

Dated: 16th November, 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 15th November, 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. Aditya Birla Sun Life Insurance Company Limited
2. Envision Capital Services Pvt. Ltd.
3. Pramerica Mutual Fund
4. DHFL Pramerica Asset Management Pvt. Ltd.
5. Reliance Industries Limited
6. Suyash Advisors
7. Bajaj Allianz Life Insurance Co. Ltd.
8. IDBI Asset Management Ltd.
9. Crescita Investment Management Pvt. Ltd.
10. Florintree Advisors Pvt. Ltd.

11. Invesco Asset Management Pvt. Ltd.
12. Reliance Nippon Life Asset Management Limited
13. AUM Fund Advisors LLP
14. Siddhesh Capital Market Services Pvt. Ltd.
15. EQUICORP
16. Essel Finance AMC Ltd.
17. Quest Investment Advisors Pvt. Ltd.
18. IDFC Securities Limited
19. Subhkam Ventures
20. Alchemy Capital Management Pvt. Ltd.
21. Karma Capital Management LLC (Tarra Fund)
22. New Horizon Fund PMS
23. PPFAS Mutual Fund

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


New Delhi

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

Encl. : Presentation



CORPORATE PRESENTATION

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For further information please contact:

Mrs. Deepshikha Tomar

Company Secretary & Compliance Officer

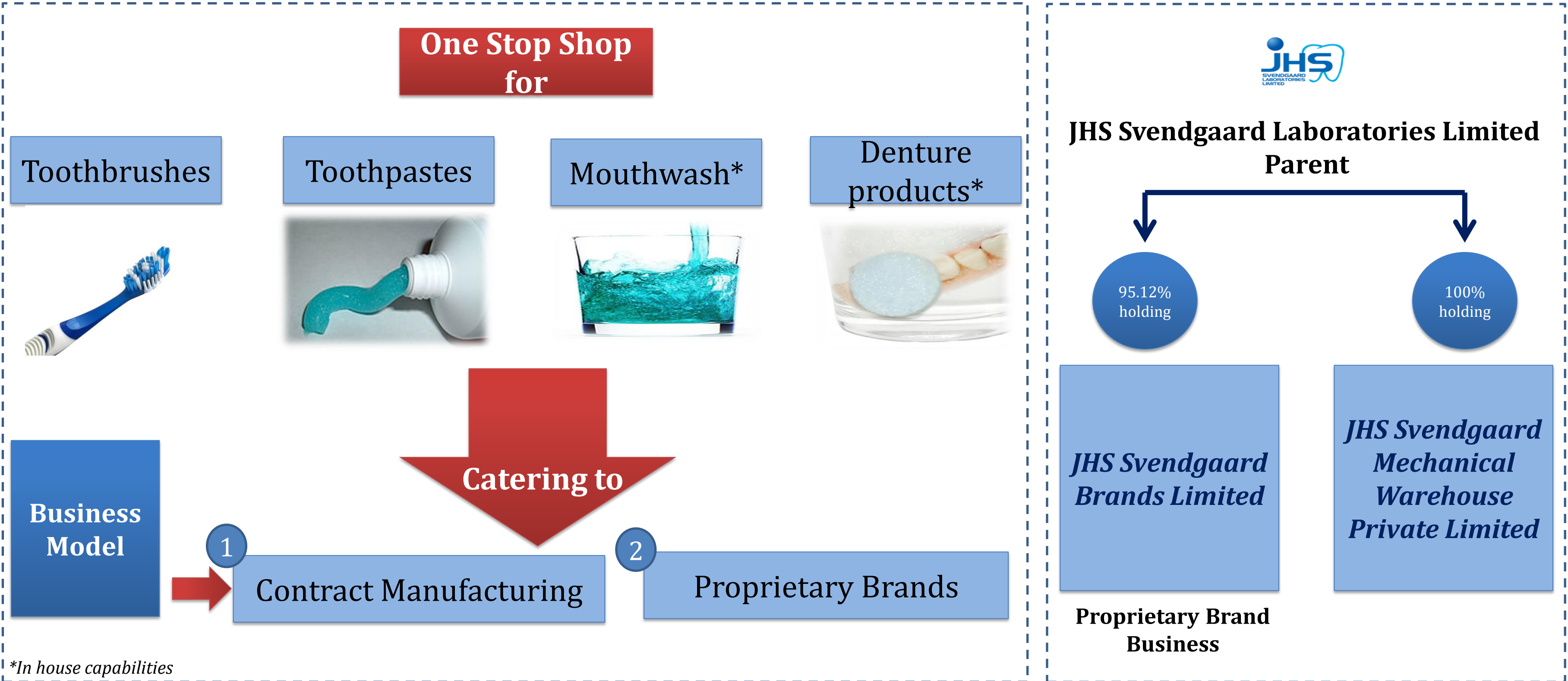
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JHS Svendgaard: Oral Care focused player in India

