To,

November 14, 2022

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, 2022.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

For Jyothy Labs Limited

Shreyas Parag Trivedi

Digitally signed by Shreyas Parag Trivedi
Date: 2022.11.14 12:48:03 +05'30'

Shreyas Trivedi
Head – Legal & Company Secretary

Encl.: As above

Jyothy Labs Limited
(Formerly known as Jyothy Laboratories Limited)
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Jyothy labs

PRESENTATION Q2FY23

November 14, 2022

Jyothy labs

Content Flow

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

UJALA EXO MAXO Henko Margo Pril

Key Product Categories

Fabric Care | **Dish Wash** | **Household Insecticides** | **Personal Care**

- ~Rs 2,196 cr Revenue in FY 2022
- 2.8 Mn Outlets – Pan India availability
- 1 mn Direct Reach
- 22 Manufacturing Plants
- 2800+ Sales team members
- 7300+ Channel Partners

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** :
  - **Volume growth impacted with high inflationary pressure on the households**
  - Inspite of volatile environment, our strategy is to focus on strengthening our consumer franchise
  - **Stable Growth across all channels resulting in overall double digit sales growth**
- **Adverse Seasonality continues in Household Insecticide Business**
- **Focus on supply chain and distribution initiatives to drive incremental growth and margins**

OUR STRATEGIC LEVERS- DELIVERS ROBUST PERFORMANCE ACROSS CATEGORIES

Growth (%)

Q2FY23	33.7%	5.6%	-30.7%	10.8%
Q2FY23 (2Y CAGR)	29.4%	9.1%	-15.1%	8.0%
Q2FY23 (3Y CAGR)	13.9%	13.7%	-4.0%	10.1%

High Input Prices Persists..

Key Products	Unit	Currency	Mar-20	Mar-21	Mar-22	Jul-22	Oct-22	% Increase (Oct'22 vs Mar'21)	% Increase (Oct'22 vs Mar'22)
Linear Alkyl Benzene **	Tonne	$	1195	1580	1743	2250	1800	14%	3%
Soda Ash	Kg.	₹	23	24	35	43	39	63%	11%
Caustic Soda LYE *	Tonne	$	331	340.8	850	645	802	135%	- 6%
Crude Palm Oil ***	Tonne	$	690	1269	1593	1062	873	- 31%	- 45%
LDPE-Laminate Grade *	Kg.	₹	84	133	156	150	127	- 5%	- 19%
PET-Bottle Grade *	Kg.	₹	69	96	123	123	107	11%	- 13%
Polypropylene *	Kg.	₹	74	124	137	116	106	- 15%	- 23%
Diesel	Litres	₹	65	88	100	97.5	94.25	7%	- 6%

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

RESULT HIGHLIGHTS – Q2FY23 SNAPSHOT (CONSOLIDATED)

- Revenue at Rs 659 Crores increase by 12.6%. (Ex-HI 17.8%). Volume grew by 1.4% (Ex-HI 5.0%)
- Gross Margin at Rs 267 Crores (40.5% of Net Sales) versus Rs 235 Crores (40.1% of Net sales) in the same period last year, an increase by 13.7%
- A&P Spend at Rs 41.5 Crores (6.3% of Net Sales) versus Rs 40.7 Crores (6.9% of Net Sales) in the same period last year, an increase by 2.2%
- Operating EBITDA at Rs 80.4 Crores (12.2% of Net Sales) versus Rs 66.6 Crores (11.4% Net of Sales) in the same period last year, an increase by 20.8%
- PAT at Rs 65.4 Crores as against Rs 44 Crores, in the same period last year, an increase by 48.6%

RESULT HIGHLIGHTS – H1FY23 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 1,256 Crores increase by 13.1% (Ex-HI 19.7%)

Gross Margin at Rs 505 Crores (40.2% of Net Sales) versus Rs 462 Crores (41.6% of Net Sales) in the same period last year, an increase by 9.2%

A&P Spend at Rs 86.6 Crores (6.9% of Net Sales) versus Rs 83.6 Crores (7.5% of Net Sales) in the same period last year, an increase by 3.6%

