

# Jyothy LABORATORIES LIMITED

CIN - L24240MH1992PLC128651

'UJALA HOUSE', Ramakrishna Mandir Road, Kondivita, Andheri (East), Mumbai-400 059

☐ Tel : 6689 2800 ☐ Fax : 6689 2805 ☐ e-mail : info@jyothy.com ☐ www.jyothylaboratories.com



UJALA

October 25, 2016

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 Sirs,

**Sub: Presentation on the Financial Performance of the Company for the quarter and half year ended September 30, 2016**

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In furtherance to our submission of even date pertaining to the Unaudited Financial Results, please find attached presentation by the Company on the Financial Performance of the Company for the quarter and half year ended September 30, 2016.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

**For Jyothy Laboratories Limited**



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

Encl: As above.

# Jyothy Laboratories Limited

## Board Presentation

### Q2 FY 17

### 25<sup>th</sup> October 2016

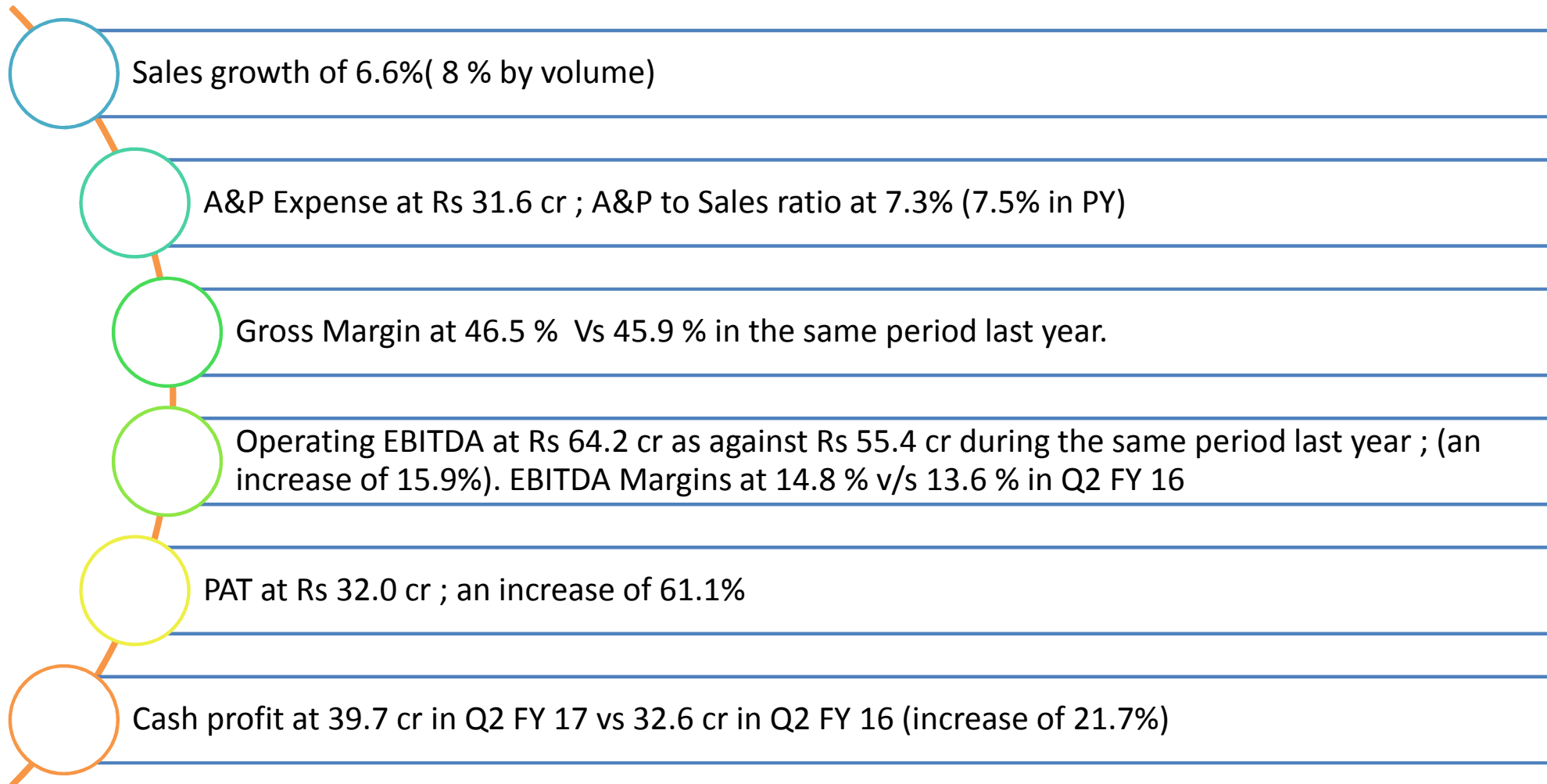


## Market Scenario

- *Overall demand yet to pickup.*
- *Input costs stable.*
- *Market Competition continues to be highly intensive*
- *Company committed on delivering growth ahead of Industry*

