

July 25, 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 ended June 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

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- 42-43, Shiv shakti Industrial Estate, Off Andheri Kurla Road, Marol, Andheri (East), Mumbai- 400059.

Jyothy Labs Limited

CIN: L24240MH1992PLC128651

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Jyothy labs



Life Shines, When Light Shines Q1FY25

July 25, 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

- Demand expected to accelerate with normal monsoon, Rural demand pick up is key for positive momentum.
- Higher ATL and BTL spends to focus on volume growth
- Sharper focus on rural distribution, innovation, introduction of SKU's to cater specific consumer segment, ecommerce platform, etc.
- Specific segment of Home and Personal Care witness adoption of newer categories.

RESULT HIGHLIGHTS – Q1FY25 SNAPSHOT (CONSOLIDATED)

Revenue at Rs 742 Crores increased by 8%, Volume growth: 10.8% (CAGR - 2 Yr 11.5%, 3 Yr 12.2%, 4 Yr 14.4%).

Gross Margin at 51.3% from 47.9% in the same period last year

A&P Spend at 61.6 Crores (8.3% of Net Sales) versus Rs 50.4 Crores (7.3% of Net Sales) in the same period last year, an increase by 22.1%

Operating EBITDA at 18% (Rs 133.5 Crores) versus 17.1% (Rs 117.4 Crores) in the same period last year, an increase by 13.7%.

PAT at Rs 101.7 Crores as against Rs 96.3 Crores, in the same period last year, up by 5.7%

PERFORMANCE ACROSS CATEGORIES



Growth (%)

Q1FY25	8.8%	7.1%	10.9%	2.0%
Q1FY25 (2Y CAGR)	13.4%	8.8%	15.9%	6.0%
Q1FY25 (3Y CAGR)	21.2%	9.1%	11.1%	-11.1%
Q1FY25 (4Y CAGR)	22.8%	12.2%	11.7%	-5.7%

SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

PARTICULAR/GROWTH	QUARTER ENDED		
	CY	PY	% CHANGE
REVENUE FROM OPERATION	742	687	8.0%
OPERATING EBITDA	133.5	117.4	13.7%
PAT	101.7	96.3	5.7%

Financial Parameters

PARTICULAR/GROWTH	QUARTER ENDED	
	CY	PY
GROSS MARGIN	51.3%	47.9%
OPERATING EBITDA MARGIN	18.0%	17.1%
PAT MARGIN	13.7%	14.0%
A&P TO SALES RATIO	8.3%	7.3%

