

September 20, 2019

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400023
BSE Code: 532926

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot no. C/1, G Block
Bandra – Kurla Complex, Bandra (E)
Scrip Code: JYOTHYLAB

Sub: Intimation of Schedule of Analyst Meet/ Institutional Investor Meet under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that Officials of the Company will participate in the following Analyst/ Institutional Investor Meet:

Date	Type of interaction	Interaction with	Venue
23-09-2019	One on One	BNP Paribas Securities India Pvt. Ltd.	Mumbai

A copy of the presentation to be shared with investors in the said Analyst/Institutional Investor Meet is enclosed.

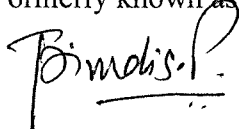
Further, the aforesaid information is also available on the website of the Company at www.jyothylabs.com.

This is for your information and records.

Thanking you,

Yours faithfully,

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



Shreyas Trivedi
Head - Legal & Company Secretary



Encl.: As above



Board Presentation Q1FY20

July 23, 2019



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- *About Us*
- *Our New Identity*
- *Market Scenario*
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- *Way Forward*

About Us

- Founded in 1983 by a first generation entrepreneur Mr MP Ramachandran
- Jyothy Labs is present in Home Care (includes Fabric wash, & Household cleaners) and Personal Care which contributes 50% of the total FMCG industry
- Key product categories: Fabric care, Dish wash, Household Insecticides, Personal Care
- 6 strong Power Brands: Ujala, Henko, Maxo, Margo, Exo and Pril

~Rs1,750 +
crore in
Revenue in
FY19

No#1 in Fabric
Whitener
since launch

No#2 in
Dishwash bar
and liquid
category

No#2 in
Mosquito
repellent coil
(volume terms)

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

26
Manufacturing
plants across
22 locations

2,000+ Sales Team
Members & 5,400+
stockist /sub
stockist

Part of BSE
S&P Sensex
and NSE
500

Our new identity

**With innovation as one of our values,
We thrive in an ever-changing world.**

In 1983, one man's dream gave birth to Jyothy Laboratories in Thrissur, Kerala. From manufacturing and selling a single product to a household name in the category, Jyothy Laboratories has come a long way. With a hunger that drives us to better people's lives, there's only one way we're looking: forward. We're proud to announce a new identity that contemporizes our presence. Keeping up with the times, we're now Jyothy Labs.

Seek the light,
Spread the light!