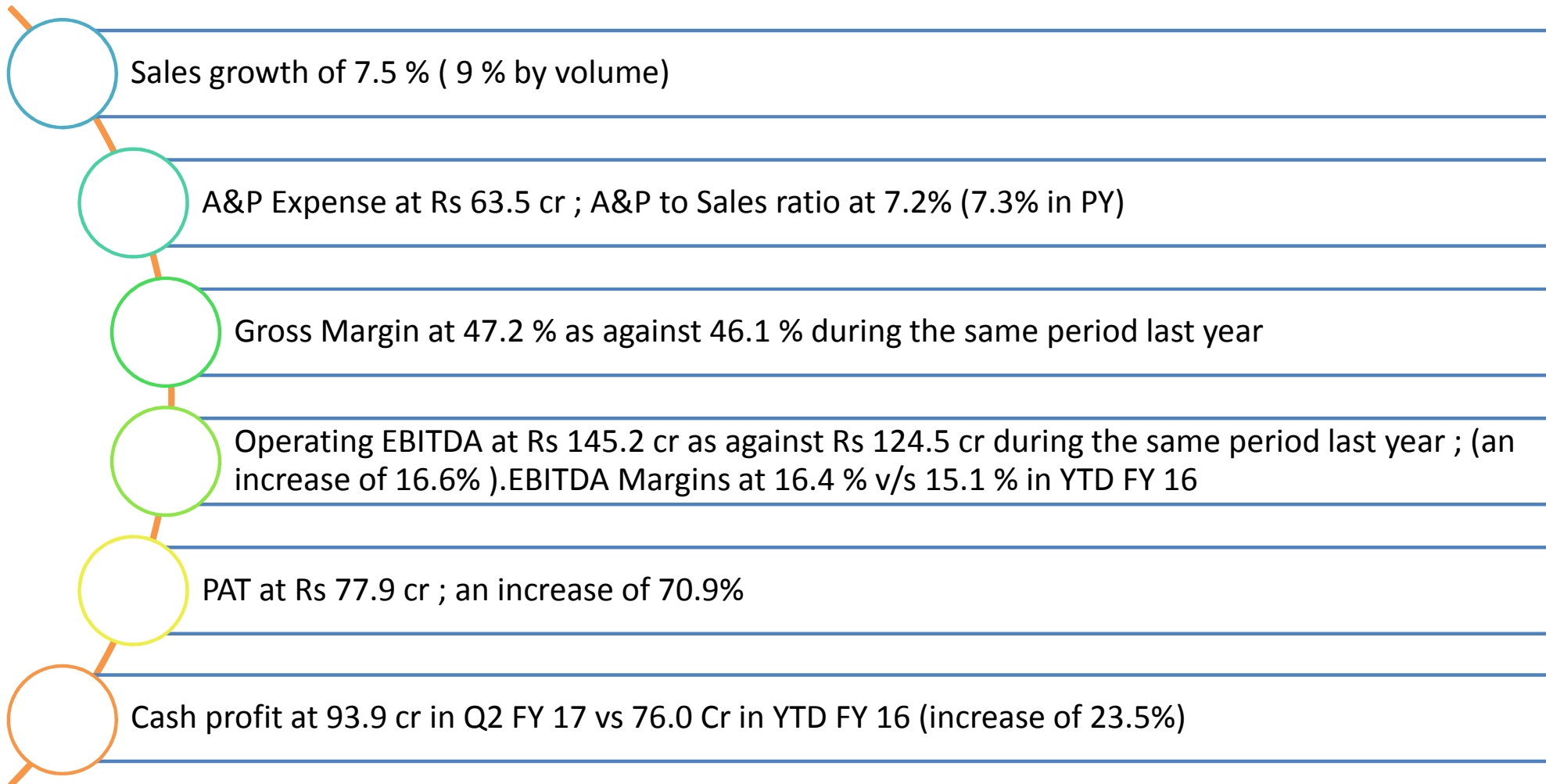


# Q2 FY 17 Snapshot



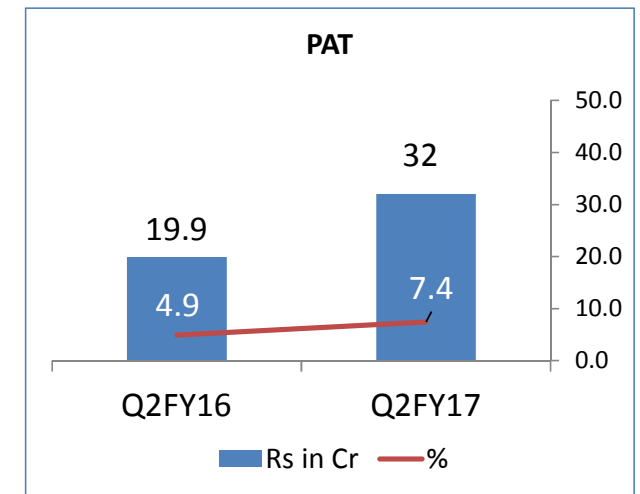
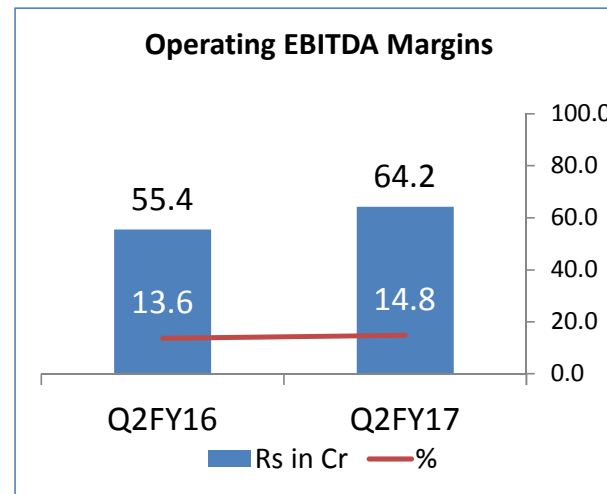
