



CIN : L24230HP2004PLC027558

Dated: 05th October, 2017

To

The Bombay Stock Exchange Limited
Department of Corporate Services
25th Floor, P.J. Towers,
Dalal Street, Mumbai-400001

Company Code No: 532771

To

The National Stock Exchange of India Limited
"Exchange Plaza",
Plot No. C/1, G Block,
Bandra-Kurla Complex, Bandra (E),
Mumbai-400 051

NSE Symbol: JHS

Dear Sir/ Madam,

Sub: Compliance under Regulation 30 of the SEBI(Listing Obligation & Disclosure Requirements) Regulations 2015

INSTITUTIONAL INVESTOR MEET

In compliance of Regulation 30 and Para A of Part A of Schedule III of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we wish to inform that the company had an institutional investor meet on 04th October, 2017 with the below mentioned list of Institutions. The purpose of the said investor meet was to brief the below mentioned institutions about the company's business plans going forward. The list of institutions is:

Name of the Institution

1. Max Life Insurance Company Limited
2. Capital Investment Research Services Pvt. Ltd.
3. Old Bridge Capital Management Pvt. Ltd.
4. INFINA Finance Pvt. Ltd.
5. Mirae Asset Global Investment (I) Pvt. Ltd.
6. Insync Capital Partners LLP

The presentation made by the company during such meeting to the said institutions is enclosed herewith this letter for reference.

This is for your information and record.

Thanking you,

Yours sincerely,

For JHS SVENDGAARD LABORATORIES LIMITED



Deepshikha Tomar
Company Secretary & Compliance Officer
M.No. 40863

Encl. : Presentation on financial results



CORPORATE PRESENTATION

October 2017

(2017-18)

Disclaimer



This Investor Presentation has been prepared by JHS SVENDGAARD LABORATORIES LIMITED (JHS LL) for investors, solely for informational purposes. The information contained herein has been prepared to assist prospective investors in making their own evaluation of the Company and does not purport to be all-inclusive or to contain all of the information a prospective or existing investor may desire. In all cases, interested parties should conduct their own investigation and analysis of the Company and the data set forth in this information. JHS LL makes no representation or warranty as to the accuracy or completeness of this information and shall not have any liability for any representations (expressed or implied) regarding information contained in, or for any omissions from, this information or any other written or oral communications transmitted to the recipient in the course of its evaluation of the Company.

This Information includes certain statements and estimates provided by the Company with respect to the projected future performance of the Company. Such statements, estimates and projections reflect various assumptions by management concerning possible anticipated results, which assumptions may or may not be correct. No representations are made as to the accuracy of such statements, estimates or projections. Prospective investors will be expected to have conducted their own due diligence investigation regarding these and all other matters pertinent to investment in the Company. This presentation may contain statements that are not historical facts, referred to as “forward looking statements.” JHS LL undertakes no obligation to revise any such forward-looking statements to reflect any changes in JHS SBL’s expectations with regard thereto or any change in circumstances or events after the date hereof.



KING OF ORAL HYGIENE

KING OF ORAL HYGIENE

TABLE OF CONTENTS

PHASE 1

- Board of Directors
- Key Milestones
- Vision and Mission
- Structural Overview
- Uniqueness and Sustainable Advantage
- JHS – Current Capability: Tooth Brush
- JHS – Current Capability: Tooth Brush
- Ongoing expansion

PHASE 2

- Financial Summary
- Industry Overview
- Perpetual Mapping- Toothpaste
- Current Offerings- Competition
 - Need of the Hour
 - Aquawhite
- Current Portfolio
- Upcoming Range

The Board

The Board of Directors

Mr. Nikhil Nanda
Managing Director



Mr. Nikhil Nanda, is a first generation entrepreneur with over 25 years of experience in oral care industry. He has been instrumental in growing the company and widening its international presence.

Vanamali Polavaram
Non Executive Chairman



Mr. P. Vanamali is retired resident commissioner, Government of West Bengal. He has also worked with Government Of India in various administrative positions for 30 years

Nikhil Vora
Nominee Director



Mr. Nikhil Vohra is the founder and CEO of Sixth Sense Ventures; India's consumer centric venture fund. Nikhil Vohra has been invited by various leading consumer brands for upcoming strategic road maps.

Chhotu Ram Sharma
Independent Director



Mr. Chhotu Ram Sharma manages his own financial consultancy company after having served as a senior advisor to MD/CEO of Centurion Bank (2005-2008)

Manisha Lath Gupta
Independent Director



Ms. Manisha Lal Gupta started her career with an eight year stint at Unilever in India and then at Colgate Palmolive looking after their marketing department. After 18 years in corporate sector, Manisha turned into entrepreneur with her startup venture *IndiaArtCollectors.com*