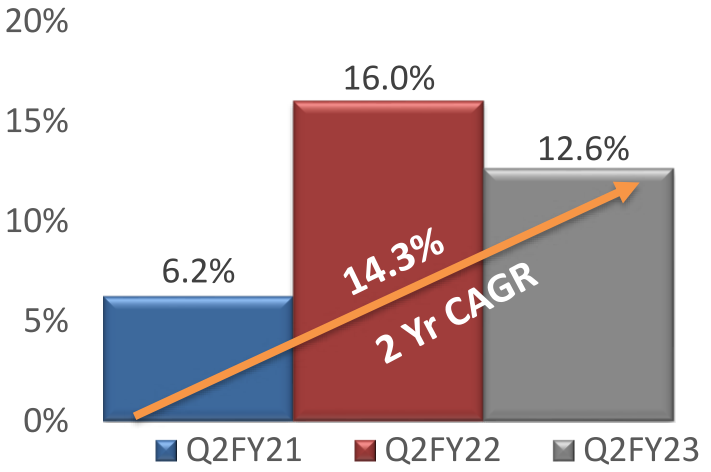
Operating EBITDA at Rs 140.3 Crores (11.2% of Net Sales) versus Rs 129.8 Crores (11.7% of Net Sales) in the same period last year, an increase by 8%

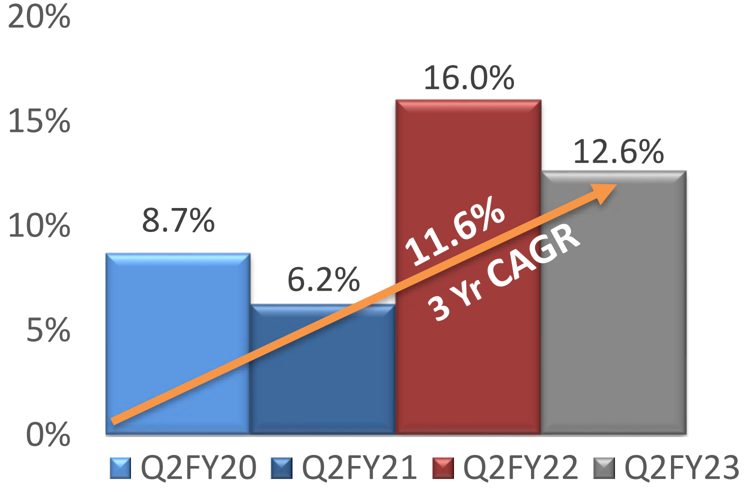
PAT at Rs 113.1 Crores as against Rs 84.2 Crores, in the same period last year, an increase by 34.3%

CATEGORY WISE NET REVENUE

JLL	Category	Brands	Q2FY23 CY	Q2FY23 PY	Q2FY23 GR%	H1FY23 CY	H1FY23 PY	H1FY23 GR%
JLL	Fabric Care	Ujala FW, Henko, Mr White, Ujala C & S	286	214	**33.7%**	537	395	**35.9%**
JLL	Dishwashing	Exo & Pril	228	216	**5.6%**	437	407	**7.5%**
JLL	Personal Care	Margo, Neem & Fa	73	66	**10.8%**	143	134	**6.4%**
JLL	Household Insecticides	Maxo	44	63	**-30.7%**	88	135	**-34.3%**
JLL	Other Products	T Shine & Maya	17	20	**-16.1%**	29	31	**-6.5%**
	Total		**648**	**579**	**11.9%**	**1,234**	**1,102**	**12.0%**
	Laundry Services		**11**	6	**80.3%**	22	9	**141.3%**
	GRAND TOTAL		**659**	**585**	**12.6%**	**1,256**	**1,111**	**13.1%**

Q2 FY23 Revenue Growth





SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

	QUARTER ENDED			HALF YEAR ENDED		
PARTICULAR/GROWTH	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	659	585	12.6%	1,256	1,111	13.1%
OPERATING EBITDA	80.4	66.6	20.8%	140.3	129.8	8.0%
PAT	65.4	44.0	48.6%	113.1	84.2	34.3%