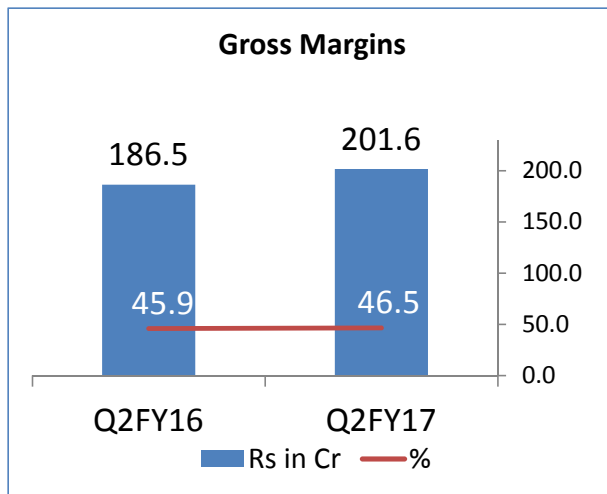
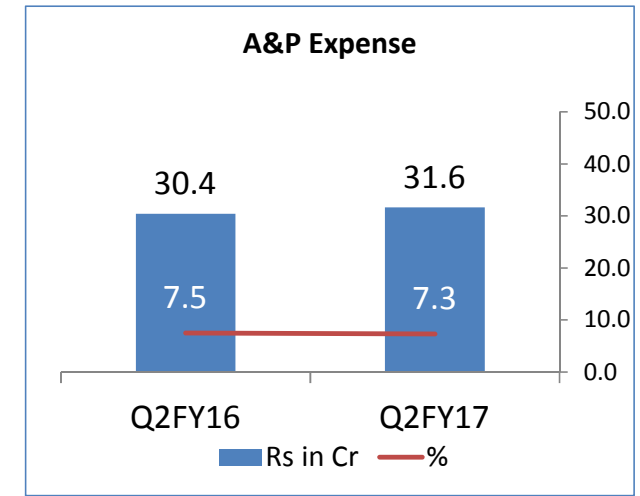
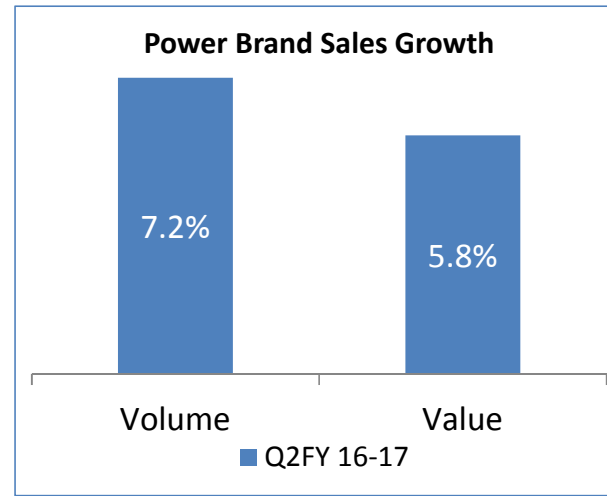
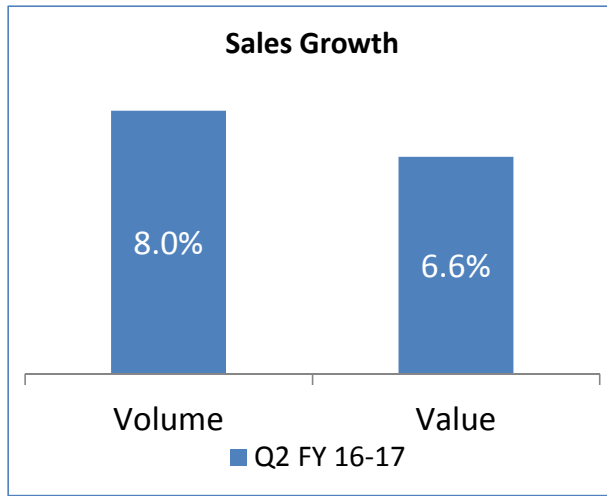
# YTD FY17 Snapshot

