

January 27, 2020

To,

**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**

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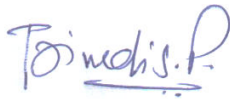
With reference to the captioned subject, please find attached herewith a copy of the Presentation on the Company's performance for the quarter and nine months ended December 31, 2020.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

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



**Shreyas Trivedi**  
**Head – Legal & Company Secretary**

Encl.: As above



**Jyothy Labs**

# PRESENTATION Q3 FY2021

January 27, 2021



# CONTENTS

- *About Us*
- *Market Scenario*
- *Our Resilient Performance*
- *Result Highlights*
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- *Way Forward*

# ABOUT US

- Founded in 1983 by a first generation entrepreneur, our 'Chairman Emeritus' Mr MP Ramachandran.
- Jyothy Labs is primarily in **Home Care** (includes Fabric wash, Dishwash and Household Insecticide) and **Personal Care segments** which constitute 50% of the Indian FMCG industry.
- Our **Key Product Categories: Fabric Care, Dish Wash, Household Insecticides and Personal Care**
- Our **6 Power Brands: Ujala, Exo, Maxo, Henko, Margo and Pril.**

~Rs. 1,700 + crore in  
Revenue in FY2020

No#1 in Fabric  
Whitener since its  
launch

No#2 in Dishwash bar  
and liquid category

No#2 in Mosquito  
repellent coil  
(in volume terms)

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

27 Manufacturing plants  
across 23 locations

2,000+ Sales Team  
Members & 6,100+  
stockist /sub stockist

Part of BSE S&P 500  
and Nifty 500

# MARKET SCENARIO

- **Healthy Consumer Demand Trends** across Home and Personal Care Categories
- Strong Rural Demand and improved urban consumption trends.
- **Growth momentum backed by General Trade** with gradual recovery in Institutional Business (Modern Trade and Canteen Store Department).
- Consumer channel preference shifted towards **Omni channel approach**.
- **Acceleration** in adoption of **Digital Technology**

# OUR RESILIENT PERFORMANCE



**Double Digit Sales Growth in Q3FY21.**

## **PORTFOLIO AGILITY**

Leverage on our core 'Essential & Hygiene' Product Portfolio.

## **FLAWLESS EXECUTION**

Determination, Passion and Commitment of every member of Jyothy Labs has ensured integrated and flawless execution to ensure we meet consumer demands and deliver positive growth.

## **FINANCIAL PRUDENCE**

Proactive measures and focus on key financial parameters to enhance shareholder value.

## OUR CORE ESSENTIAL & HYGIENE PORTFOLIO

### DISHWASH

Exo Bar, Gel, Scrubber, Vegetable & Surface Cleaner

Pril Liquid Dishwash & Bar



### PERSONAL CARE

Margo (Neem Based)

Soap, Facewash,

Handwash, Sanitizer



### DETERGENTS

Ujala Instant Dirt Dissolver &

Fast Wash Bar, Mr White

Henko Stain Care & Henko Matic



### HOUSEHOLD INSECTICIDE

Maxo Liquid Vaporiser

Coils and Incense Sticks



### TOILET & FLOOR CLEANER

T-Shine Toilet Cleaner & Floor Cleaner





# FLAWLESS EXECUTION

## Go To Market ('GTM')

- Urban Markets: Geographic expansion of existing brands and more frequent servicing to retailers
- Adding more Sub-stockists and focus on Van Coverage to enhance **Rural Coverage**
- **Omnichannel Focus** to service the consumer

## New Launches

- **Addition to Hygiene Portfolio:** Exo All Surface Cleaner launched in South of India

## Digital Technology

- **Digital Adoption** across the organisation.
- **Data Analytics** to add sales efficiencies and Digital Consumer Engagement