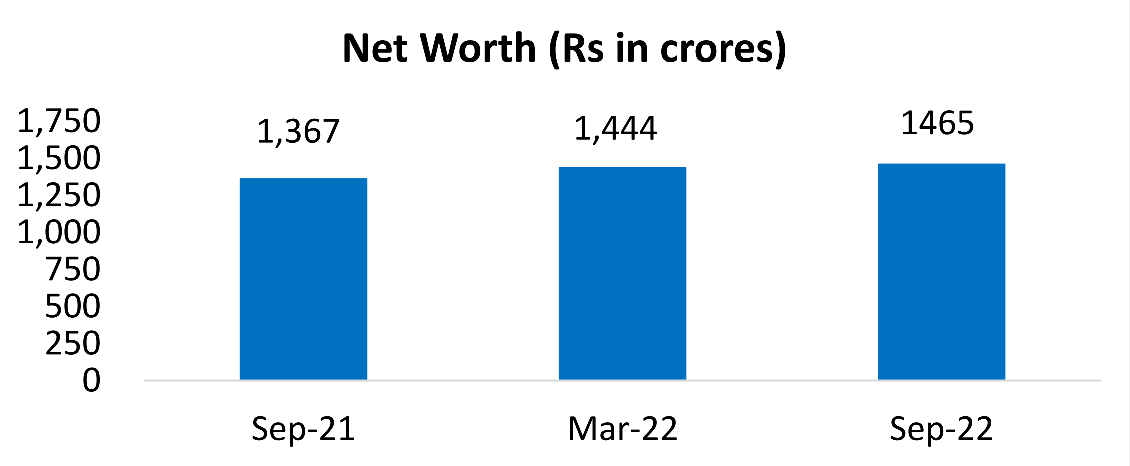
Financial Parameters

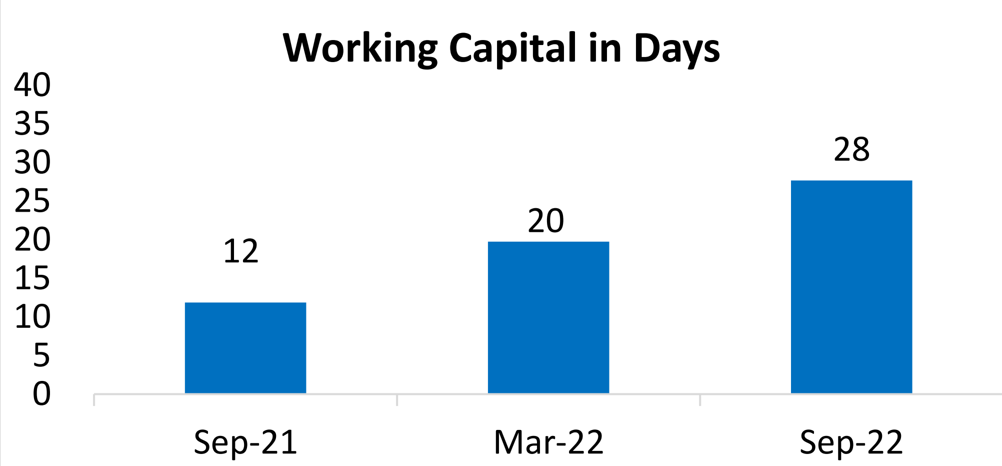
	QUARTER ENDED		HALF YEAR ENDED	
PARTICULAR/GROWTH	CY	PY	CY	PY
GROSS MARGIN	40.5%	40.1%	40.2%	41.6%
OPERATING EBITDA MARGIN	12.2%	11.4%	11.2%	11.7%
PAT MARGIN	9.9%	7.5%	9.0%	7.6%
A&P TO SALES RATIO	6.3%	6.9%	6.9%	7.5%

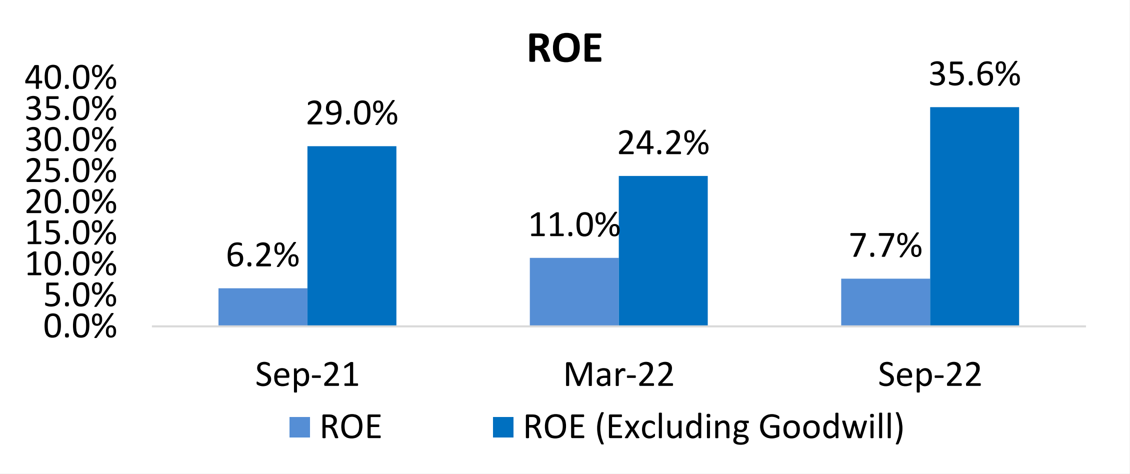
EBITDA MOVEMENT (CONSOLIDATED)