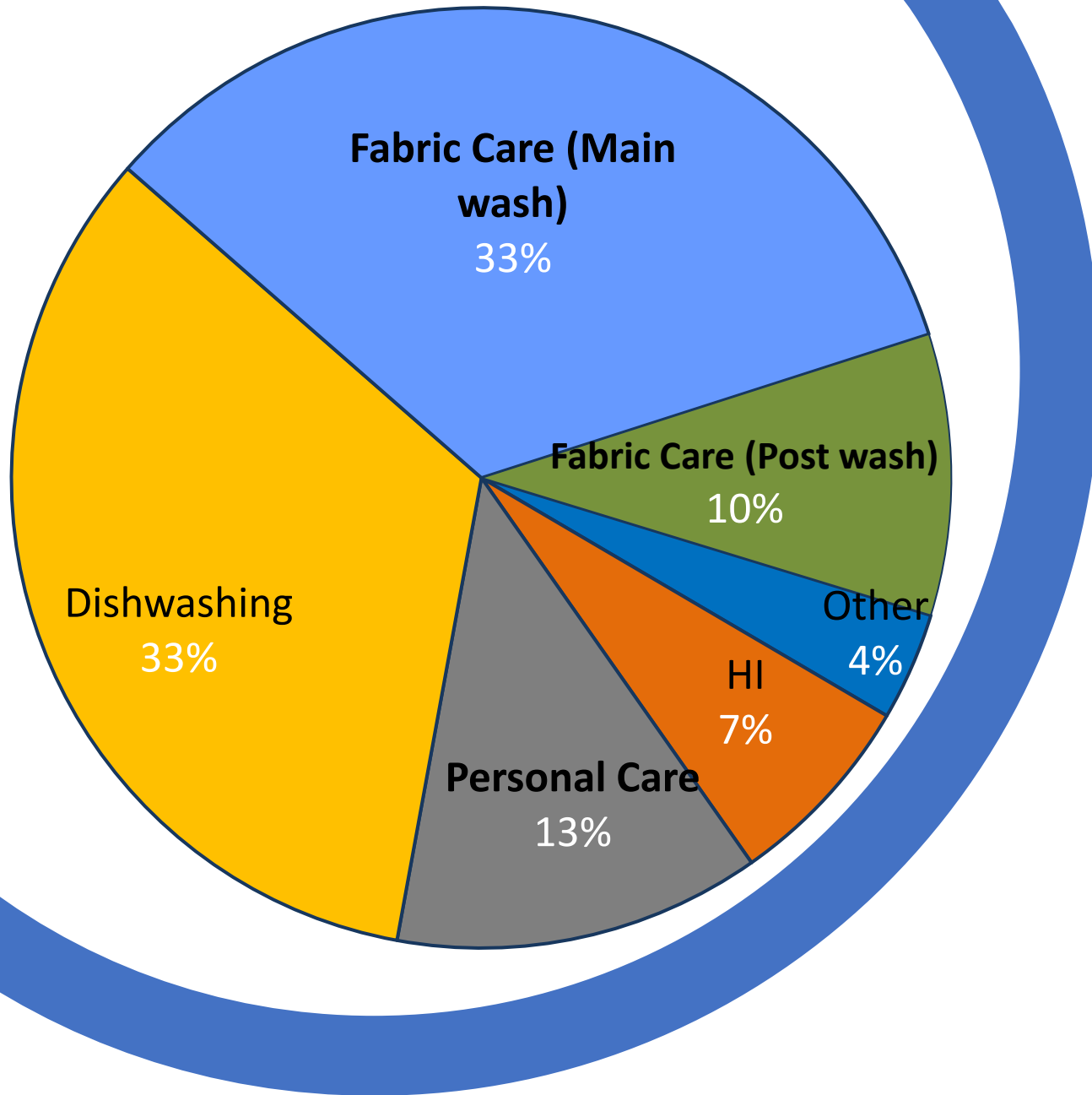
EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q1FY25
EBITDA % - PREVIOUS PERIOD	17.1%
GROSS MARGIN	3.4%
EMPLOYEE COST	-0.6%
ADVERTISEMENT & SALES PROMOTION	-0.9%
OTHER EXPENDITURE	-1.0%
EBITDA % - CURRENT PERIOD	18.0%



BRAND PERFORMANCE & INITIATIVES

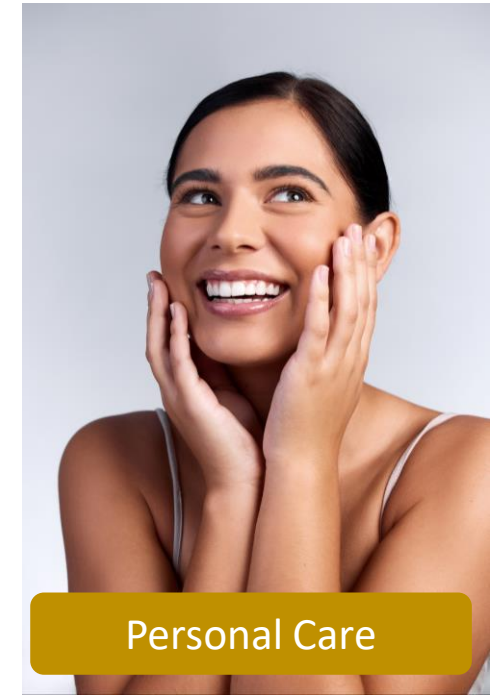




Q1 FY 2025

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



- Kicked off the year for **Ujala Supreme** with a multimedia campaign (TV & digital) nationwide, showcasing Brand Ambassador Taapsee Pannu in prominent markets across India. Partnered as a special sponsor for the Dangal Family Awards on one of the leading Hindi GEC channels, with digital and print promotions.
- Continue to bolster our brand presence for **Ujala Crisp & Shine** across TV and digital platforms with ongoing campaigns that prominently feature Superstar Nayanthara in key Southern markets. Additionally, we strategically enhanced our visibility at the point of sale in large-format retail stores, further amplifying awareness and engagement with our brand.
- Ujala Supreme Market Share at 84% * in CY23