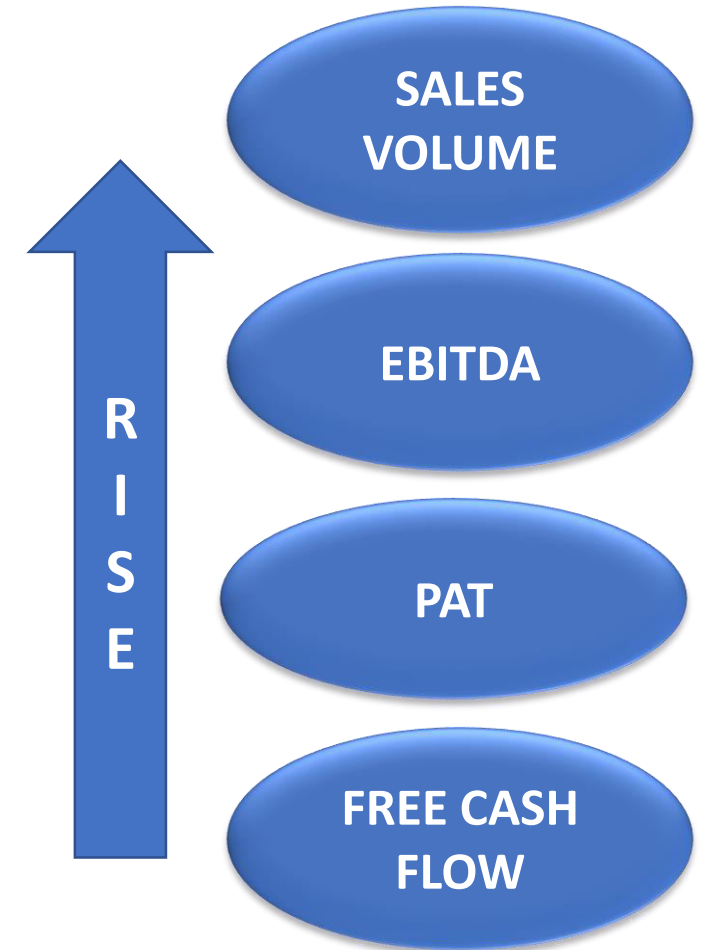
## Media Activities

- **Media Spends** - Increased media spends across brands with **Clear Strategic Intent ' Grow Market Share'**

## Human Resources

- **Employee Motivation** led by trainings, new sales incentive plans, WFH activities

- **Detailed SKU and Plant Specific Sales Planning** for ensuring seamless supply to consumers across India.
- **Focus on improving channel partners ROI** with minimum stock with distributors and frequent servicing at retailer's end
- **Cost optimisation & controlled trade schemes** minimised the impact of the increasing cost of production



# RESULT HIGHLIGHTS – Q3FY21 SNAPSHOT (CONSOLIDATED)

**Revenue up 13.3% (FMCG Sales up by 15.1% and Volume up by 15%).**

**Gross Margin at 48.8% from 48.7% in the same period last year.**

**A&P Spend at Rs 35.3 Crores versus Rs 25.2 Crores in the same period last year, an increase by 40%.**

**Operating EBITDA at 16.7% (Rs 79.8 Crores) versus 15.8% (Rs 66.3Crores) in the same period last year, an increase by 20.3%.**

**PAT at Rs 53.2 Crores as against Rs 45 Crores, increased by 18.2% over same period last year.**

# RESULT HIGHLIGHTS – YTD FY21 SNAPSHOT (CONSOLIDATED)



Revenue up 7.3% (FMCG Sales up by 8.9% and Volume up by 9.8%).

Gross Margin at 47.6% from 47.8% in the same period last year.

Operating EBITDA at 17.2% (Rs 243.6 Crores) versus 16% (Rs 210.5 Crores) in the same period last year, an increase by 15.7%.

PAT at Rs 163.4 Crores as against Rs 136 Crores, increased by 20.1% over same period last year.

EPS (not annualised) at Rs 4.63 versus Rs 3.85 in the same period last year.

## CATEGORY WISE NET REVENUE

CATEGORY	KEY BRAND	QUARTER ENDED			NINE MONTHS ENDED		
		CY	PY	GR %	CY	PY	GR %
Fabric Care	Ujala FW, Henko, Mr White, Ujala Crisp & Shine	176	172	2.3%	489	552	-11.4%
Dishwashing	Exo, Pril	182	150	21.1%	530	440	20.6%
Household Insecticides	Maxo	47	43	10.0%	171	117	45.8%
Personal Care	Margo, Neem, Fa	53	36	48.2%	176	150	16.9%
Other Products	T Shine, Maya	13	8	56.5%	35	27	26.9%
<b>TOTAL</b>		<b>470</b>	<b>409</b>	<b>15.1%</b>	<b>1,401</b>	<b>1,287</b>	<b>8.9%</b>
Laundry Services		7	12		13	32	
<b>GRAND TOTAL</b>		<b>477</b>	<b>421</b>	<b>13.3%</b>	<b>1,414</b>	<b>1,318</b>	<b>7.3%</b>

