23.9% in SQ24.
- Sustained multimedia campaign for Henko Matic featuring Kajal Aggarwal in key markets. Henko Stain Care Liquid Detergent was launched in a strategically planned bulk pack exclusively for the e-commerce platform, expanding our offerings within this growing trade channel. The brand expanded to East and Central zones. Consumer activations and sampling in premium locations across Delhi-NCR boosted brand awareness and trials.
- Launched in Oct 24 Mr. White Liquid Detergent in key markets.

*Source – NielsenIQ

FABRIC CARE: MAIN WASH - DETERGENT POWDER AND LIQUID



Ujala Detergent Liquid featuring Superstar Manju Warriar in key markets



Henko Liquid Detergent featuring Superstar Kajal Aggarwal in key markets



Sustained Sampling for Liquid Detergent



Digital promotions for new packs



In- store consumer activation in Retail



Consumer Engagement Activations in Key Markets

FABRIC CARE: MAIN WASH – UJALA DETERGENT HAPPIEST ONAM CONTEST



Ujala Detergent Powder Happiest Onam Contest Consumer Participation & Testimonials

Multimedia contest promotion

DISH WASHING



- **Exo:** Sustained national multimedia campaign featuring Shilpa Shetty in Q2 highlighting the importance of germ kill on utensils. Emphasis on small packs to drive trials in low market share markets. Exo Dishwash Bar Market Share is 13.6%* in SQ24.
- **Pril:** Sustained national multimedia campaign featuring Genelia and Ritesh showcasing Pril's effectiveness in cutting grease and reducing the time spent on washing chores. Pril continues to excel in modern retail, supported by larger SKUs. Pril Dishwash Liquid Market Share is 14.0%* in SQ 24.

**Source – NielsenIQ*

DISH WASHING



TVC Featuring Exo's Brand Ambassador In Key Markets For ATL Visibility



Integration With Grihashobha Cook Book In HSM Market



Participation In Regional Melas And Festivals



Brand Integration in Cookery Show to drive product proposition



Innovative dispensers at retail for Scrubbers

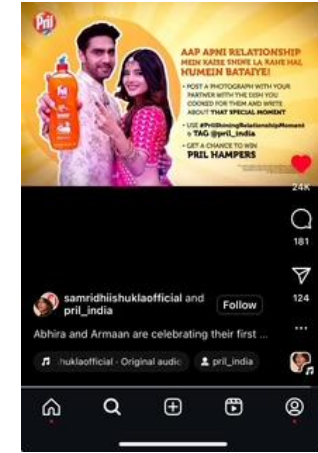
DISH WASHING



TVC Featuring Pril's Brand Ambassador In Key Markets For ATL Visibility



Integration with Zee Kerala Kumudam Award 2024



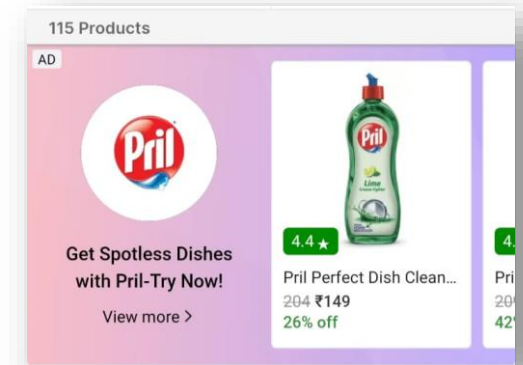
In-show integration on leading HSM channel Star Plus with digital presence



Participation in Regional Festivals



Continued promotions on ecommerce



HOUSEHOLD INSECTICIDE - MAXO



Maxo Coil & Liquid Vaporiser

- Maxo experienced robust double-digit growth in liquids, while coil sales continue to get impacted by a shift in consumer preference toward incense sticks.
- Maxo's market share for LV is 7.14%* in SQ 24. Maxo's market share for Coil is 24%* in SQ 24.
- The brand is dedicated to sustaining its competitive advantage by emphasizing the distinctive automatic feature of the Maxo Liquid Vaporiser machine and ongoing brand investments.

*Source – NielsenIQ

HOUSEHOLD INSECTICIDE - MAXO

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.

Consumer Connect through On ground Activation



A successful consumer outreach program “dengue ka dunk” leveraged a multi-channel approach to reach and educate consumers. Through targeted society outreach, media engagement and strategic retail partnership, we effectively raised awareness about dengue prevention and promoted Maxo as a valuable solution in key markets.