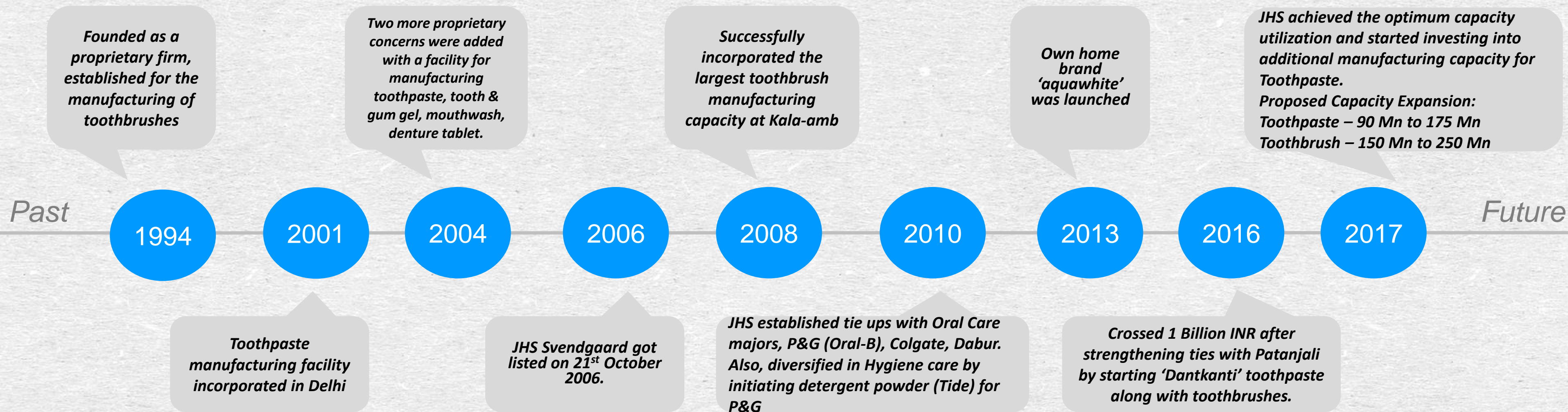
Mr. Mukul Pathak
Independent Director



Mr. Pathak possesses with wide ranging sectorial experience and knowledge of finance having been associated with several reputed institution.

Key Milestones

Past, Present & Future



Vision & Mission

JHS Svendgaard will respond with speed and sensitivity to the great Indian consumption boom, not only as an anonymous back-end for some of the most visible Indian brands but as a proud visible player ,capturing the attractive upside of the Indian consumption journey. ~ **Nikhil Nanda (Managing Director)**



Vision- First name of Oral Hygiene



Mission –Enable Healthy Smile & Healthy Life

Vision

Our vision is to be the first name of Oral Hygiene with the help of our innovation in alignment to the changing needs and consumer-focused commitment.

Mission

- Constantly driving innovations in our products
- Committed to customer delight by combining affordable pricing
- Increasing awareness for oral hygiene through products, services and media campaigns

The JHS Svendgaard Group

An Overview – Structure



The Preferred Partner

Current Scope

UNIQUENESS AND SUSTAINED ADVANTAGE

Why is JHS a preferred outsourcing partner?

Experience

The company possess a rich, 21-year experience in manufacturing toothpastes and toothbrushes for more than 25 reputed FMCG brands Globally and in India

Technical Expertise

Manufacturing in Kala-Amb, HP - only unit in the world to manufacture toothpaste and toothbrushes, mouthwashes in the same premises, reconciling completely different manufacturing competencies

Tax Benefit

Toothpaste unit continue to have the tax benefits under the new GST policy. Earlier the units had 100% excise holiday and subsidized sales tax benefits for 10 years till FY 2020.

Quality

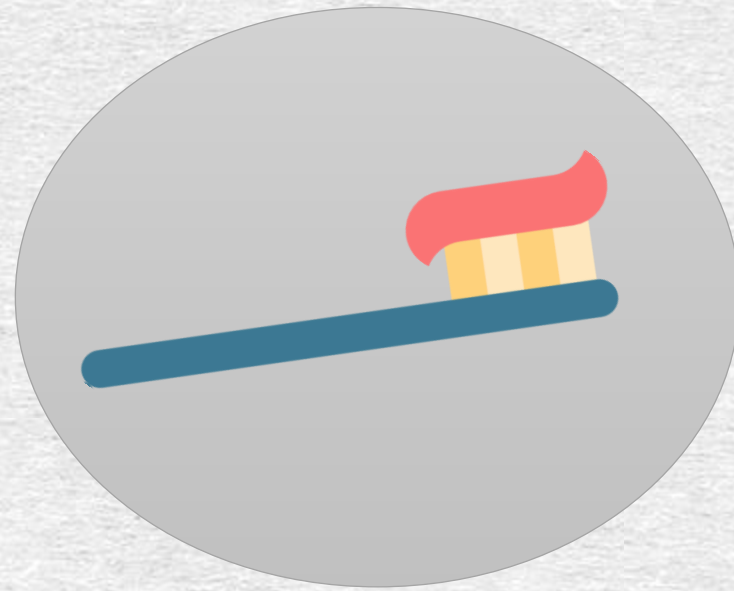
State of the Art facility and experience of working with MNC's ensures insight to the international standards of production meeting all international QA parameters.

Listed

The only company among its peer group listed on BSE & NSE ensuring highest level of corporate governance & transparency.