## Q3 FY21 SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

PARTICULAR/GROWTH	QUARTER ENDED			NINE MONTHS ENDED		
	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	477	421	13.3%	1,414	1,318	7.3%
OPERATING EBITDA	79.8	66.3	20.3%	243.6	210.5	15.7%
PAT	53.2	45.0	18.2%	163.4	136.0	20.1%
EPS (INR) (NOT ANNUALISED)	1.51	1.27	18.2%	4.63	3.85	20.1%

### Financial Parameters

PARTICULAR/GROWTH	QUARTER ENDED		NINE MONTHS ENDED	
	CY	PY	CY	PY
GROSS MARGIN	48.8%	48.7%	47.6%	47.8%
OPERATING EBITDA MARGIN	16.7%	15.8%	17.2%	16.0%
PAT MARGIN	11.2%	10.7%	11.6%	10.3%
A&P TO SALES RATIO	7.4%	6.0%	6.0%	6.6%

## EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q3FY21	YTDFY21
<b>EBITDA % - PREVIOUS PERIOD</b>	<b>15.8%</b>	<b>16.0%</b>
GROSS MARGIN	0.0%	-0.2%
EMPLOYEE COST	0.7%	0.2%
ADVERTISEMENT & SALES PROMOTION	-1.4%	0.6%
OTHER EXPENDITURE	1.7%	0.7%
<b>EBITDA % - CURRENT PERIOD</b>	<b>16.7%</b>	<b>17.2%</b>

\* Other Expenditure includes donation of Rs 5 crore paid for relief work done for COVID 19 to Prime Minister and Chief Minister's Funds. Excluding, COVID donation, the EBITDA for the nine months period ended would have been **17.6%**.