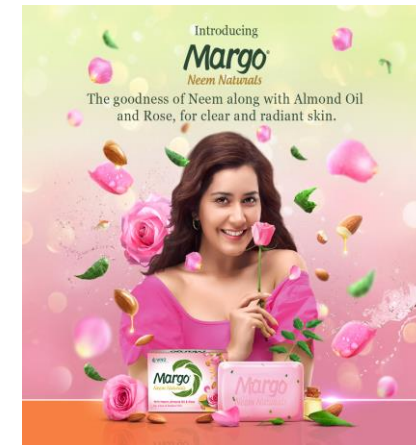


- Continued multimedia national campaign for Margo featuring Raashii Khanna in Q2 propagating the brand proposition of “Ek Achhi Aadat”.
- We are maintaining a strong focus on Margo Neem Naturals to enhance brand visibility and contribution by targeting non-core users of Margo.

Personal Care



Margo National TV campaign featuring Superstar Raashii khanna



Digital campaign to increase follower base of Margo social media pages



The confidence of Celebrities on Jyothy Brands!

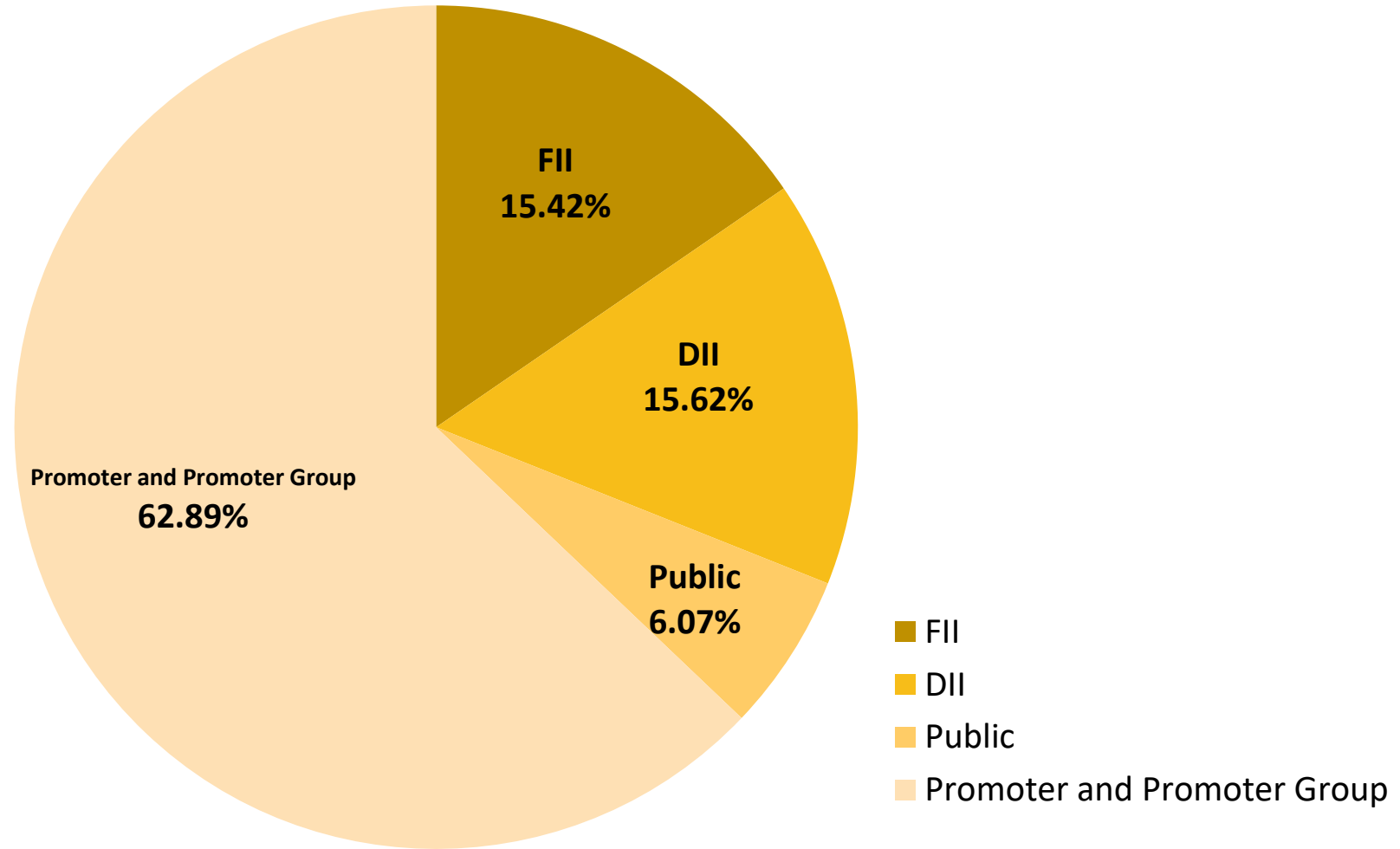


WAY FORWARD

- Our strategy for Volume growth includes deepening distribution networks in rural markets and expanding direct retail presence.
- We are optimistic about long-term growth opportunities through premiumization and operational efficiencies.
- Core areas of focus remain Brand investments, Distribution expansion, Cost optimization and New category adoption.

SHAREHOLDING PATTERN

As on 30 September 2024



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