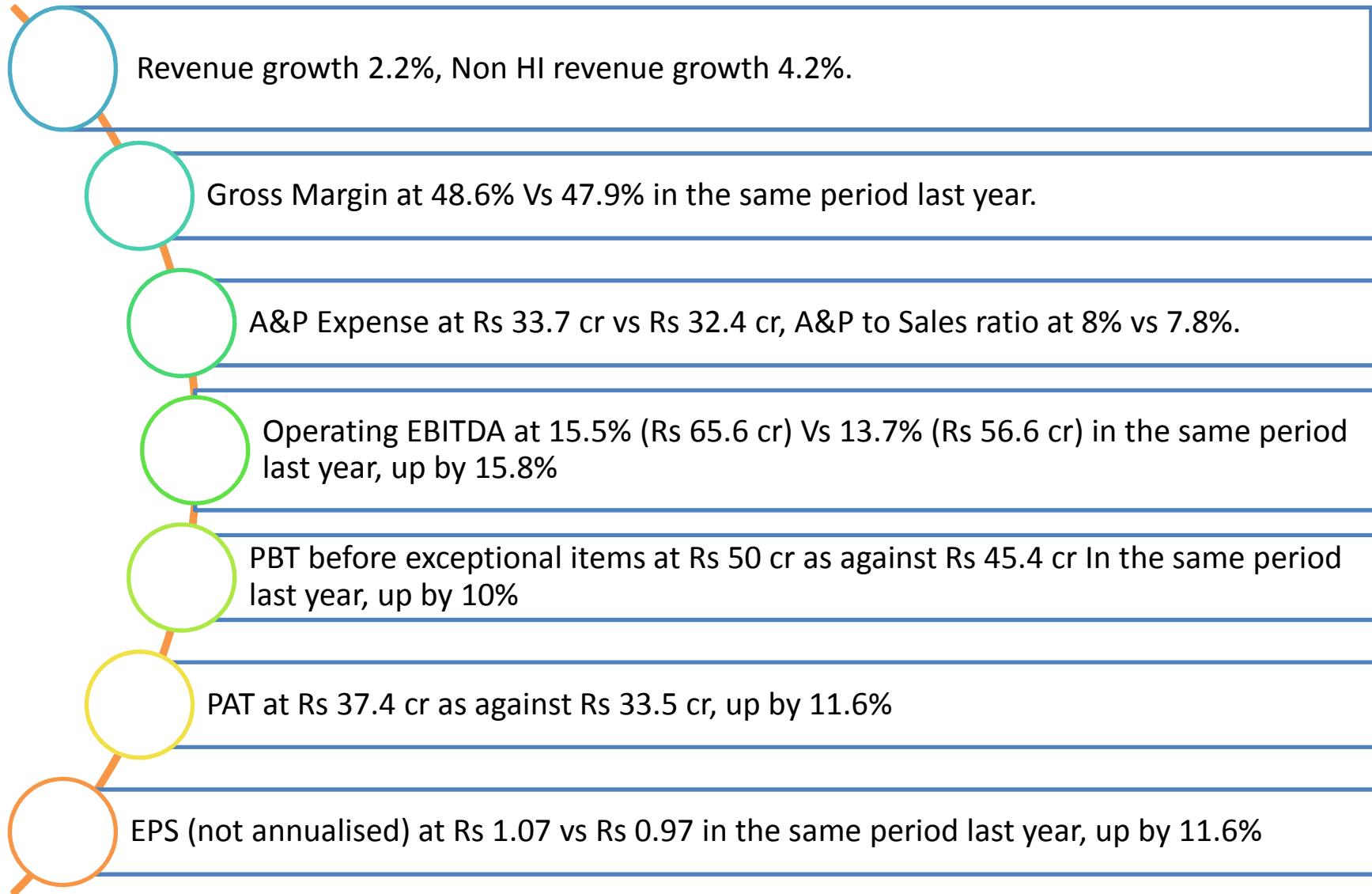


Market Scenario

- Demand scenario stable. Expected to pick up with normal monsoon. Outlook positive going forward.
- Volume growth will be a key driver as players will contest respective turfs vigorously. However, softening of crude and key raw material prices could see stable margins
- Naturals as a trend remain a consistent theme . Specific segments continue to witness premiumisation trend.

Result Highlights

Q1 FY20 Snapshot (Consolidated)



Category wise Net revenue

All values in INR Crore

Category	Key Brand	Quarter Ended		
		CY	PY	Gr %
Fabric Care	Ujala FW, Henko, Mr White, Ujala Crisp & Shine	187	177	5.4%
Dishwashing	Exo, Pril	134	133	1.1%
Household Insecticides	Maxo	25	32	-21.6%
Personal Care	Margo, Neem	60	53	13.3%
Other Products	Maya, T Shine	7	9	
Grand Total		413	404	2.2%
Laundry Services	FabricSpa	10	9	4.5%
Grand Total		423	413	2.2%

Brand wise Net revenue

All values in INR Crore

Brand	Quarter ended		
	CY	PY	Gr %
Ujala	94	92	2.8%
Exo	100	99	1.5%
Maxo	25	32	-21.6%
Henko	56	46	23.3%
Margo	55	48	14.5%
Pril	34	34	0.2%
Total Power Brand	365	351	4.2%
Others	47	53	-11.1%
Total	413	404	2.2%
Laundry Services	10	9	4.5%
Grand Total	423	413	2.2%

Q1FY20 Snapshot Company's Performance (Consol)

All values in Rs Crore except EPS

Particular/Growth	Q1FY20	Q1FY19	% Change
Revenue from Operation	422.5	413.3	2.2%
Operating EBITDA	65.6	56.6	15.8%
PBT (before Exceptional Items) *	50.0	45.4	10.0%
PAT	37.4	33.5	11.6%
EPS (INR) (not annualised)	1.07	0.97	11.6%

Financial Parameters

Particular/Growth	Q1FY20	Q1FY19
Gross Margin	48.6%	47.9%
Operating EBITDA Margin	15.5%	13.7%
PBT Margin (before Exceptional Item) *	11.8%	11.0%
PAT Margin	8.8%	8.1%
A&P to Sales Ratio	8.0%	7.8%