# BRAND PERFORMANCE AND 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

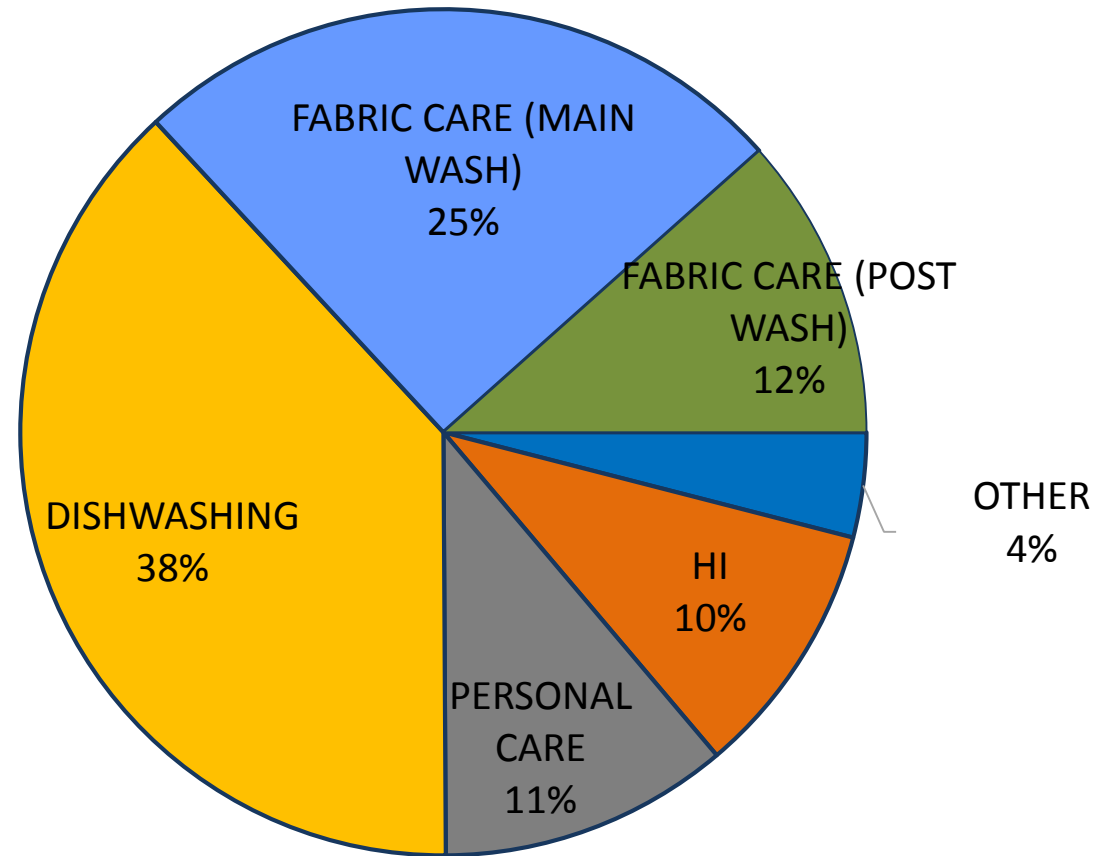
## HOUSEHOLD INSECTICIDES

- Increasing footprint
- Winning through Innovations

## PERSONAL CARE

- New Extensions
- Differentiated propositions on naturals

# CATEGORY WISE BUSINESS SHARE (Q3FY21)



# FABRIC CARE - 37% OF TOTAL BUSINESS

Category	Q3FY21 Growth in %
Fabric Care	2.3%



# FABRIC CARE (POST WASH) – UJALA SUPREME

Market Share in %

Brand	CY 17	CY 18	CY 19
Ujala Fabric Whitener	80.4%	80.6%	81.7%

Source – AC Nielsen (CY - Calendar Year)

## Brand Performance:

- Ujala Supreme sales have witnessed consistent upward momentum from last quarter which indicates demand revival post easing of lockdown.

## Marketing initiatives:

- Consistent brand investment showcasing the benefits of using Ujala Supreme post detergent wash through TV campaign.
- Increased BTL activity campaigns to showcase superiority of Ujala Supreme over low-cost blues



# FABRIC CARE (POST WASH) – UJALA CRISP & SHINE

## Brand Performance:

- Partial opening of offices and school is helping the demand revival.
- Brand is continuing to indicate an improved growth trajectory over previous quarter.

## Marketing initiatives:

- Continued brand investments on TV featuring Superstar Nayanthara
- Continued retail visibility to drive new trials



# FABRIC CARE (DETERGENTS) – UJALA

Market Share in % (Kerala)

Brand	CY 17	CY 18	CY 19
Ujala Instant Dirt Dissolver('IDD')	17%	17%	16%

Source – AC Nielsen

## Brand Performance:

- The brand maintains its leadership position as the largest mid priced detergent brand in Kerala

## Marketing initiatives:

- Continued TV presence with Manju Warriar in Kerala and Tamil Nadu (part of Geography extension plan)
- Visibility drives of consumer promos/offers on leading Ecom portals



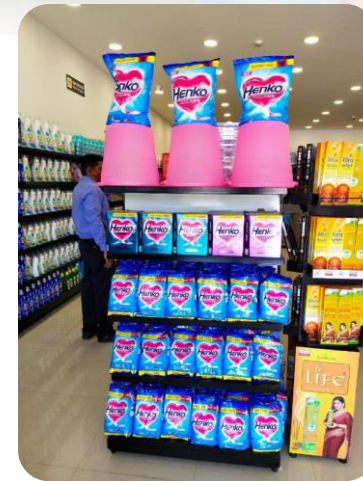
# FABRIC CARE (DETERGENTS) - HENKO

## Brand Performance:

- General Sales Channel continues to outperform with higher sales growth
- Easing of restrictions at Institutional Sales (Modern Trade and Canteen Store Department) has helped the brand grow from this quarter
- E-commerce continues to be a new high growth channel

## Marketing Initiatives:

- TV campaign in target markets
- Continued aggressive retail visibility & drives across states as part of the national roll out plan.