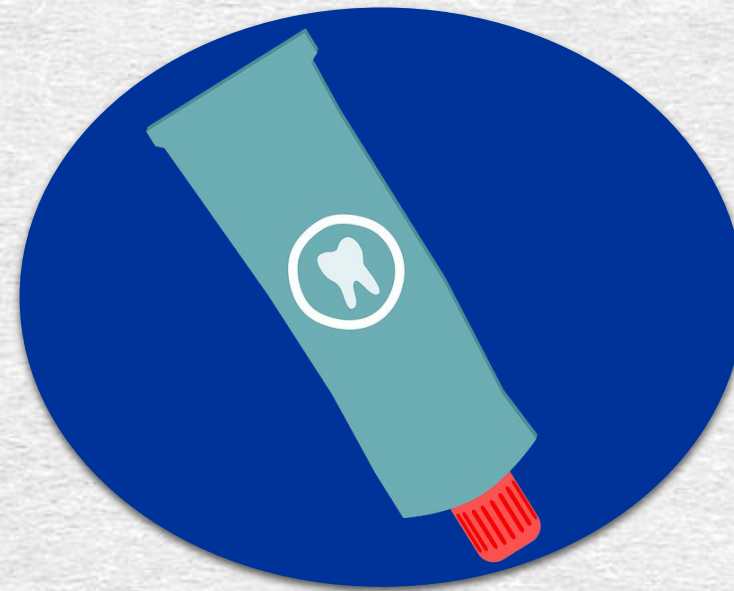
Manufacturing Capacity

The company's annual extended manufacturing capacity is...



Toothbrush

250 million pieces



Toothpaste

175 million tubes



Mouthwash

18 million bottles

CONTRACT MANUFACTURING

- Gaining insights and experience!

- Reduces manufacturing costs
- Attracts talent on the strength of the brand
- Provides insight into the initiatives of the big brands to remain relevant in the market
- Allows basic cash flow to keep the large setup occupied and running
- Products from experienced manufacturer of oral care products across the category from mass to popular to premium.



Financial Performance

2013-2017

Financial Performance

Profit & Loss Account	Mar 17	Mar-16	Mar-15	Mar-14	Mar-13
Total Revenue	107.44	100.82	56.18	39.09	60.08
Total Expenses	102.25	104.5	71.65	67.9	68.56
Profit/Loss Before Exceptional, Extra Ordinary Items And Tax	5.19	-3.68	-15.47	-28.81	-8.47
Exceptional Items	0.00	-4.47	-6.53	-6.47	0.00
Profit/Loss Before Tax	5.19	-8.15	-22	-35.28	-8.47
Total Tax Expenses	-16.8	0.00	0.04	-6.49	4.07
Profit/Loss After Tax And Before Extra Ordinary Items	21.98	-8.15	-22.05	-28.79	-12.54
Extraordinary Items	0.00	-13.47	0.00	0.00	8.38
Profit/Loss For The Period	21.98	-21.63	-22.14	-28.8	-4.21
Basic EPS (Rs.)	5.46	-8.42	-9.19	-11.95	-5.22
Diluted EPS (Rs.)	3.7	-8.42	-9.19	-11.95	-5.22
Operating Profit Margin(%)	9.56	6.43	-6.94	-10.91	20.44
Gross Profit Margin(%)	3.53	-4.04	-29.26	-52.58	-3.85
Net Profit Margin(%)	20.84	-21.6	-40.01	-81.62	-7.5
Return On Capital Employed(%)	4.19	-3.23	-12.71	-16.18	1.24
Return On Net Worth(%)	16.88	-22.74	-21.74	-64.19	-5.71

Balance Sheet	Mar 17	Mar-16	Mar-15	Mar-14	Mar-13
Equity Share Capital	44.12	37.64	24.1	24.1	24.1
Reserves and Surplus	86.05	57.47	77.74	20.76	49.56
Money Received Against Share Warrants	4.62	5.89	0.00	0.00	0.00
Total Current Liabilities	19.58	18.25	48.8	113.67	115.2
Total Capital And Liabilities	155.62	121.31	152.06	172.15	215.59
Fixed Assets	65.71	65.74	107.88	120.82	135.21
Total Non-Current Assets	115.33	85.65	127.62	142.99	168.22
Total Current Assets	40.3	35.65	24.44	29.16	47.37
Total Assets	155.62	121.31	152.06	172.15	215.59
Contingent Liabilities	11.16	209.87	209.2	21.9	20.89
Debt Equity Ratio	0.01	0.02	0.18	1.03	1.03
Interest Cover Ratio	11.46	-9.09	-108.91	-1.05	0.18
Promoter Shareholding (%)	35.51	33.05	37.60	39.66	40.16
Public Shareholding (%)	64.49	66.95	62.4	60.34	59.84