*Exceptional items includes one time expenses of Rs 3.8 cr spent during the quarter related to change in the Brand Identity

EBITDA Movement (Consol)

Particulars	Q1FY20
EBITDA % - Previous period	13.7%
Gross Margin	0.7%
Employee Cost	-0.3%
Advertisement & Sales Promotion	-0.1%
Other Expenditure *	1.6%
EBITDA % - Current period	15.5%

* As per new IND AS 116, Rent expenses of Rs 5.14 cr has been reclassified to Depreciation and Finance cost in the current quarter.

Q1 Budget vs Actual

Rs in lacs

PARTICULARS	Cur Yr.	Budget	Prev. Yr	Gr % over PY	Var% over Budget
Net Sales	41,164	47,332	40,226	2.3%	-13.0%
Gross Margin	14,025	15,938	13,294	5.5%	-12.0%
Gross Margin %	34.1%	33.7%	33.0%		
Advertisement and Publicity	2,643	3,260	2,681	-1.4%	-18.9%
EBIDT	6,142	7,415	5,833	5.3%	-17.2%
EBIDT %	14.9%	15.7%	14.5%		

Brand Performance & 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

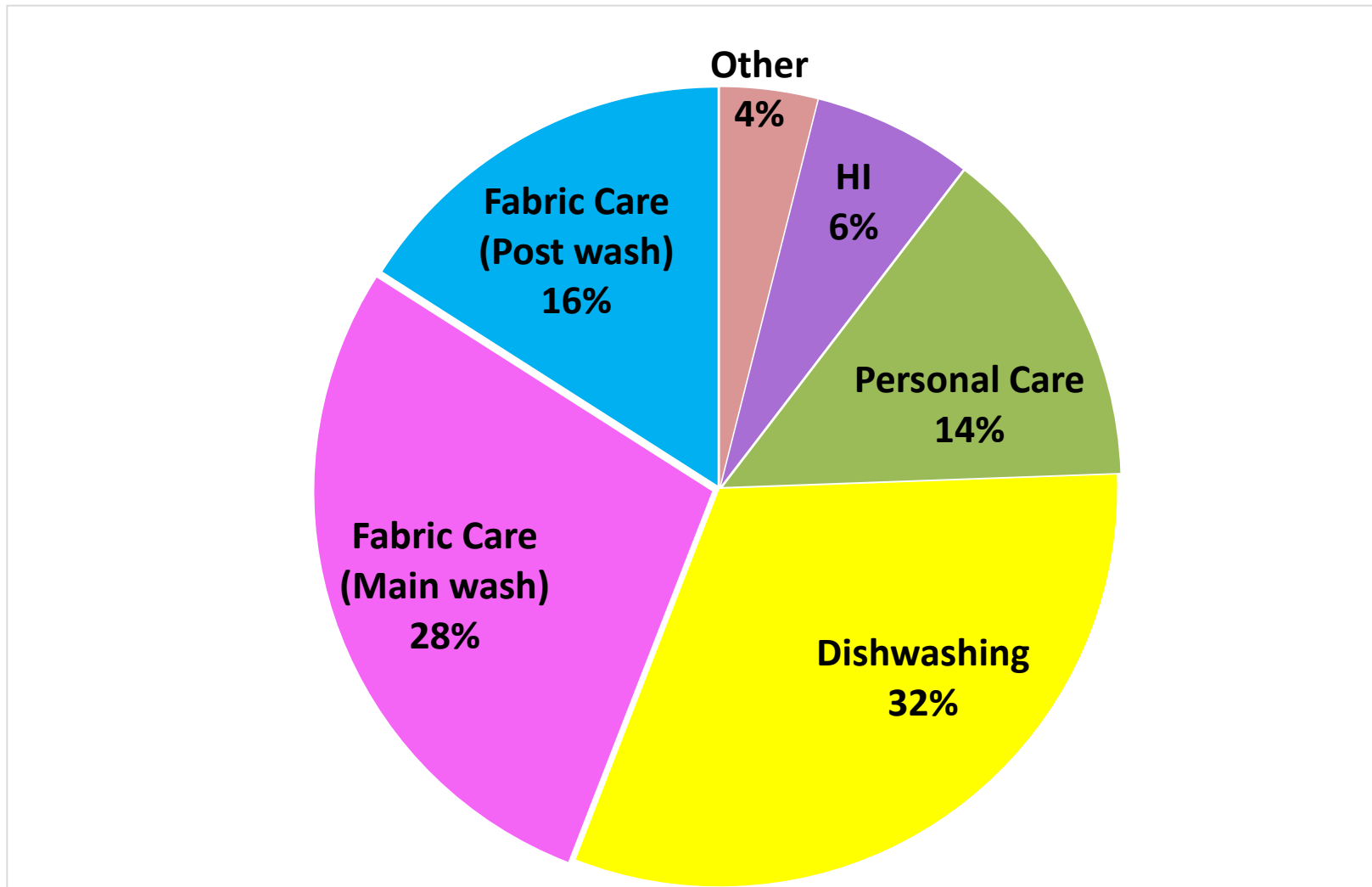
Household Insecticide

- Increasing footprint
- Winning through Innovations

Personal Care

- Reinvigorating Brand
- Relevant Extensions
- Differentiated propositions on naturals

Category wise business share (Q1FY20)



Fabric Care

44% of Total Business

Category	Q1FY20 Growth in %
Fabric Care	5.4%



Ujala Fabric Whitener

Market Share in %

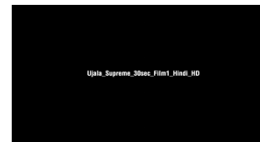
MS	CY16	CY17	CY18	MQ19	JQ19
UJALA SUPREME	78.3	80.4	80.6	81.2	81.9

Source – AC Nielsen (Calendar Year)

Q2 FY'20 – Ujala Drive

Strong Investment behind Brand to drive growth

- New TV campaign



Strong activation at trade and consumer level

- Ujala Anthem
- On-ground consumer activation



Ujala presents a musical evening with Hariharan