JHS Svendgaard Laboratories Limited, a leading integrated manufacturer of oral care products



*In house capabilities

JHS : Vision and Mission



Vision - First name of Oral Hygiene

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

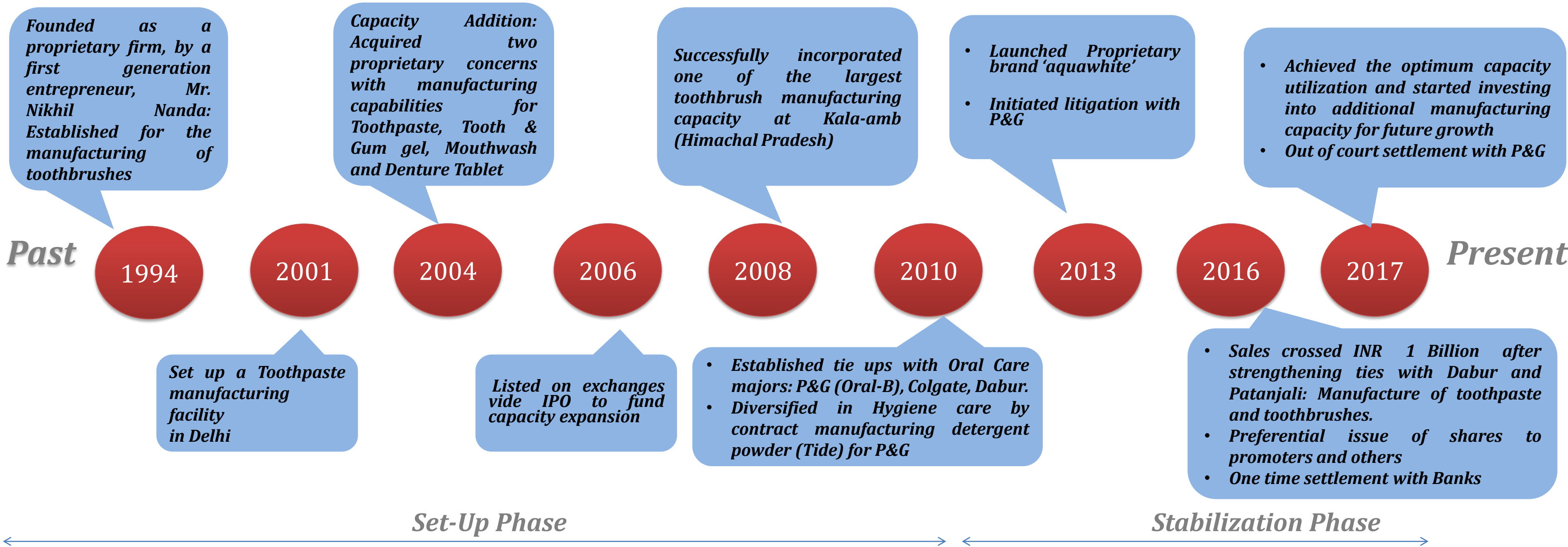
Mission – Enable Healthy Smile & Healthy Life

- 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.

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)

JHS Svendgaard: Journey so far



Growth Strategy

Market penetration with increased focus on Proprietary brand "aquawhite" combined with continuous capacity expansion to cater the increasing contract manufacturing demand

JHS Svendgaard: A preferred outsourcing partner

1

Experience

Possess rich, 2+ decades of experience in manufacturing toothpastes and toothbrushes for more than 25 reputed FMCG brands domestically and globally

Technical Expertise

Oral care focused company with manufacturing capabilities across oral care segments: toothpaste toothbrushes and mouthwashes in the same premises, reconciling completely different manufacturing competencies

Tax Benefit

Toothpaste unit continues to enjoy 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 majority of international QA parameters

Governance

Listed on BSE & NSE ensuring corporate governance & transparency

- Capacity expansion to cater to the increasing orders from existing and other new customers

- Long Term Contracts with key customers in the Oral Care segment

Proprietary brand “aquawhite”

Capitalizing on its manufacturing capabilities and distribution network to create an In-house Brand 2