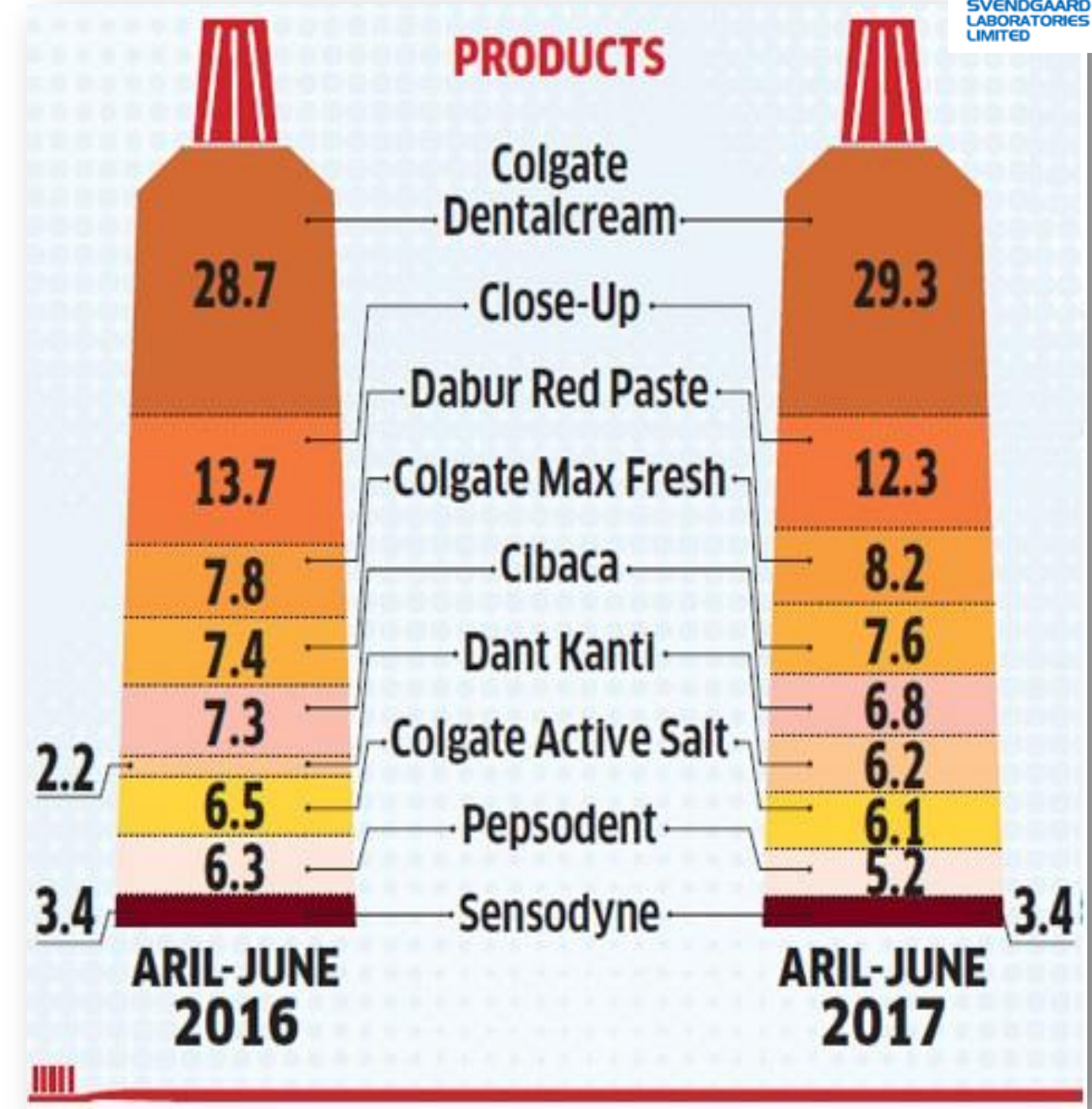
Industry Overview

The Oral Care Market



INDIAN ORAL CARE INDUSTRY

- The Oral products market in India consists of toothpaste, toothbrush, tooth-powder, and mouthwash. 66% of Indian households use toothpaste, 24% use toothpowder, and 18% are non-dentifrice users.
- The oral care market in India is estimated to generate revenues of upto Rs.10,000 crore per annum.
- Within the oral care market segment, the toothpaste market in India alone accounts for Rs.8,000 crore and is expected to be growing at a CAGR of 15 ~ 16%.
- At Present Colgate holds a market share of 51.2% and HUL 17.5%,17%of the market share is shared by brands such as Pepsodent, Babool, Sensodyne, Dantkanti etc.
- Mouthwash falls under premium category gaining popularity in urban area. Consumers are bending towards mouthwash products due to change in lifestyle/ standard living and for better oral hygiene.
- Others products (tongue cleaner and Dental floss) are expanding gradually in Indian Oral care market. Availability of wide variety of products, increasing health awareness and rising income levels are some factors which will lead to higher consumption of oral care products in upcoming years