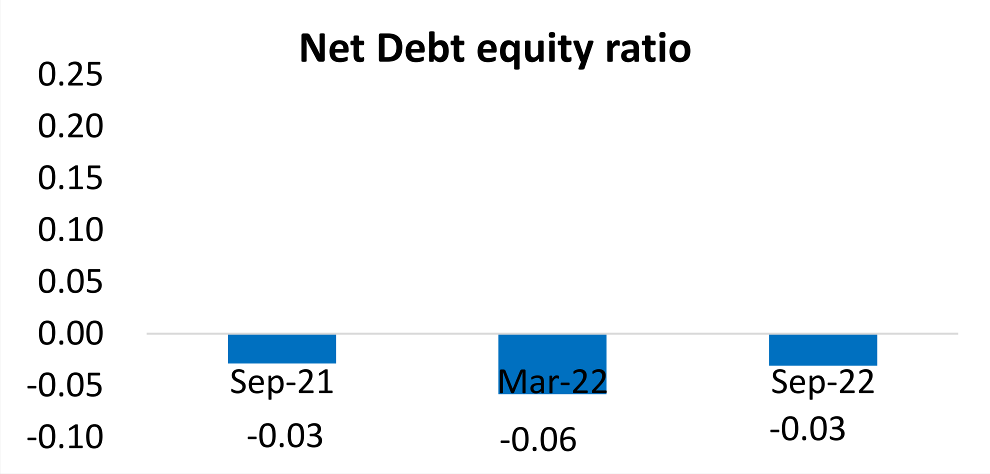
PARTICULARS	Q2FY22	H1FY22
EBITDA % - PREVIOUS PERIOD	**11.4%**	**11.7%**
GROSS MARGIN	0.4%	-1.4%
EMPLOYEE COST	0.0%	0.7%
ADVERTISEMENT & SALES PROMOTION	0.6%	0.6%
OTHER EXPENDITURE	-0.1%	-0.4%
EBITDA % - CURRENT PERIOD	**12.2%**	**11.2%**

FINANCIAL HIGHLIGHTS (CONSOLIDATED)