# DISHWASHING - 38% OF TOTAL BUSINESS

Category	Q3FY21 Growth in %
Dishwash	21.1%

Market Share Progress in %	Brand	CY18	CY19
	Exo Bar	11.1	11.2
	Pril liquid	16.7	16.0

## EXO AND PRIL - LIQUID DISHWASH AND BAR

- Households focussing on Health & Hygiene aiding dishwash brands.
- Strong distribution drives undertaken supported by consumer promos. Liquid pouches like Pril Tamarind Pouch facilitating Pril liquid brand category growths
- Smaller pack focus has enabled an unlock of existing opportunities in large rural markets thereby propelling the brands onto a growth trajectory.

Source – AC Nielsen (Calendar Year)

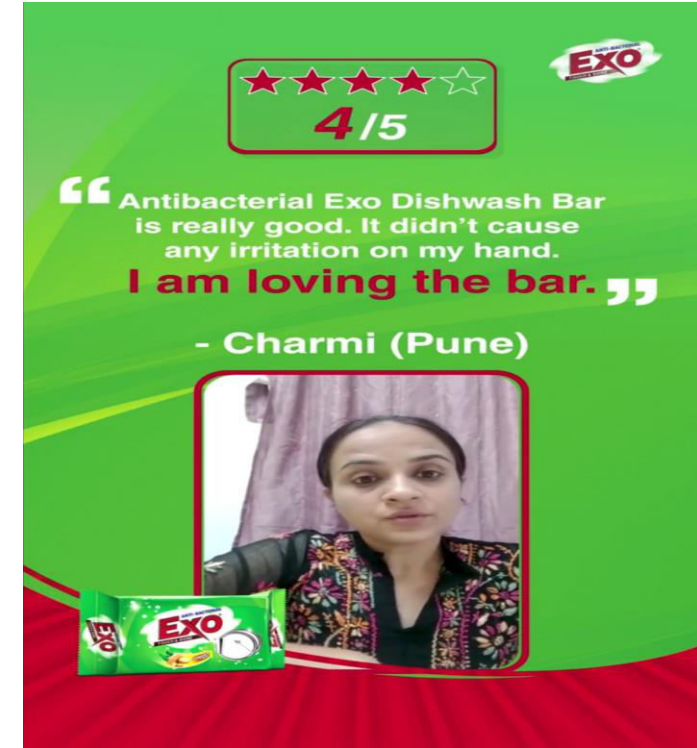




# EXO AND PRIL : WINNING WITH THE CONSUMERS



Digital Activity in association with Colors Social media platform where couples (including Gurmeet and Debina) engage in an intimately emotional and engaging discussion about the Highs and lows of **Modern Day relationships**.



**Consumer Speak** series on Exo Bar where consumers express their views on Exo Bar was a huge hit in the digital space.

# NEW PRODUCT LAUNCH: EXO ALL SURFACE CLEANER

## EXO ALL SURFACE DISINFECTANT



\*Post 10 mins of contact time with undiluted product following standard test protocols.  
\*As per standard testing protocol. As per tests done on hard surfaces.

**EXO FAMILY. HEALTHY FAMILY.**

## EXO ALL SURFACE DISINFECTANT



### Benefits Four, Tension No More!

- Up to 24 hours active germ protection
- Kills 99.9%\* Coronavirus, Bacteria & Fungi
- Sparkling clean surface
- Alcohol free-no fear of fire in kitchen



\*Post 10 mins of contact time with undiluted product following standard test protocols.  
\*As per standard testing protocol. As per tests done on hard surfaces.

**EXO FAMILY. HEALTHY FAMILY.**

# EXO AND PRIL : OUR CONTINUOUS INNOVATION JOURNEY...



Antibacterial Exo  
Ginger Twist

Jan 2019



Antibacterial Exo  
Dishwash Super Gel

Oct 2019



Exo Bioh Fresh  
(Vegetable Cleaner)

Sep 2020



Exo Disinfectant  
All Surface Cleaner

Dec 2020



Pril Tamarind  
Shine Specialist



Pril Lime  
Grease fighter  
(Pack Graphics change)



Pril Tamarind  
Shine Specialist (Pouch)

# HOUSEHOLD INSECTICIDES - 10% OF TOTAL BUSINESS

Category	Q3FY21 Growth in %
Household Insecticides	10.0%

Market Share Progress in %	Brand	CY18	CY19
	Maxo Coil	21.2	21.1
Maxo Liquid Vaporiser	7.6	8.1	