Experience the magic of musical maestro live

Duration
1st June - 15th July* FY 20

Ultra Resilience Molecules

Status	ILL Value Sales (In ₹)	Ujala Value Sales (In ₹)	Margin Value Sales (In ₹)	Eligible Tickets
1	20,000	2,000	6,000	1 Ticket worth ₹5,000
2	30,000	3,000	9,000	1 Ticket worth ₹5,000 or 2 Tickets worth ₹3,000 each
3	50,000	5,000	15,000	2 Tickets worth ₹5,000 each

*Brand Basket - Error of 1 rupee to be adjusted

Asli safedi, Ujala safedi

Post Wash

Ujala Crisp & Shine

Post Wash

Brand	Q1FY20 Growth in %
Ujala Crisp & Shine	21.8%

FY'20 Planned initiatives

- New market launch planned – Q2 – AP, Q3 – WB & Q4 - Ka



Ujala IDD Detergent

Market Share in % (Kerala)

MS	MQ19	JQ19
UJALA IDD	15.5	16.1

Source – AC Nielsen (Calendar Year)

Detergents

- Ujala continues to outperform the category growth.
- The brand maintains its leadership position as the largest mid priced detergent brand in Kerala.



Henko Franchise

Detergents & Bars

Brand	Q1FY20 Growth in %
Henko Franchise	23.3%

- The 'Premiumization trend continues
- Focused approach in relevant markets
- Ecommerce is a Key Focus Channel



Henko New Mix Performance

Henko Stain Care (HSC) Performance post New Mix Launch – Q1FY20 (GT)	Gr %
KERALA	17%
TAMIL NADU	113%

Henko Matic Performance post New Mix Launch – Q1FY20 (GT)	Gr %
All India	10.2%



Dishwashing

32% of Total Business

Category	Q1FY20 Growth in %
Dishwashing	1.1%

Dishwash Growth : Exo + Pril

- 5 Year CAGR : 12.4%
- 3 Year CAGR : 10.8%
- 2 Year CAGR : 13.1%
- 1 Year Growth : 20.2%

Market Share Progress in %	Brand	CY18	MQ19	JQ19
	Exo Bar	11.1	11.0	11.3
Pril liquid	16.7	16.0	16.1	

Source – AC Nielsen (Calendar Year)