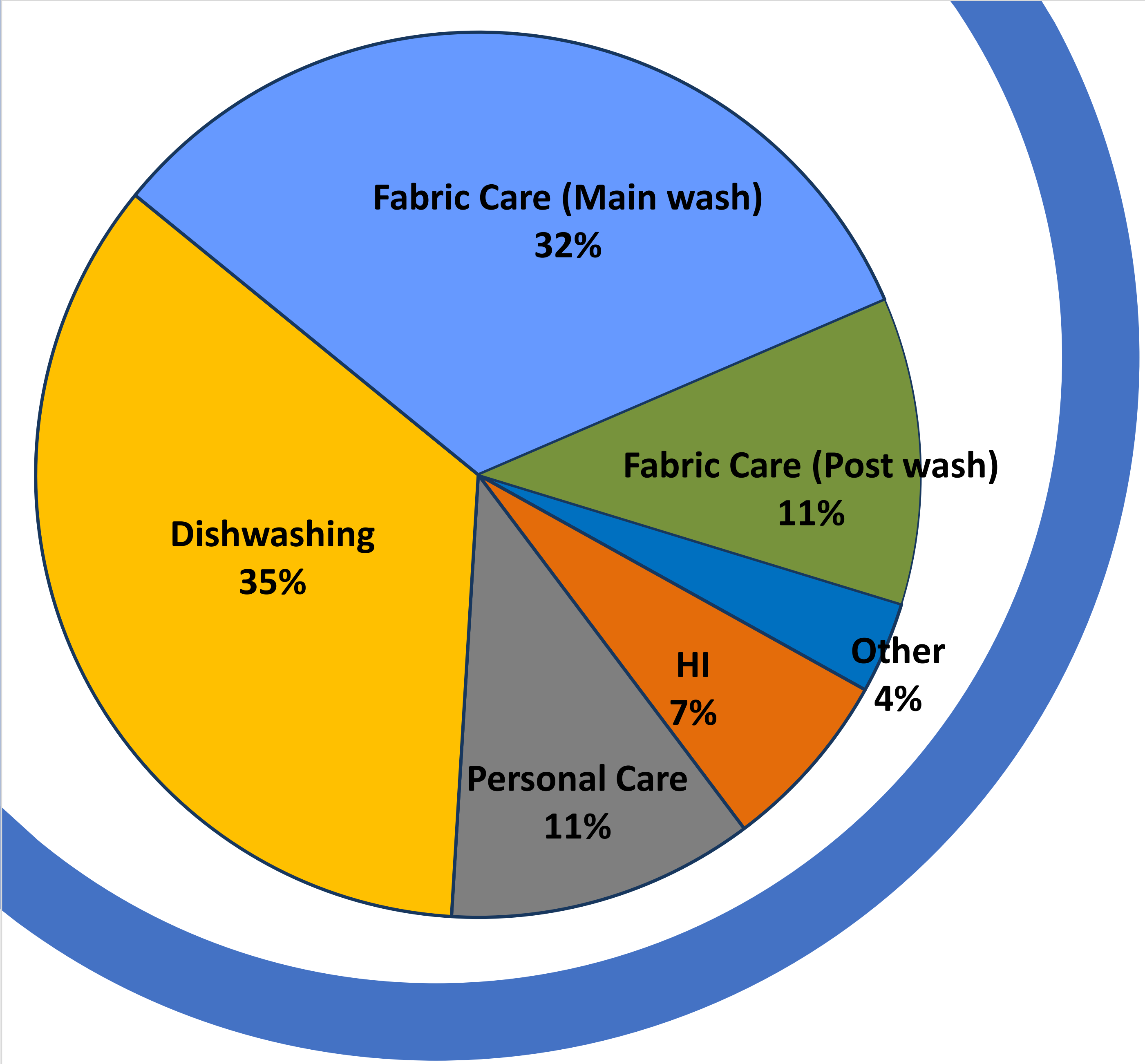






BRAND PERFORMANCE & INITIATIVES

Jyothy labs



Q2 FY23

Category Wise Business Share

Q2 FY23

Our brands continue to delight our consumers with its superior value offering and availability.

In a challenging economic environment, the company has delivered a robust 12.6% growth with equal emphasis on offering superior value and focus on distribution.