Current Portfolio

Brand



Products

- Toothbrushes for Adults & Kids
- Toothpastes for Adults & Kids

Category

- Mass Market

Target Area

- Tier II and Tier III cities

Revenues
INR crs

FY16	FY17
9.70	14.93

Backed by an efficient Distribution Network



Manufacturing Infrastructure

ISO-certified state-of-the-art manufacturing facilities at Kala Amb (Himachal Pradesh) with additional land bank and tax benefits for immediate capacity/category expansion

Manufacturing Capacity

Gradual expansion of manufacturing capacity



Toothbrush

Toothpaste

Best in class Machinery

High end rotating, Hot runner mold with Twin Barrel machine for premium quality injection molding of double & triple color component handle

5 Auto Packaging Machines from Zahoransky, Hoonga & Boucherie to Form/Seal/Cut Toothbrushes automatically

2x4 Tones capacity of Main Mixing Tanks

USP 32 Grade of DI Water System to provide injectable grade of filtered water to support Micro free production / product

Indian Oral Care Industry

Indian Oral Care Market Size*

~INR 10,000 crs

Toothbrush

20% of the market

Toothpaste

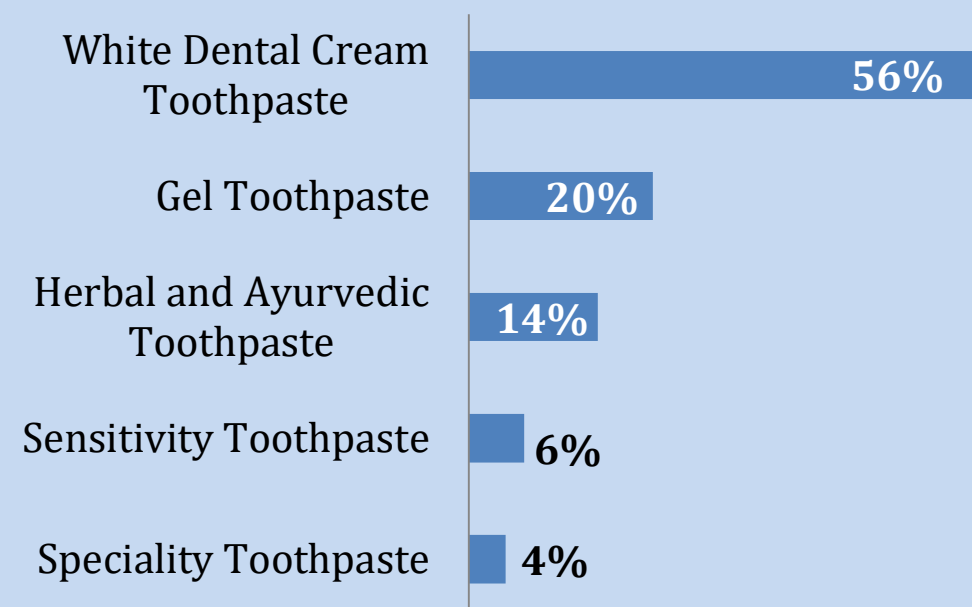
75% of the market

Others

(Mouthwash, Dental floss etc.)

5% of the market

Toothpaste Market Split*



Growth Drivers

- Awareness
 - Less than 5% Indians brush twice a day and only 65% of the population uses Toothbrushes & Toothpaste resulting in a huge untapped market
 - India's average Toothbrush usage is more than 9 months, whereas global average is 2-3 months leading to huge potential.
- Innovation
 - New and unique products/ideas have always been a driver for the industry

Risks

- Stiff competition from brand owners on pricing
- In-house manufacturing by brands

Contract Manufacturing

1

- Target to improve market share from current customers through
 - Organic business growth
 - Increasing higher share of business from existing customers and products
- Target to acquire new customers

Aim is to diversify revenue across customer base

Proprietary brand (“aquawhite”)

2

- Enter the high margin value added product segment (premium toothpaste)
- Venturing into niche category : Kids oral care segment
- Capitalize on current distribution network for additional products
- Increased focus on digital marketing

- Gradual increase in contribution from proprietary brand to overall revenue of JHS
- Conscious development of new product categories, to avoid direct competition with contract manufacturing clients



Diversification Strategy through Inorganic Growth

3

With a view to enhance :

- Manufacturing Capabilities
- Expand Product Categories
- Extend Geographical Reach
- Diversifying Client Profile
- Enhance Distribution Capabilities

Market Penetration: Execution Strategy (Proprietary Brand)

2

“KUBER” General Trade Division

- Geographical Expansion
- Expansion of Dealer Network
- 100% Credit Advantage (Current practice)
- Increase in Yield Per Month (YPM)
- New Product Incremental Sales

“VISHWAKARMA” Modern Trade Division

- Retail expansion
- CPC/Canteen/CSD
- Hospitality Industry Tie-ups
- Airline Tie-ups
- A Class Stores
- Dentists

“VAYU” E-Commerce Division

- Placement on e-commerce market places such as Flipkart, Amazon etc.