**Source – NielsenIQ*

FABRIC CARE: POST WASH – Ujala Supreme and Crisp & Shine



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



Ujala Supreme National Campaign featuring Superstar Taapsee Pannu



Social Media promotions



Ujala Supreme visibility in Retail Stores

FABRIC CARE: MAIN WASH – Detergent Powder and Liquid



- Continued TV campaign with South Superstar Manju Warriar for **Ujala Detergent** in Southern markets. Market Share Ujala IDD Powder (Kerala) at 23.8% * in JQ24
- Sustained multimedia presence for **Henko** with Superstar Kajal Aggarwal in TV and digital ads across key regions. Continued targeted sampling at retail stores and promoted Rs. 10 sachet packs to drive brand trials effectively.
- Introduced **Morelight** 5 Lt. Bulk Pack in high-growth Liquid Detergent Segment in targeted markets driven by competitive pricing to accelerate consumer adoption.
- Launched a print campaign for **Mr. White** in major newspapers to increase brand awareness for Mr. White in key North and East 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



Ujala Liquid Detergent Print Ads



Liquid Detergent consumer activation in retail



Ujala Detergent Powder Promo in West Bengal



Mr. White Ecom promotions

FABRIC CARE: MAIN WASH – Detergent Powder and Liquid



Henko Visibility & Display Executions in-Stores



Mr. White Print Ads



Launch of Morelight 5 Litre. Liquid Detergent Pouch

DISH WASHING



- **Exo:** Small packs, innovative scrubber offerings, such as combo packs (steel + Green), are effectively driving trials.
- Consumer engagement through school contact programs emphasizes the importance of a healthy tiffin. Extensive Below the Line activities, such as wall branding in key regions, further reinforce these messages.
- Exo Dishwash Bar Market Share at 13.75%* in JQ 24
- **Pril:** Larger packs are gaining momentum in MT. Pril Tamarind continues to experience strong double-digit growth. A contextual targeting campaign on YouTube enabled Pril to engage consumers at opportune moments, capturing their attention effectively.
- Pril Dishwash Liquid Market Share at 14.35%* in JQ 24

*Source – NielsenIQ

DISH WASHING



TVC featuring Exo's Brand Ambassador in key markets



Wall Paintings with Brand Ambassador Shilpa Shetty to create pull in Rural Market



Non-skippable ads on YouTube to ensure digital presence



Ecom Promotional Banners



Retail Activation for last mile

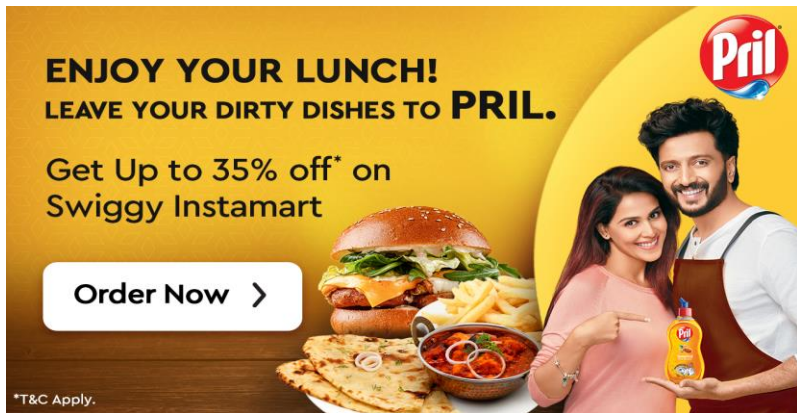
DISH WASHING



High Decibel TV, Connected TV & Youtube campaign



Pril OOH activity- Hoardings, Bus shelters & Metro branding on prominent locations



Pril engagement campaign activity on Swiggy



Pril Contextual Non- skip vagon ads on digital in key markets



HOUSEHOLD INSECTICIDE - MAXO



Maxo Coil & Liquid Vaporiser

- Maxo registered a flat growth impacted by extended summer and intense heat in major contributing markets.
- Maxo LV Market Share at 9.1%* in JQ 24
- Maxo Coil Market Share at 25.8%* in JQ 24
- The brand remains committed to maintaining its competitive edge through highlighting the unique automatic feature of the Maxo Liquid Vaporiser machine and continuous brand investment.