Category highlights in Q2 FY23

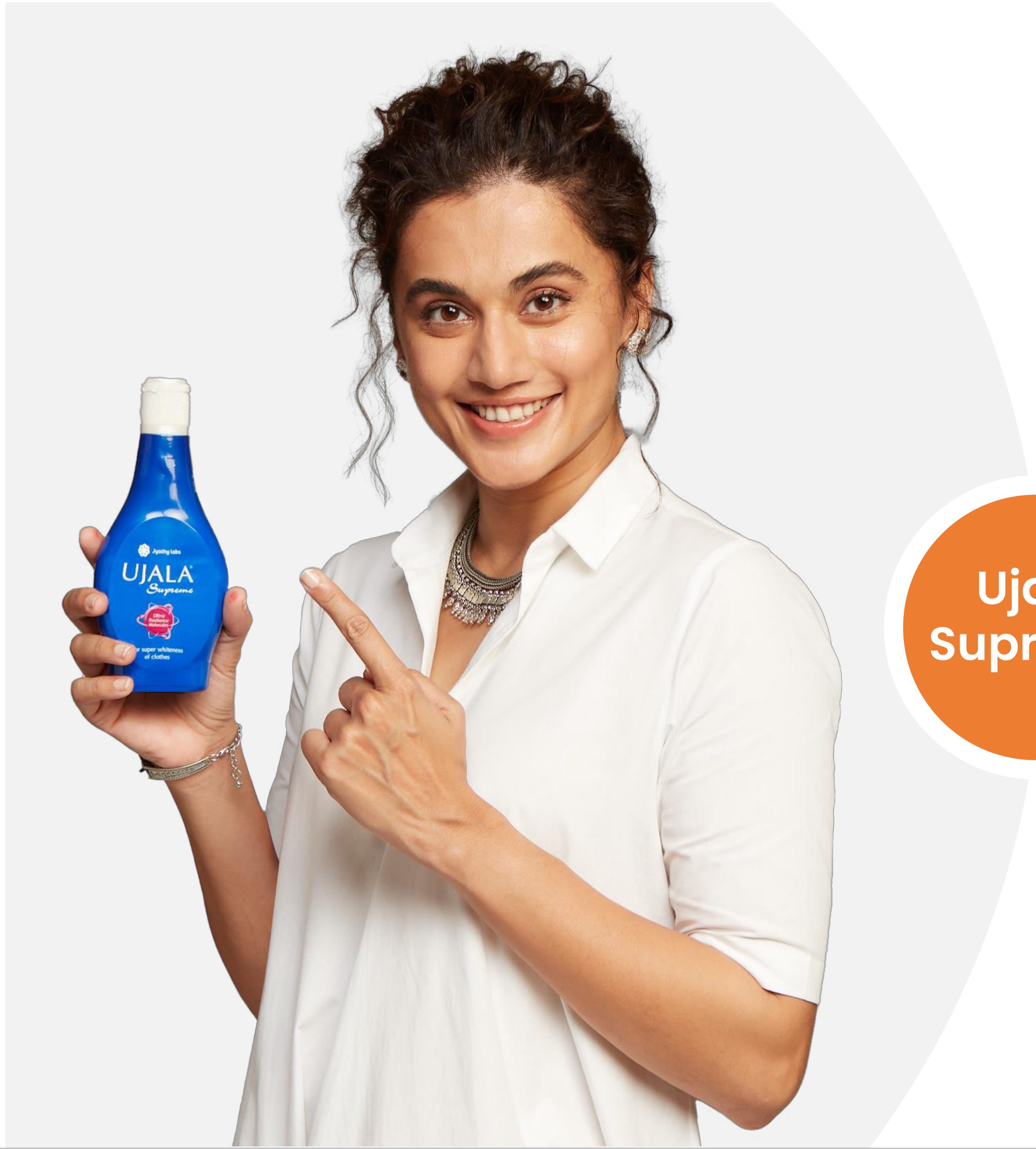
Fabric care | Home Care | Dish Wash | Personal Care

- **Strong performance in Fabric Care.**
  - Focus on distribution in key geographies across the portfolio continues
  - Demand revival seen in all channels
  - Mid priced detergent brands More Light and Mr. White continue to register strong growth

- **Dishwash category continues to grow**
  - Both Exo and Pril offer superior value to consumers and gaining market shares

- **Seasonal Trends continued to impact demand for household insecticide.**
  - Seasonal trends in key geographies affecting demand and overall performance

- **Personal care**
  - Brand registered double digit growth
  - Demand for small pack continues to drive trials



Ujala Supreme

Fabric care (post wash)

Performance:

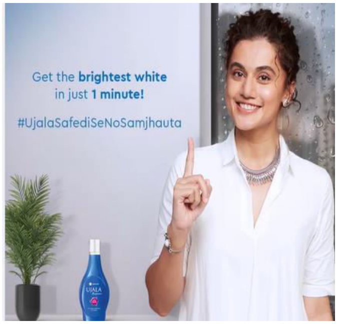
Brand continued its growth momentum registering strong double digit growth riding on the new campaign.

Market share		
MQ22	JQ22	SQ22
84.1%	84.1%	83.7%

*Source – Nielsen**IQ***

Key initiatives:

Continued media support with TVC featuring Superstar Ms. Taapsee Pannu. Consumer offer to generate trials.



ATL & Social media campaign Snippets

Consumer Offer

Ujala Crisp & Shine

Fabric care (post wash)

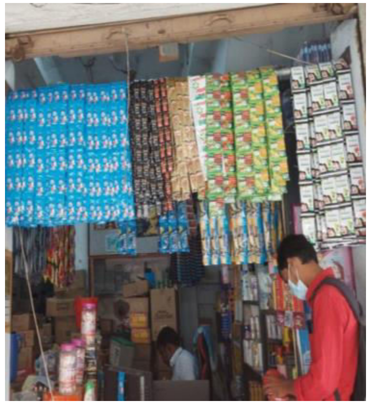
Performance:

The brand continued its strong double-digit value & volume growth indicating faster demand revival.

Key initiatives:

TV commercial featuring superstar Ms. Nayanthara promoted in TV, OTT and digital medium.

Continued retail visibility to drive new trials.