Category	Q1FY20 Growth in %
Exo Bar	6.6%
Pril Liquid	1.4%



Dishwashing

- Growth: AMJ FY19: 26.5% and FY 19: 20.2%
- Introduction of new Exo Ginger required Down-stocking of pre relaunch stock resulting in lower primary sales
- Exo Dishwash Bar Secondary sales growth @11% in the quarter



Dish wash

Q1: Exo Ginger Twist – Roll out across the country

POWERED WITH THE GOODNESS OF GINGER



- Superior shine on utensils
- Zero worries about white residue any more

Household Insecticides

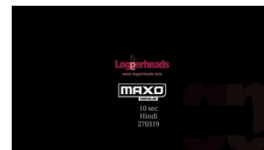
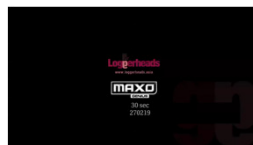
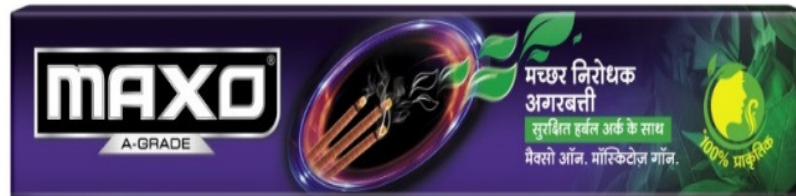
6% of Total Business

Net sales Growth

Category	Q1FY20 Growth in %
Maxo Franchise	-21.6%



Sales Declined due to delayed season in key contributing States of Maxo



Household Insecticide

Market Share Progress in %	Brand	CY18	MQ19	JQ19
	Maxo Coil	21.2	19.7	21.6
	Maxo LV	7.6	6.5	9.8

Source – AC Nielsen (Calendar Year)



Maxo Genius Combi grew by 21% QOQ (AMJ FY 20 Vs FY 19)

New Genius LV launch :-

- 80% Stronger formulation
- Launch supported by TVC on Genius LV
- Visibility drive in Outlets



TVC

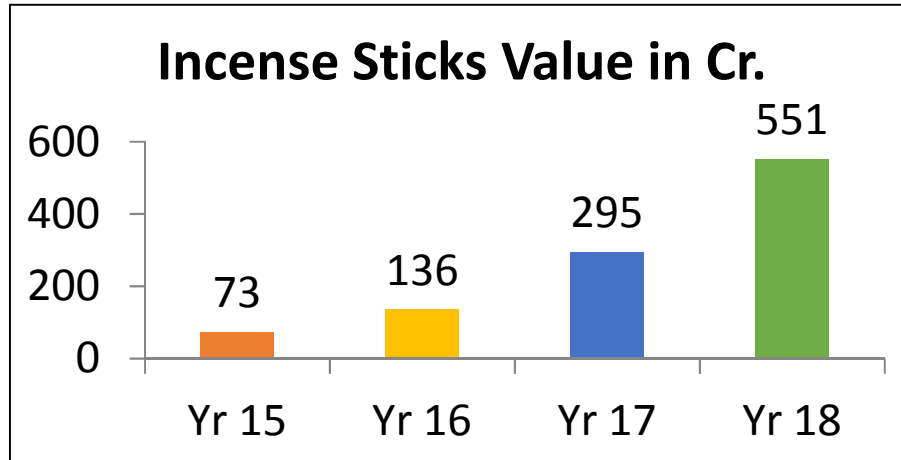


Outlet Visibility



Spurious Agarbathi in India Threat to legitimate mosquito repellent Industry

Source – AC Nielsen (Calendar Year)



Year 19 turnover at MRP estimated at 700 cr.

SEGMENTS Rs. Crs	YR'18 Value in cr.	CAGR% (3 yr)
LV - REFILL	1580	10%
COILS	1693	3%
CARDS	337	-5%
INCENSE STICKS	551	101%
TOTAL	4162	10%

Industry association (HICA) engaged with appropriate authorities to take stringent action against manufacturers.