PERPETUAL MAPPING- Competition



NEED OF THE HOUR

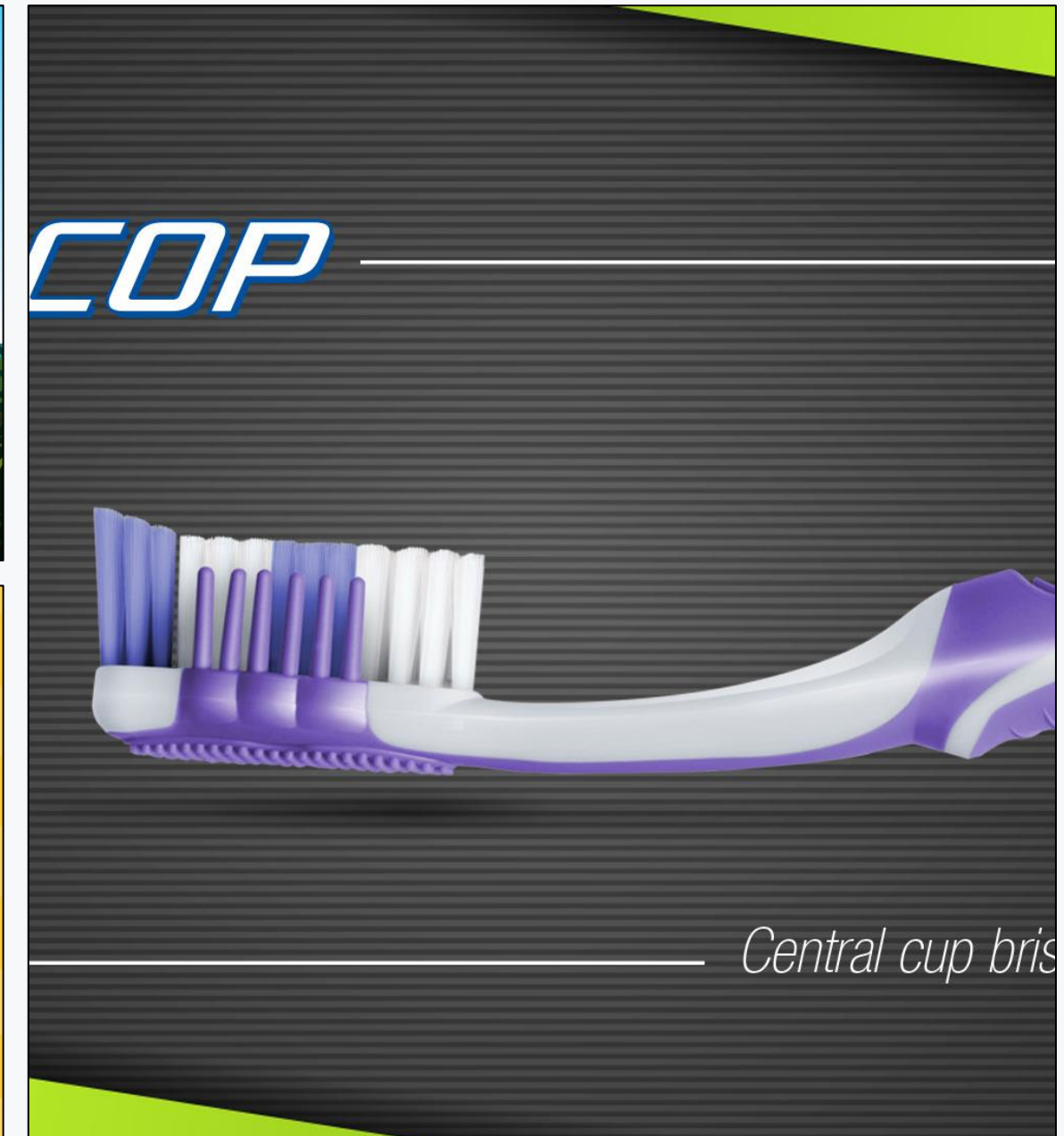
RANGE WHICH FITS IN
“EMOTIONAL-PREMIUM-FUNCTIONAL-ECONOMICAL”
& Establishes
ORAL HYGIENE
From Age 0



KING OF ORAL HYGIENE

KING OF ORAL HYGIENE

Current Portfolio



- Toothbrushes for Adults & Kids
- Toothpastes for Adults & Kids
- *Tongue Cleaners, Mouthwashes, Power brushes, Mouth sprays*

VOIDS FILLED BY MARKET LEADERS ...

Attributes	Children	Young	Family	Adults
Flavour & Colour	GAP FILLED BY "COLGATE"			
Whiteness	GAP FILLED BY "COLGATE"			
Fresh Breath	GAP FILLED BY "CLOSE UP"			
Decay Prevention	GAP FILLED BY "PEPSODENT GERMICHECK"			
Cost Effective	GAP FILLED BY "PATANJALI"			
Plaque prevention	GAP FILLED BY "COLGATE ACTIVE SALT"			
Stain prevention	GAP FILLED BY "COLGATE ACTIVE SALT"			
Herbal	GAP FILLED BY "DABUR RED"			
Sensitivity	GAP FILLED BY "SENSODYNE"			
KIDS "Oral Hygiene"	GAP BEING FILLED BY "AQUAWHITE"			

GAP IDENTIFIED

KIDS SPECIAL RANGE

‘ORAL HYGIENE’ from Age ZERO

GROWTH PLAN to be the Market Leader of the ignored/potential
“Kids Oral Care Market”

Google says...

Company Name	Colgate Palmolive India	Patanjali Ayurved India	Dentoshine India	P&G India(Oral B)	P&G India(Crest)	Chicco India	Pigeon India	TOTAL
Total Products	6	1	4	4	5	2	2	24
Brands According to Flavours	4	1	4	4	5	2	2	22
Strawberry	2		1			1	1	5
Bubble Gum			1	1	4			6
Bubble Fruit	2							2
Natural Herbs		1						1
Mango			1					1
Orange			1				1	2
Apple						1(Apple+Banana)		1
Banana								
Berry Bubble				1				1
Fruit Burst/Fruity				2				2
Other					1			1
TOTAL	4	1	4	4	5	2	1	22