Extensive retail visibility in existing & new market

Ujala Detergent

Fabric care (main wash)

Performance:

Ujala Detergent powder continues to be No. 1 brand in Kerala with a healthy double digit growth.

Ujala liquid detergent launched in April'21 in Kerala & Tamil Nadu is steadily gaining Market share in both markets.

Market share (Detergent powder in Kerala)			
MQ21	MQ22	JQ22	SQ22
19.3%	21.9%	20.3%	20%

*Source – Nielsen**IQ***

Key initiatives:

Consistent investment in TV, OTT, print & digital media featuring South superstar Ms. Manju Warrier showcasing the benefits of products.

Continuous visibility drives, consumer engagement in key markets.

Sampling with Ujala Supreme to generate trials.

2L Refill pouch launched to upsize the need of high value consumers

Magazine Ad

2 L Refill launch

Sampling

Consumer Promo

Fabric care (main wash)

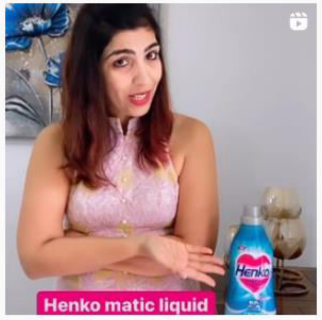
Henko

Performance

- Brand continued its growth momentum with high double-digit growth across the product portfolio.

Key initiatives

- High decibel Campaign featuring Superstar Ms. Kajal Aggarwal
- Active promotion on social media through influencers
- New large packs introduced to offer superior value to consumers
- Point-of-Purchase Visibility in category salient stores across channels



Influencer Tie-ups on Social Media

POP Visibility

New SKU Launch (2 Lit. Refill Pouch)

Dishwash (Exo)

Exo

Performance

- Relentless drive on LUPs is helping the brand to recruit more consumers onto to the brand and become stronger No: 2 player
- Consistent investment behind the brand is helping Exo to be brand of choice

Market Share (Bar)				
Brand	MQ21	MQ22	JQ22	SQ22
EXO	13.3%	13.7%	13.7%	13.9%

*Source – Nielsen**IQ***

Key initiatives

- Extending the investment on Exo not just in urban but in rural markets through initiatives like Wall Painting is helping brand to gain acceptability in those areas as well
- Investment in print as a medium in select markets like Uttar Pradesh is helping brand to get additional traction

No need to worry when

Exo is around

- *"Exo Bar helps to Kill bacteria in 10 seconds and Sanitize utensils"* - Through school contact program reached out to 4 Lakh+ Parents of students to tell them on how Exo Bar can help to address worry of Bacterial infestation on kids utensils

- This is an initiative to educate consumer on how much indispensable Exo is in their lives

Exo

Pril

Dishwash (Pril)

Performance

- Focused drive on LUPs helped the brand to reach highest ever number of outlets and thereby aid in efforts to reach to wider consumer base

Market Share (Liquid)				
Brand	MQ21	MQ22	JQ22	SQ22
PRIL	15.3%	14.3%	15.1%	15.1%

*Source – Nielsen**IQ***

Key initiatives

- High Decibel ATL campaign was complimented with strong on ground activities as well to build salience for brand among consumers
- Outlet level visibility drives was done on the LUPs to aid in offtakes

Household Insecticide

Maxo

Market Share				
Format	MQ21	MQ22	JQ22	SQ22
Coil	22.4%	22%	24.2%	23.2%
Liquid	8.2%	8.9%	10%	8.4%

Source – NielsenIQ

Performance

- HI Category degrew by 8% vs same period last year. Higher decline seen in East & North India markets which contribute to significant sales of Maxo.
- IMDB claims 195 districts (28% of the country) received deficient rainfall *.

Key initiatives

- National ATL campaign
- Consumer activations in low share markets

TVC in category Salient markets

Visibility Drive

Promo Table Activity in South Region

Sources: * TOI news article September 1, 2022

Margo

Personal Care

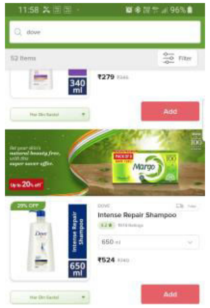
Performance

- Registered strong double digit growth across channels. Small packs helping in driving trials.