- Illegal active (pesticides) used which are known to be harmful to human health
- Local /unbranded products dominating the industry
- No Regulatory control over manufacturers on
 - Safety / Licensing
 - Formulations

Personal Care

14% of Total Business

Net sales Growth

Category	Q1FY20 Growth in %
Personal Care	13.3%

Growth achieved across states

Strong support backed by new TVC



New TVC
2 Million+ views on
YouTube

T-Shine update (Kerala Market)

Market Info (Liquids)	JQ19/JQ18
Category Growth	16%

Source – AC Nielsen Calendar Year

T shine : Market share in Kerala in %

	CY18	MQ19	JQ19
T-SHINE	4.4	4.6	4.8

Source – AC Nielsen Calendar Year



Innovations & Progress of Innovations

Unique Features



1,000 Neem Leaves



Exo Ginger twist



Instant Dirt Dissolver (IDD)

Disruptive Product



For crisp & Shiny clothes



First of its kind: Automatic genius machine



100% Organic with no stain formula

World Class packaging & Design



Q2 Budget

Rs in lacs

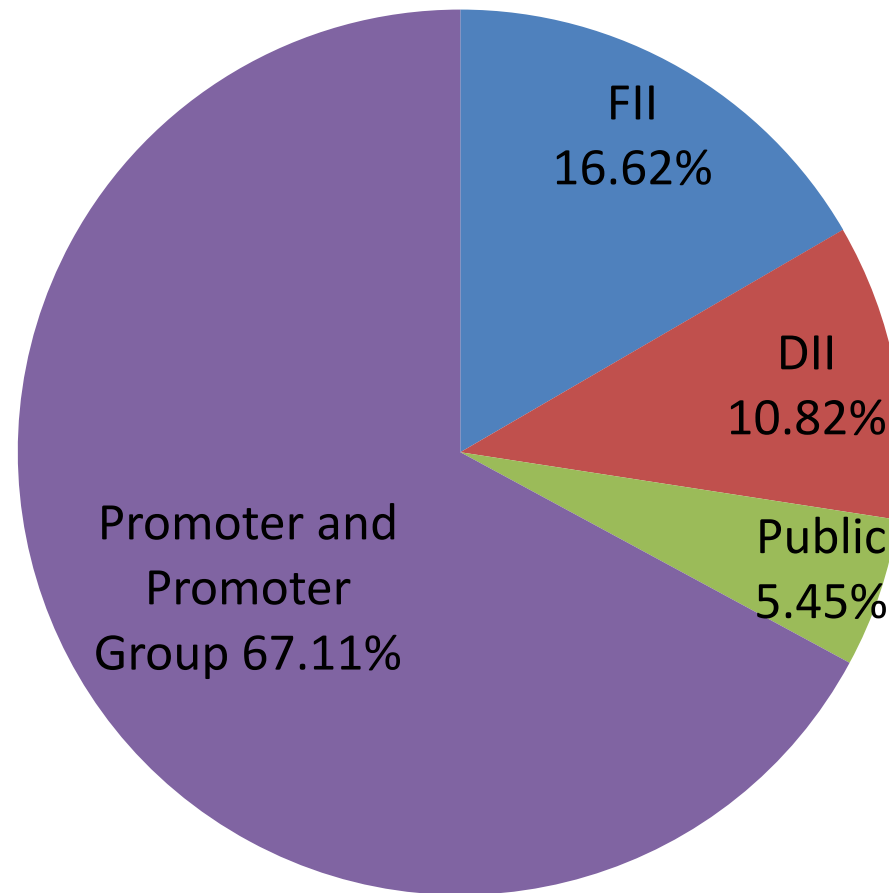
PARTICULARS	Budget	Prev. Yr	Gr%
NSV	53,746	45,882	17.1%
Secondary Scheme	3,922	3,104	26.4%
Net Sales	49,824	42,802	16.4%
Cost of Goods Sold	32,272	27,558	17.1%
CFA Expenses & Sec Freight	1,678	1,308	28.4%
Gross Margin	15,873	13,936	13.9%
Gross Margin %	31.9%	32.6%	
Advertisement and Publicity	3,475	1,886	84.3%
EBIDT	7,216	7,334	-1.6%
EBIDT %	14.5%	17.1%	

Way Forward

- Innovation agenda remains top priority with roll outs into newer geographies and brand extensions .
- Leverage Modern trade as it grows followed by e-commerce. Focus on digital platform to create best-in-class shopper experience
- Continue to spend on social media to reach new millennials

Shareholding Pattern

As on June 30, 2019



Thank You!!!