**Source – NielsenIQ*

HOUSEHOLD INSECTICIDE - MAXO



TV Campaign



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



Digital Campaign



Present on IPL Matches through Jio Cinema App to increase reach and awareness.



On ground Activation and Consumer Connect



Consumer engagement activities were conducted in specific key markets with radio backing to commemorate World Malaria Day.

PERSONAL CARE



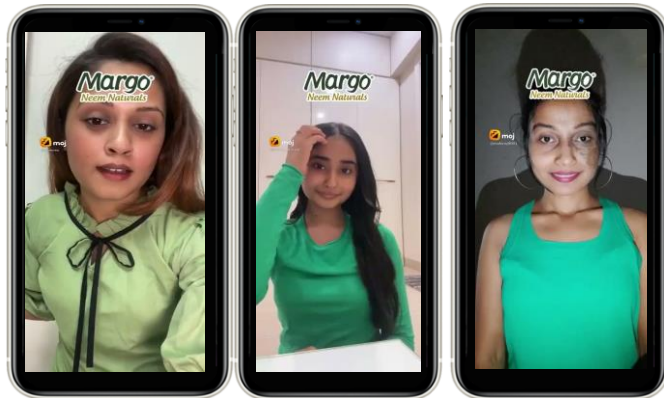
Registered a strong double-digit growth in Personal Care lead by brand Margo. We continue to allocate investments across multiple channels on Margo aimed at promoting and strengthening Margo's positioning as "Ek Achhi Aadat" (A good habit).

Ongoing initiatives involve the strategic use of influencers and social media in key markets to raise awareness and encourage trials targeting the youth primarily.

PERSONAL CARE



Margo National TV campaign featuring Superstar Raashii khanna

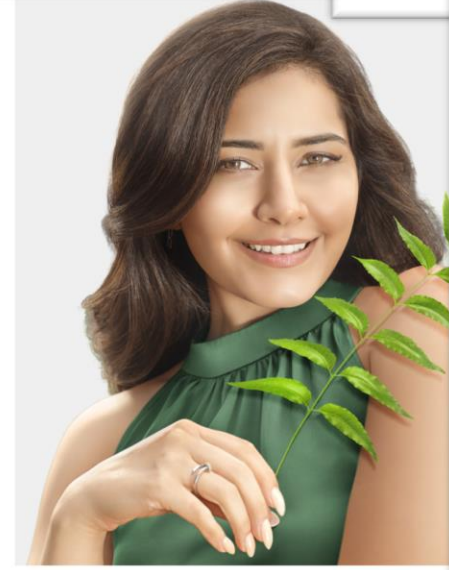
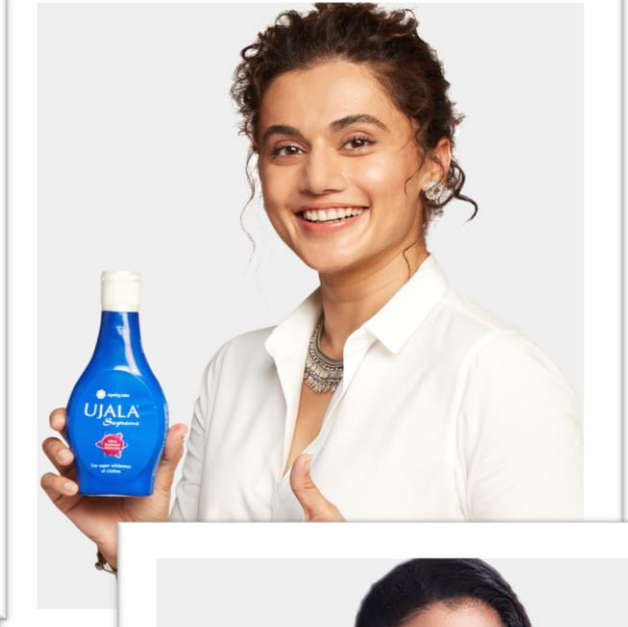


Digital campaign featuring social media influencers



Sponsorship for IPL'24 & T20 WC'24

The confidence of celebrities on Jyothy Brands!