Key initiatives

- Consumer promos to drive trials
- Active presence on social media
- Continued visibility drives across key markets

TVC In Key Markets



Display & Search Ads

Collaterals for Visibility

WAY FORWARD

- **Overall, demand environment is positive. With focus on digital led direct distribution, focus on rural India and investment in brand building will help us to achieve consistent sales growth and value creation**

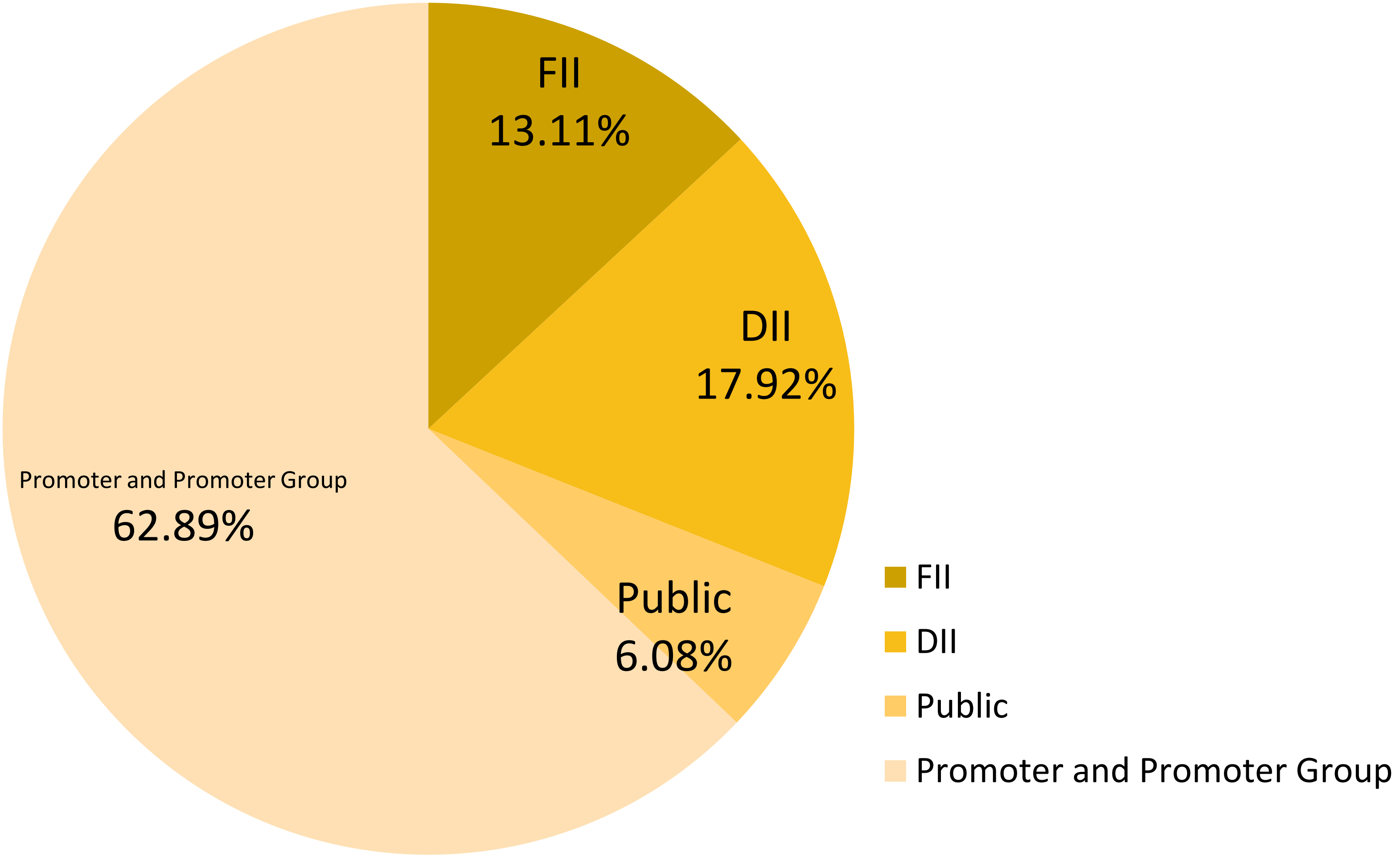
- **Higher Scale** of Business operations will drive operating leverage

- **Enhance Consumer connect** with power of **superstar brand endorsers**

- Softening of commodity prices of crude oil, palm oil and others will reduce the inflationary impact on gross margins

SHAREHOLDING PATTERN

As on September 30, 2022



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THANK YOU

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