All Figures as per IND AS



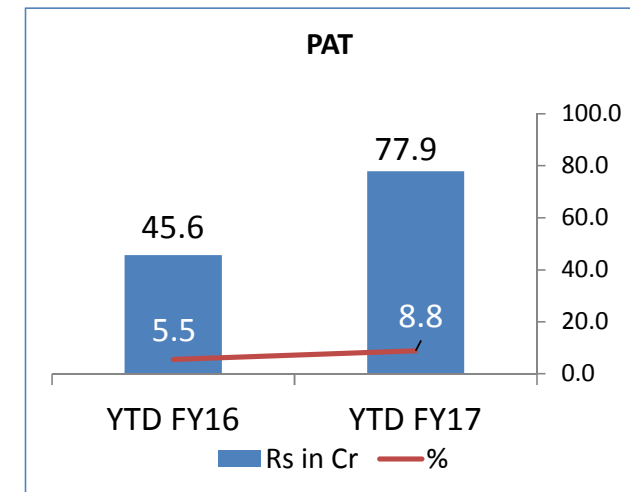
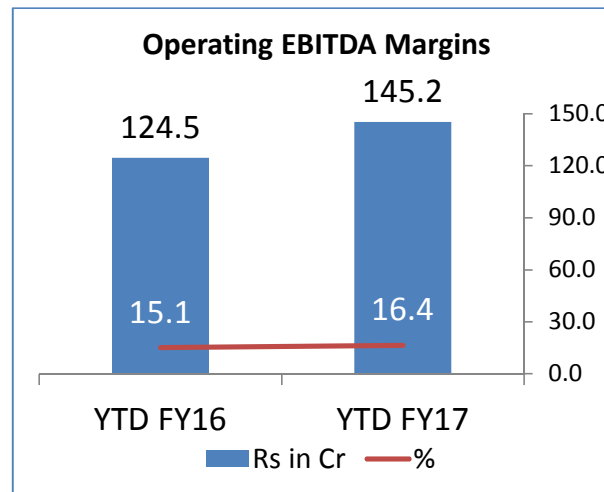
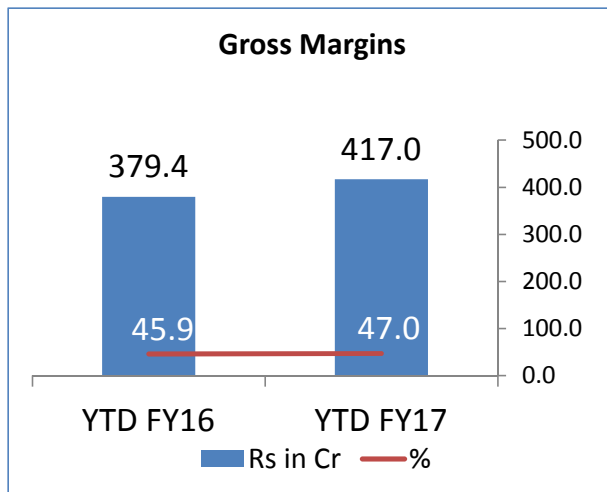
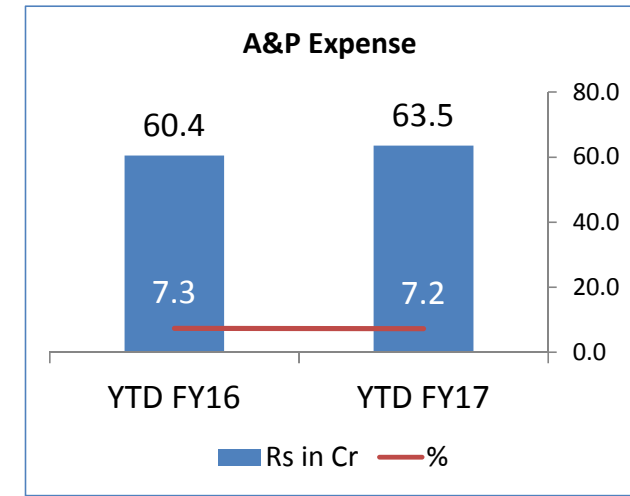
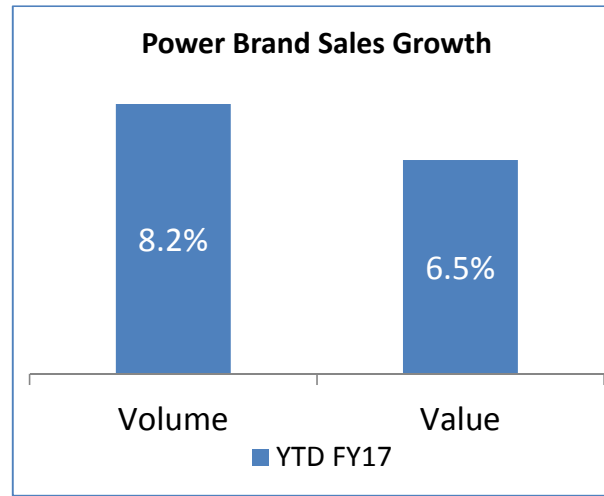
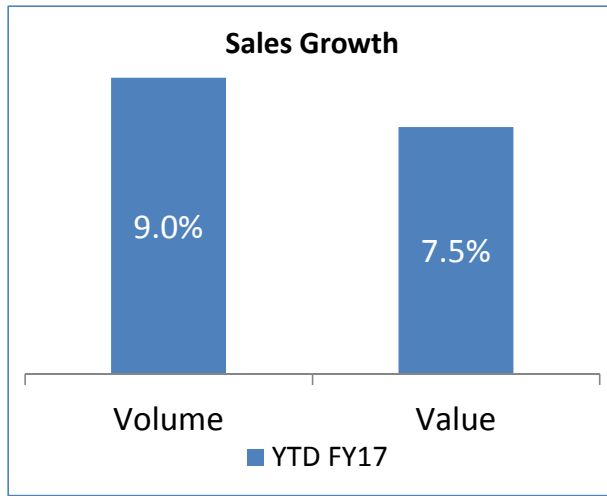
# Q2 FY 17 Snapshot