## MAXO - LIQUID VAPORISER, COILS AND INCENSE STICKS

- Consistent growths on Genius Combi aided by placement driven activities.
- Response on the Genius LV promo resulted in good success
- Consistent Media support across geographies for off take generation with enhanced focus on digital platforms

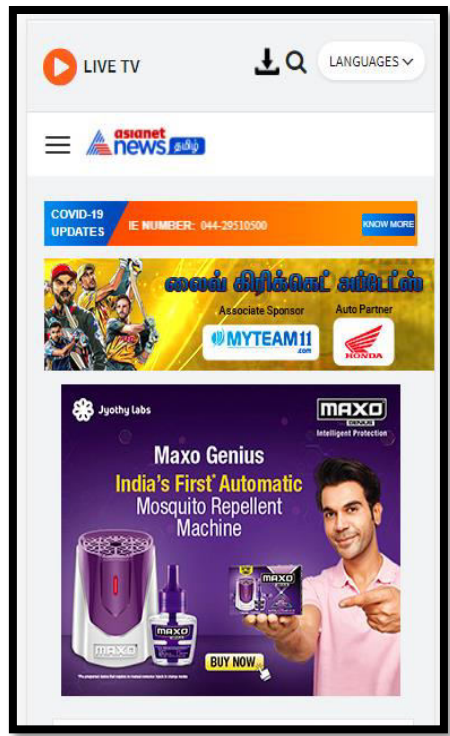


# DIGITAL CAMPAIGN & RETAIL VISIBILITY

## Genius LV Promo communication POP



## Digital Campaign in TN



## Testimonial Campaign extended till Oct



## Retail visibility drive in North



# PERSONAL CARE – 11% of Total Business

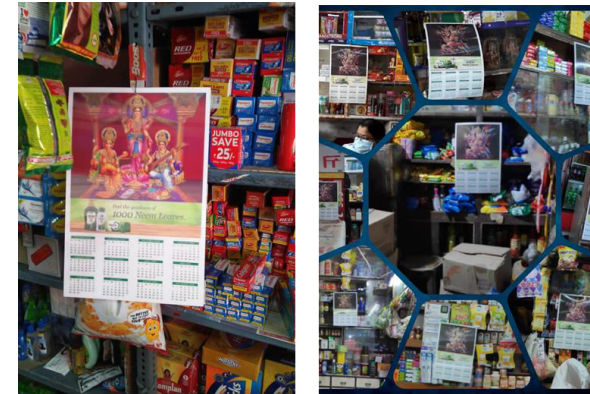
Category	Q3FY21 Growth in %
Personal Care	48.2%

## Brand Performance:

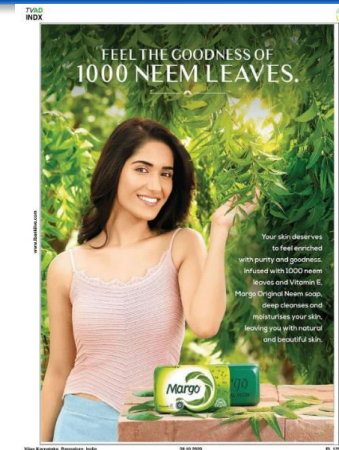
- Margo continues to register strong growth.
  - The ongoing consumer trend for products made from natural ingredients seem to be aiding the growth momentum
- The composition of the product and the trust of 100 years is driving the consumer preference for the brand

## Marketing Initiatives:

- Continued brand investments on TV and OTT platforms
- Consumer offer on singles pack to drive new trials
- BTL campaigns in focus markets – lead sponsorship for a Beauty pageant, Visibility drives