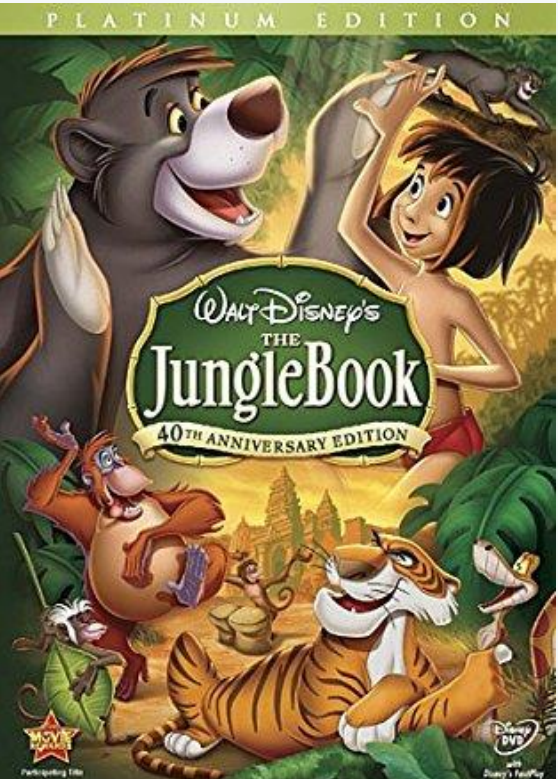
Comparing Bigger brands In the adult category

Why is there a less focus on the Kids range?

When they are going to be the end user of **World's youngest Nation...**

All Segments & Age (for Kids)

COMING SOON





#CAVITIESKIHAAR

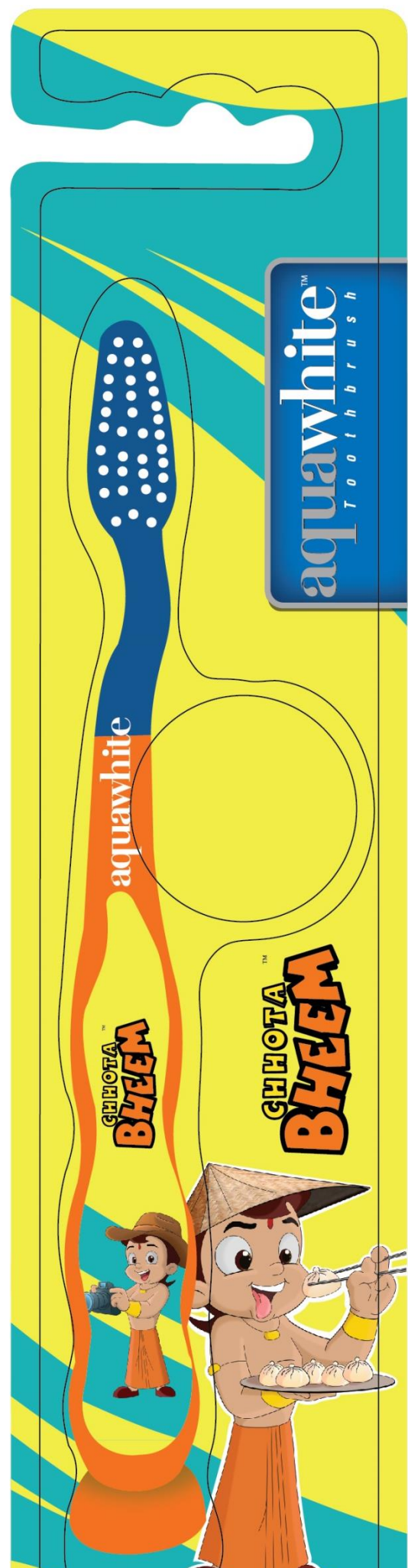
Hi! I am Bheem. I am brave, strong, intelligent, fun loving nine year old boy who loves laddoos. Laddoos give me super human strength which I use to help the poor & needy in trouble. I love my friends Raju, Chutki and Jaggu and enjoy all the adventures with them together.