All Figures as per IND AS



# YTD FY17 Snapshot

All Figures as per IND AS





# Q2 FY 17 Highlights

## Company's Consolidated Performance

All Figures as per IND AS

### Financials

Particular/Growth	Q2 2017			YTD 2017		
	FY 17	FY 16	% Change	FY 17	FY 16	% Change
Net Sales	433.5	406.5	6.6%	887.5	825.8	7.5%
Operating EBITDA	64.2	55.4	15.8%	145.2	124.5	16.6%
PAT	32.0	19.9	61.2%	77.9	45.6	70.9%
EPS (INR)	1.77	1.1	61.1%	4.3	2.52	71.1%

All values in INR Crore except EPS

### Ratios

Particular/Growth	Q2 2017		YTD 2017	
	FY 17	FY 16	FY 17	FY 16
Gross Margin	46.5%	45.9%	47.0%	45.9%
Operating EBITDA Margin	14.8%	13.6%	16.4%	15.1%
PAT Margin	7.4%	4.9%	8.8%	5.5%
A&P to Sales Ratio	7.3%	7.5%	7.2%	7.3%





## Advertisement & Sales Promotion Spend - Regroup

### Consolidated

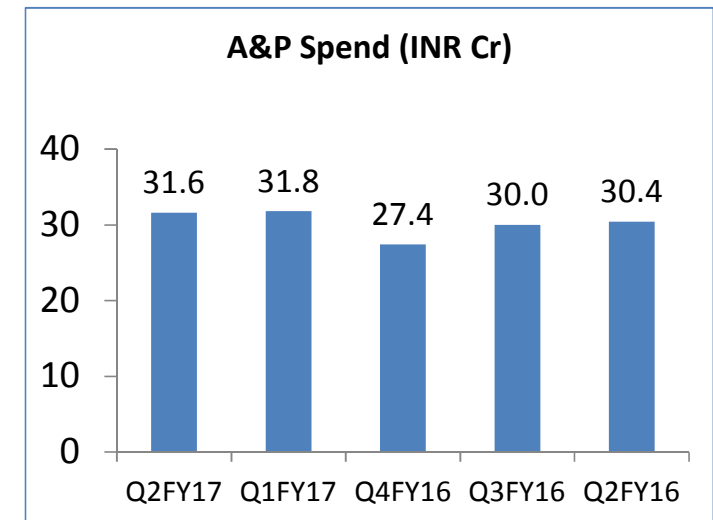
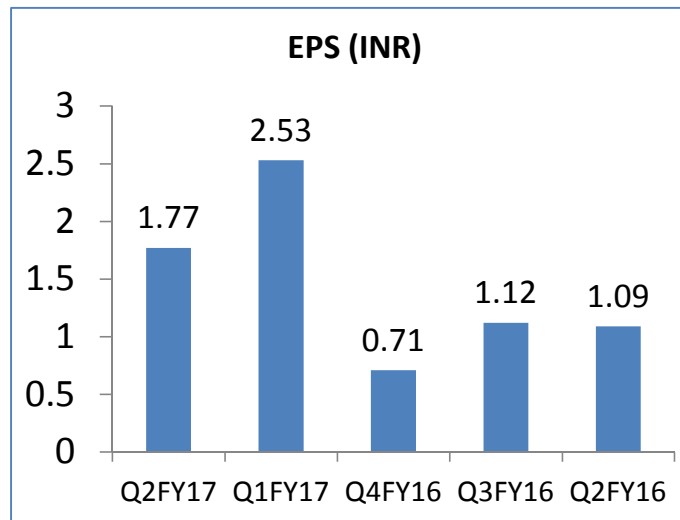
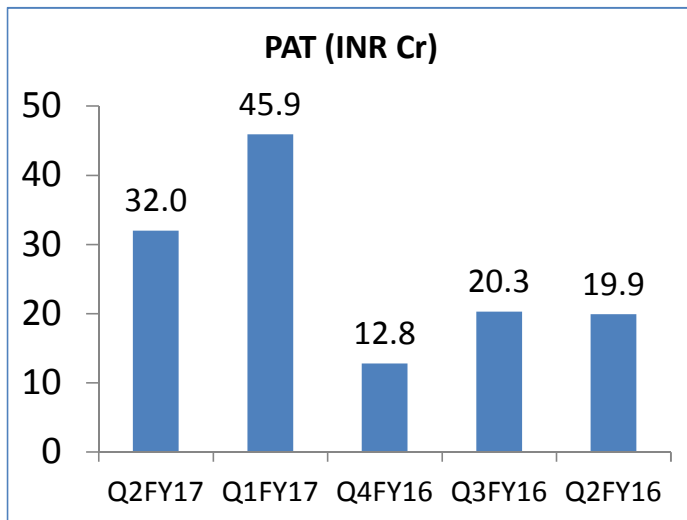
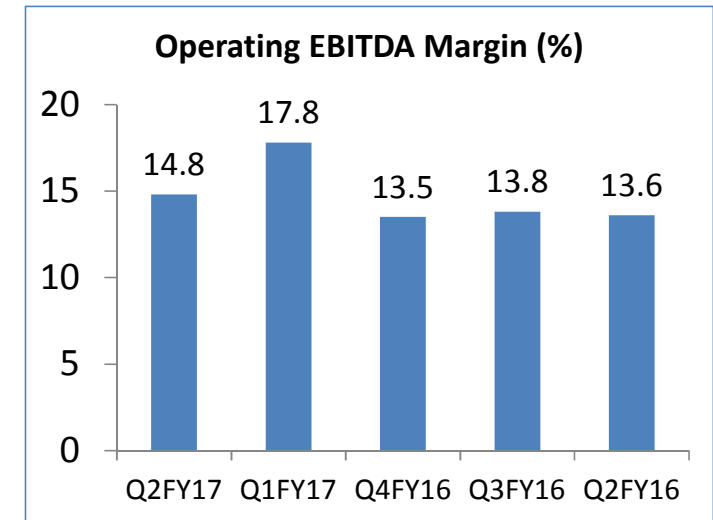
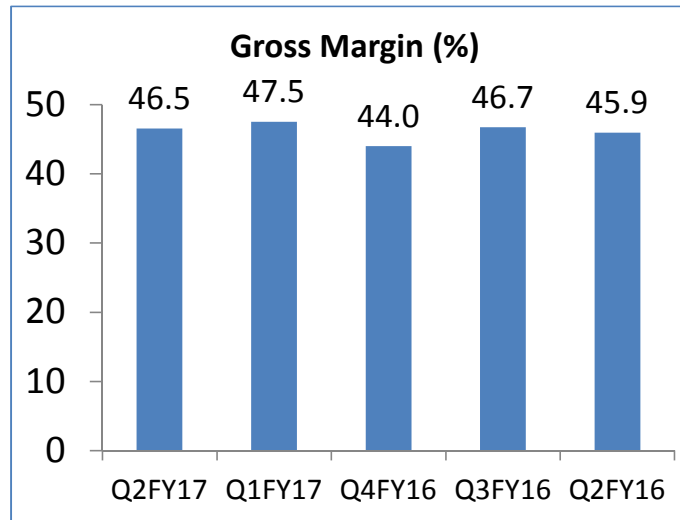
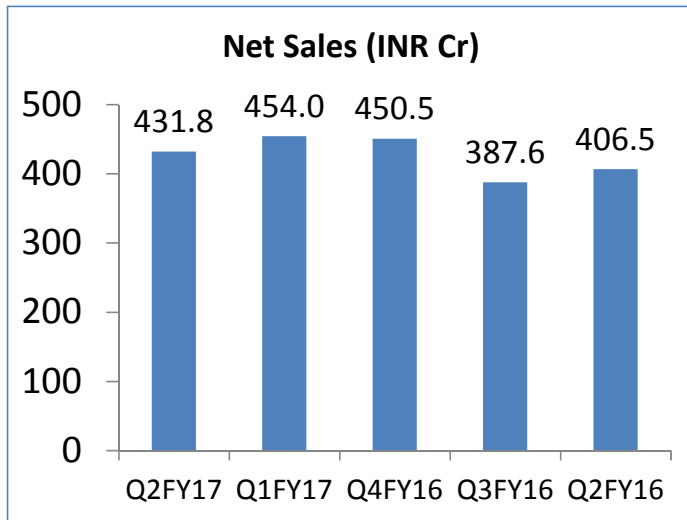
INR Lakhs

Line	Q2 FY 16-17	% of Sales	YTD FY 16-17	% of Sales	Q2 FY 15-16	% of Sales	YTD FY 15-16	% of Sales
Advertisement and Sales Promotion expense	6,192	14%	12,496	14%	4,883	12%	9,938	12%
Sales promotion regrouped to Sales	-1,988	-5%	-3,929	-4%	-984	-2%	-1,986	-2%
Sales promotion regrouped to Cost of goods Traded	-1,042	-2%	-2,222	-3%	-863	-2%	-1,914	-2%
Advertisement and Sales Promotion expense as per IND AS	3,162	7%	6,345	7%	3,036	7%	6,038	7%