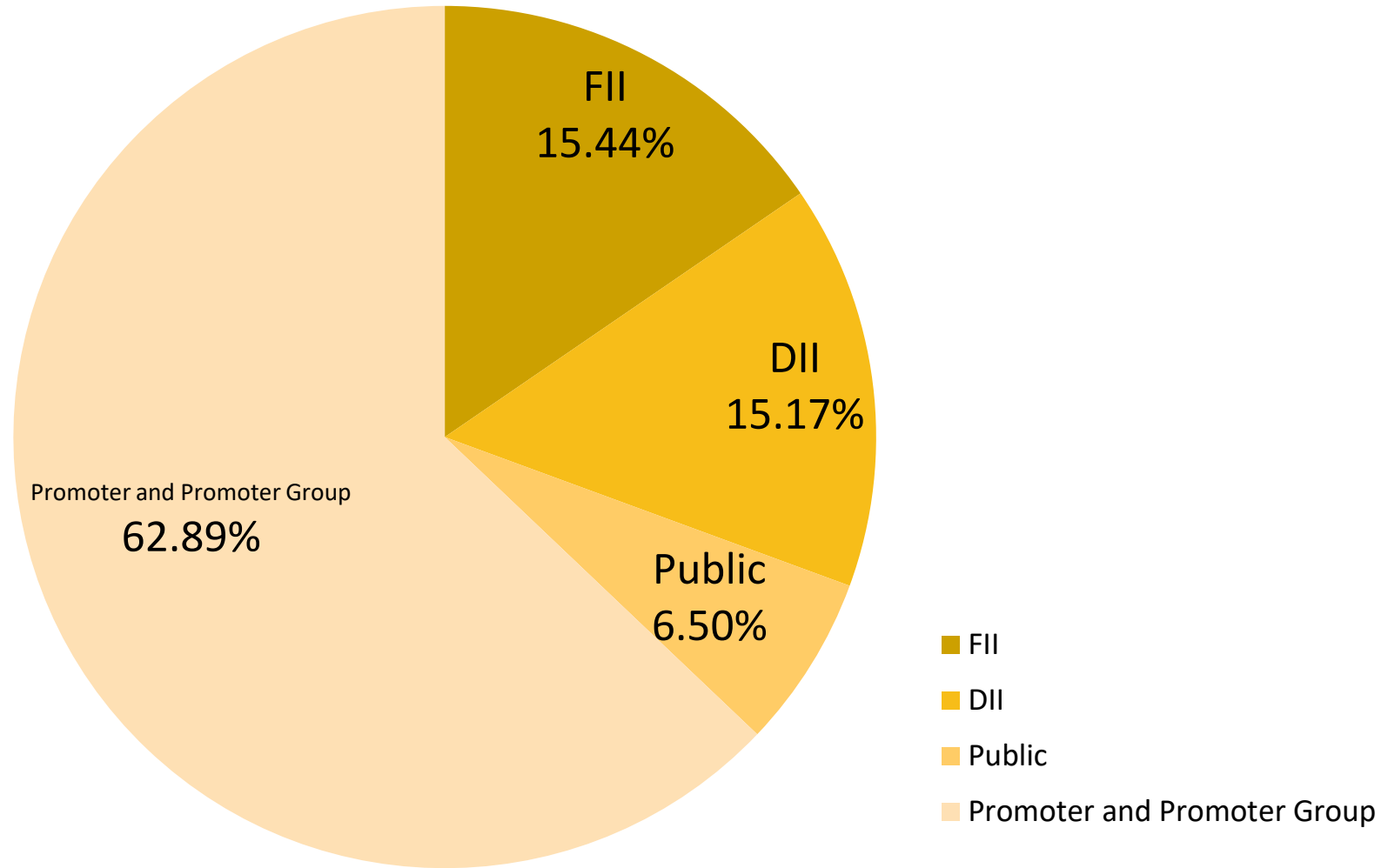


WAY FORWARD

- Continued focus on Volume Led Growth to gain Higher Market Share for each Brands
- Increased Investment towards strategic brand building and direct distribution as it is a critical source of competitive advantage
- Leverage on Modern trade and Ecommerce channel which is poised for higher growth. Drive on digital activities to create best in class shopper experience.
- Higher Scale leading to acceleration in margins is likely to be reinvested in business for long term sustainable growth.

SHAREHOLDING PATTERN

As on 30 June 2024



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THANK YOU

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