#ChhotaBheem #Smileswithaquawhite

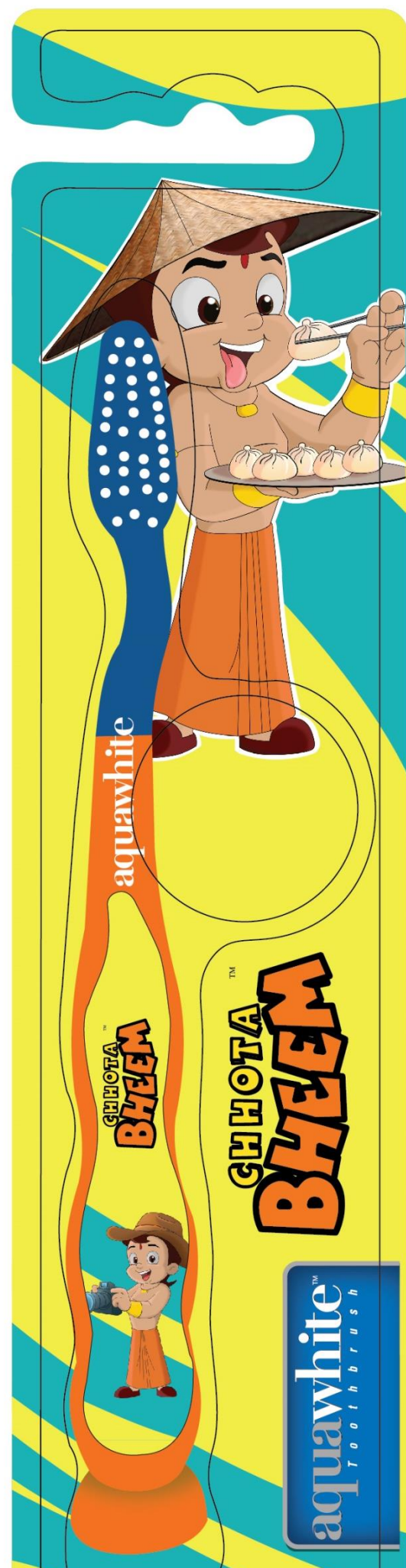
COMING
SOON

KIDS TOOTHPASTE

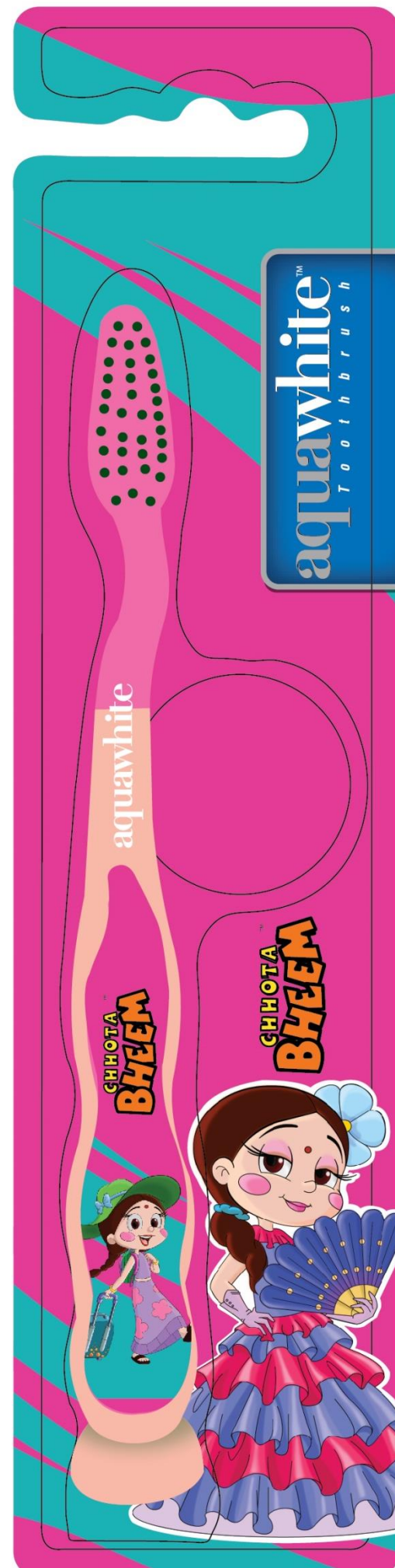
226.5 mm



226.5 mm



226.5 mm



COMING SOON

PLANNED FLAVOURS FOR 9 CHARACTERS

Covering all segments For all tastes

Category	Target Age Group	Gender	Reference Image	Strawberry	Bubble Gum	fruity (HERBAL)	Chocolate	Mango	Berry Blast	Apple/Banana (MILK)	ORANGE (Vitamin C)	Honey
Chhota Bheem	3-12 years	Boys/Girls		Yes	Yes	Yes	No	No	No	No	No	No
Hello Kitty	3-12 years	Girls		Yes	No	No	No	No	Yes	No	No	No
Angry Birds	3-12 years	Boys/Girls		No	No	No	Yes	Yes	Yes	No	No	No
Pokemon	0-12 years	Infants/Boys/Girls		No	No	No	No	No	No	Yes	No	Yes
SHIVA	3-12 years	Boys/Girls		No	Yes	No	Yes	No	No	No	Yes	No
PAW PATROL	3-12 years	Boys/Girls		Yes	No	No	No	Yes	No	No	No	No
JUNGLE BOOK	3-12 years	Boys/Girls		No	No	Yes	No	No	No	No	No	Yes
SPONGE BOB SQUARE PANTS	3-12 years	Boys/Girls		No	Yes	No	Yes	Yes	No	No	Yes	No
SHIMMER & SHINE	0-12 years	Girls		Yes	No	No	No	No	Yes	No	No	No

PACKAGING & POSITIONING

“JO DIKHTA HAI WHO BIKTA HAI”

New Defined Positioning

COMING
SOON

Findings on the need of the hour for Oral Hygiene, not covering aspects that have already been covered.



Anti-Ageing range of Oral Hygiene Products



Antioxidant range of Oral Hygiene Products

NEW PRODUCT PROPOSALS

NASCENT MARKET & GROWTH SCOPE

N a s c e n t M a r k e t & P r o p o s i t i o n



COMING SOON

Market Study Suggests

JHS SBL

✓ Only 15% of the Indian population brush twice a day.

✓ Establishing a concept of Day & Night toothpaste to incorporate the habit of brushing twice a day.

Day Toothpaste
Tightens teeth & gums

Day & Night
toothpaste

Night toothpaste
Moisturizes mouth

N a s c e n t M a r k e t & P r o p o s i t i o n



NOOBS
COMING
SOON

Market Study Suggests

JHS SBL

✓ With incidences of tooth sensitivity rising to over 35% of the global population, toothpaste with potassium nitrate witnesses strong demand.

✓ Upcoming launch of toothpaste for sensitivity with enhanced efficacy coupled with multiple clinically proven ingredients for sensitivity.