# Performance highlights for last five quarters

All Figures as per IND AS



# Q2 FY 17 Highlights

## Category Wise Consolidated Sales

All Figures as per IND AS

Category	Consolidated					
	Q2 FY 17	Q2 FY 16	Growth %	YTD FY 17	YTD FY 16	Growth %
Fabric Care	175.7	170.5	3.1%	382.2	357.8	6.8%
Dishwashing	129.9	115.8	12.2%	263.9	238.4	10.7%
Household Insecticides	67.6	64.5	4.7%	104.8	106.0	-1.1%
Personal Care	36.5	36.0	1.3%	92.4	86.3	7.1%
Other Products	11.2	7.9	41.5%	19.1	14.0	36.5%
<b>Total</b>	<b>420.9</b>	<b>394.7</b>	<b>6.6%</b>	<b>862.4</b>	<b>802.5</b>	<b>7.5%</b>
Laundry Services	12.6	11.8	6.9%	25.1	23.4	7.6%
<b>Grand Total</b>	<b>433.5</b>	<b>406.5</b>	<b>6.6%</b>	<b>887.5</b>	<b>825.8</b>	<b>7.5%</b>

All values in INR Crore



# Q2 FY17 Highlights

## Brand Wise Sales

All Figures as per IND AS

	Consolidated					
Brand	Q2 FY 17	Q2 FY 16	Growth %	YTD FY 17	YTD FY 16	Growth %
Ujala	100.5	100.0	0.4%	218.7	207.4	5.4%
Exo	95.1	84.1	13.0%	196.3	176.8	11.0%
Maxo	67.6	64.5	4.7%	104.8	106.0	-1.1%
Henko	44.7	40.2	11.3%	93.7	85.0	10.3%
Margo	30.1	31.6	-4.9%	79.7	77.2	3.2%
Pril	35.2	32.3	9.1%	68.3	62.7	8.9%
<b>Total Power Brand</b>	<b>373.2</b>	<b>352.7</b>	<b>5.8%</b>	<b>761.4</b>	<b>715.1</b>	<b>6.5%</b>
Others	47.8	42.0	13.8%	100.9	87.4	15.4%
<b>Total</b>	<b>420.8</b>	<b>394.7</b>	<b>6.6%</b>	<b>862.3</b>	<b>802.5</b>	<b>7.5%</b>
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All values in INR Crore



# Brand Wise Performance & Initiatives





# Ujala Fabric Whitener

Post Wash

Product	Q2 FY17	% Growth	YTD FY17	Rs lakhs
				% Growth
Ujala Supreme	6,461	-5.1%	14,318	2.6%

Market info	2015
Category Size	54,315
Category Growth	1%
Market Share %	77.6%

Source : A C Nielsen

- Market expansion inputs in place
  - Communication targeting new users to increase category penetration
  - On ground activation in select states
- We expect to accelerate growth through second half.



# Ujala Fabric Detergent

Product	Rs lakhs			
	Q2 FY17	% Growth	YTD FY17	% Growth
Ujala Detergent	2,078	0.4%	4,530	2.7%

Kerala Market	2015
Category Size	30,038
Category Growth	-1%
Market Share %	17.6%

Source : A C Nielsen

- Ujala IDD is the second largest brand in kerala.





# Ujala Fabric Stiffener

Rs lakhs

Product	Q2 FY17	% Growth	YTD FY17	% Growth
Ujala Crisp & shine	1,420	36.6%	2,837	28.3%

Post Wash

- Relevant and differentiated proposition backed by popular southern super star.
- Ujala Crisp & Shine strong growths in Kerala at 39% in Q2FY'17
- Ujala Crisp & Shine is over 20% of Ujala Fabric Whitener in Tamil Nadu within 1 year of launch.



# Henko



Product	Q2 FY17	% Growth	Rs lakhs	
			YTD FY17	% Growth
Henko Franchise	4,469	11.3%	9,369	10.3%

Wonder Wash : Fresh Communication



# Pril Liquid

Product	Q2 FY17	% Growth	Rs lakhs	
			YTD FY17	% Growth
Value	2,628	11.5%	5,049	11.7%

Market Info	Rs lakhs	
	2015	Q2 FY17
Category Size	36,334	10,236
Category Growth	15%	4%
Market Share %	16.7%	17.7%

Source : A C Nielsen

Small packs (225ml & pouches) Nearly 50% of the market.  
SQ 17 : Pril grew at 27% QOQ

- Pril continues to gain market share.



# Dishwash Portfolio

SQ FY17: 129 Crs – QoQ 12% on the back of Strong Innovations

Dish Wash





# Exo DishWash Bar

Rs lakhs

Product	Q2 FY17	% Growth	YTD FY17	% Growth
Value	7,183	17.7%	14,564	11.6%

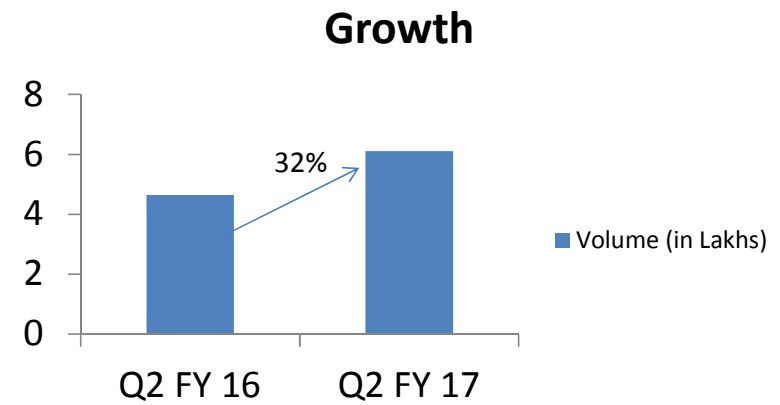
Rs lakhs

Market Info	2015	Q2 FY17
Category Size	213,706	55,454
Category Growth	9%	0.4%
Market Share %	10.4%	10.8%

Source : A C Nielsen



SQ 16 : Bars continue growth trajectory



We continue to drive Dishwash bars as we increase our footprint.