3D calendar – Visibility through calendars across India



3 Print Ads across leading dailies in Karnataka



25g Extra promo



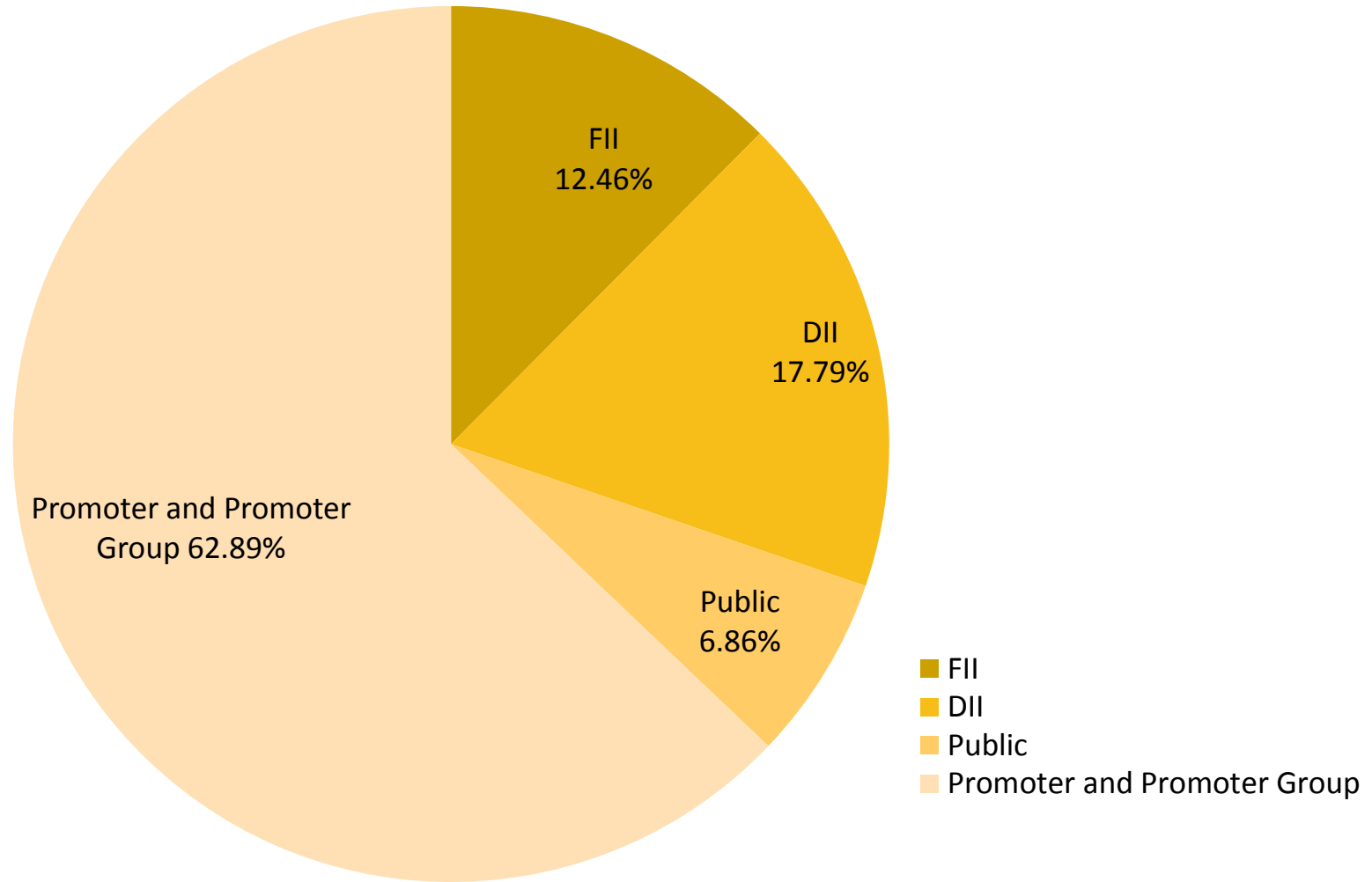
Hand Wash BTL Drives

## WAY FORWARD

- We are at **Inflexion Point**. Our **Core Essential & Hygiene Portfolio** backed by **management focus on consumer driven brand innovation & investment, technology and distribution** will enable us to capture **Higher Market Share**
- Company through its focus on strengthening brand franchise is on track to deliver **profitable volume led growth**
- Inflationary pressure in key raw materials will be balanced with strategic price increases, cost optimisation initiatives and balanced trade schemes to support healthy cash flow management
- **Driving full potential of business categories** with enhanced media spend and geographical expansion

# SHAREHOLDING PATTERN

As on 31 December 2020





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# THANK YOU

**Contact for any queries**

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