FIRST TIME IN INDIA

POWER OF 3 for SENSITIVITY

K+ in Potassium Nitrate	Stannous Fluoride	Pyrophosphate
1)Clinically proven ingredient to reduce sensitivity	1)Reduces and prevents bacterial growth and adhesion	1)Tartar control
Penetrates till the nerve ending to depolarize and reduce pain	1)Reduces inflammation, prevents gingivitis	1)Plaque reduction



N a s c e n t M a r k e t & P r o p o s i t i o n



COMING SOON

Market Study Suggests

JHS SBL

✓ High risk of dental fluorosis drives demand for fluoride free toothpaste, especially for toddlers and children.

✓ Launch of Fluoride “Fruity” Tooth gels for KIDS



N a s c e n t M a r k e t & P r o p o s i t i o n

COMING
SOON

Market Study Suggests

JHS SBL

✓ Growing focus on maintaining flawless white and clean teeth drives demand for tartar control and whitening toothpastes

✓ Upcoming launch of 'Charcoal' toothpaste with a twist of natural ingredients.



N a s c e n t M a r k e t & P r o p o s i t i o n

COMING
SOON

Market Study Suggests

JHS SBL

✓ Toothpaste with aloe, eucalyptus oil, myrrh and other plant extracts as active ingredients grow in demand among health conscious consumers.

✓ 'Aloevera' toothpaste under investigation for stability.



Teeth 'Whitening' with a *Natural* twist!

MARKET PENETRATION

EXECUTION PLAN

**COMING
SOON**

KUBER

*the
General Trade
division*



VISHWAKARMA

*the
Modern Trade
division*



VAYU

*the
E-Commerce
division*



Running towards 100 Crores...

#Mission2020

KUBER

the
General Trade
division

- ✓ Geographical expansion
- ✓ Expansion of dealer network
- ✓ 100% Credit advantage (Current practice)
- ✓ Increase in YPM
- ✓ New Product Incremental Sale

Vishwakarma

the
Modern Trade
division

- ✓ Retail expansion
- ✓ CPC/Canteen/CSD
- ✓ Hospitality
- ✓ Airlines
- ✓ A Class Stores
- ✓ Dentists

VAYU

the
E-Commerce
division

- ✓ E-commerce store for KIDS



Way forward



1

Indian Market	100 Billion	
JHS Svendgaard	1 Billion	
Aquawhite	14 Cr.	
<i>Current Business</i>	<i>Tooth Brushes</i>	<i>Toothpastes</i>
2017	12 Cr.	2 Cr.
2018	18	12
2019	20	30
2020	30	70

2

Product wise Projection

<i>Products (toothpaste)</i>	<i>Contribution</i>
Aquawhite Anti Ageing toothpaste	13
Aquawhite Red Antioxidant toothgel	13
Day & Night	8
Sensokare	17
Charcoal	8
Aloe Vera	8
Kids Fruity	8
Kids Character Range (9)	25

3

Expansion

<i>Division</i>	<i>Contribution (%)</i>
Kuber	50
Vishwakarma	30
Vayu	20

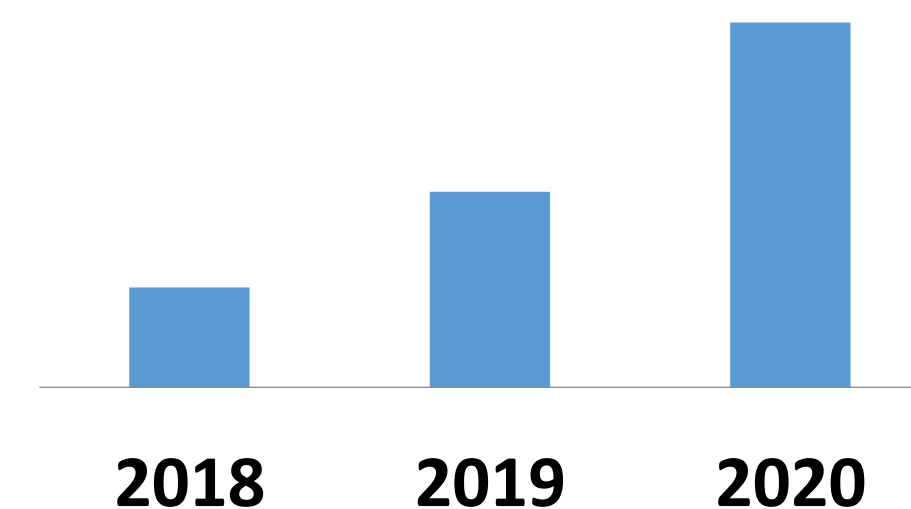


- Growth of Own Proprietary Brand
 - Adult Category
 - Kids Category
 - Acquisition of Traditional Oral Care Brands
 - Institutional Sales

- Acquisition / Merger:
 - Manufacturing Units
 - Expanded Product Categories
 - Extended Geographical Reach
 - Increase in FMCG Clientele
 - Ready Distribution Network
 - Brand Portfolio

Projected Revenues

	2018	2019	2020
Pvt. Label - Oral Care	123	150	180
Proprietary Brand	30	50	100
New Product Categories	0	50	80
Total Gross Revenue	153	250	360



THANK YOU!



Our facility in Kala – Amb, Himachal Pradesh