## Maxo Coil

	Rs lakhs	
	2015	Q2 FY17
Category Size	157,278	39,957
Category Growth	-0.1%	2%
Market Share %	18.4%	19.3%

Source: A C Nielsen

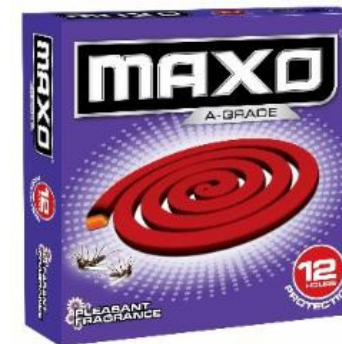
## Maxo LV

	Rs lakhs	
Market info	2015	Q2 FY17
Category Size	147,090	41,565
Category Growth	11%	17%
Market Share %	6.7%	7.1%

Source: A C Nielsen

	Rs lakhs			
Product	Q2 FY17	% Growth	YTD FY17	% Growth
Value	6,484	2.2%	10,058	-4.0%

- Signs of recovery (after a poor Q1 where both category & our growth declined in FY'17 due to unfavorable seasonality - extended summer).
- Growth in market share backed by excellence in execution and strengthening brand equity.



# Maxo Magic Card

Household Insecticides

Product	Q2 FY17	% Growth	YTD FY17	% Growth
Value	228	126%	376	273.0%

	Q1 FY17	Q 2 FY 17	% Growth
Category Size	9,211	9,208	0%
Market share	7.8%	6.5%	-13%
NSV	148	228	54%





# Margo

Product	Q2 FY17	% Growth	YTD FY17	Rs lakhs
				% Growth
Margo	3,006	-4.9%	7,971	3.2%

- Core relaunch work underway to significantly modernized brand and bring in new users.



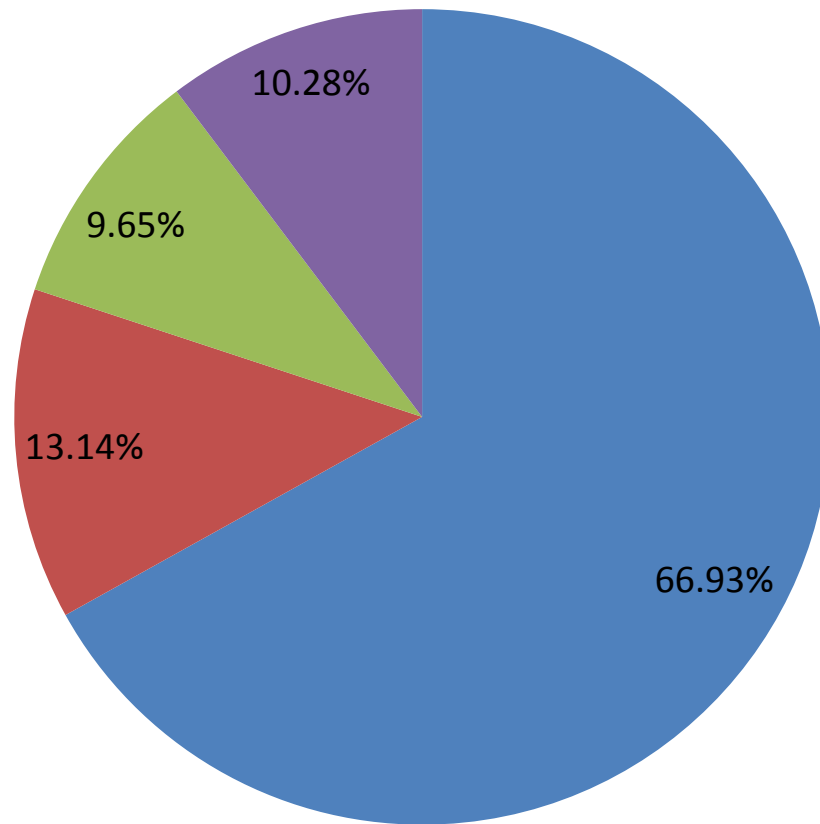
## Way Forward

- *Leverage efforts made so far to drive strong rural growth.*
- *Maintain Gross Margin levels*
- *Continue to focus on Brand differentiation based on consumer insights*
- *Continue investment behind brands*



# Shareholding Pattern

as on 30<sup>th</sup> September 2016



- Promoter & Promoter Group
- Foreign Institutional Investors (FII)
- Domestic Institutional Investors (DII)
- Public



For more information

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Thank you