To be supported by Marketing Efforts

Diversification Strategy

Strategy

- Venture into New product lines
- Presence in Newer Geographies
- Increase and Diversify Clientele base

Product Lines

Geographies

Target Industry: FMCG

Target Market

- Food and Beverages
- Cosmetics
- Personal Care
- Hygiene care
- Oral care
- Southern India
- Western India

Rationale

With an aim to :

- Grow with the existing set of customers by increasing our share in the Brand Owners total outsourcing volumes
- Support continuing business in the Contract Manufacturing segment of the Company
- Existing manufacturing capacity of the target company to compliment market creation of existing and new products in the specified region

Quality Credentials and Vast Experience



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 presence.



Retired resident commissioner, Government of West Bengal. He has also worked with Government Of India in various administrative positions for 30 years



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.



Manages his own financial consultancy company after having served as a senior advisor to MD/CEO of Centurion Bank (2005-2008)



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

JHS Svendgaard: People (Key Personnel)

Supported by Experienced Personnel from diversified background



Naveen Bareja – Executive Director
Experience: 30 years
Qualification: English (Hons.) from Delhi University
Area of Expertise:



Paramveer Singh – Chief Executive Officer
Experience: 17 years
Qualification: Industrial Engineer
Area of Expertise: Process innovation/optimization, formulation and fabrication in Chemical, Process, Food & Beverage, EPC, Cosmetics, Pharmaceutical, Railways.



Ashish Goel - Vice President - Finance
Experience: 9 years
Qualification: B.Com (Hons.), C.A.(I), MBA – Finance
Area of Expertise: Corporate Finance & Banking, Commercial & Contract Management, Strategic & Financial Planning & Project Management, Legal & Diligence procedures.



Ajay Bansal – Chief Finance Officer
Experience: 15 years
Qualification: B.Sc (Maths) + Chartered Accountant
Area of Expertise: Accounting, Audit, Statutory Compliance & Taxation



Naresh Bhardwaj – GM - Operations
Experience: 11.5 years
Qualification: Chemical Engineer & Certified internal auditor for ISO 14001 & OHSAS 18001
Area of Expertise: Manufacturing Operations, Production Planning & Control, Environment Health & Safety, Quality.



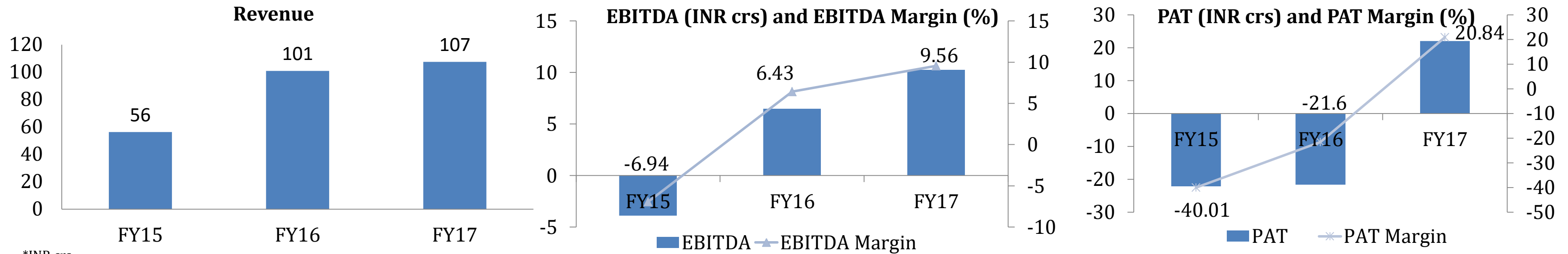
Simran Chawla - Brand Manager
Experience: 6 years
Qualification: Post Graduate Economics & Entrepreneurship
Area of Expertise: Media Planning, Brand Management, 360 degree brand communication, Advertisement, ATL & BTL activities



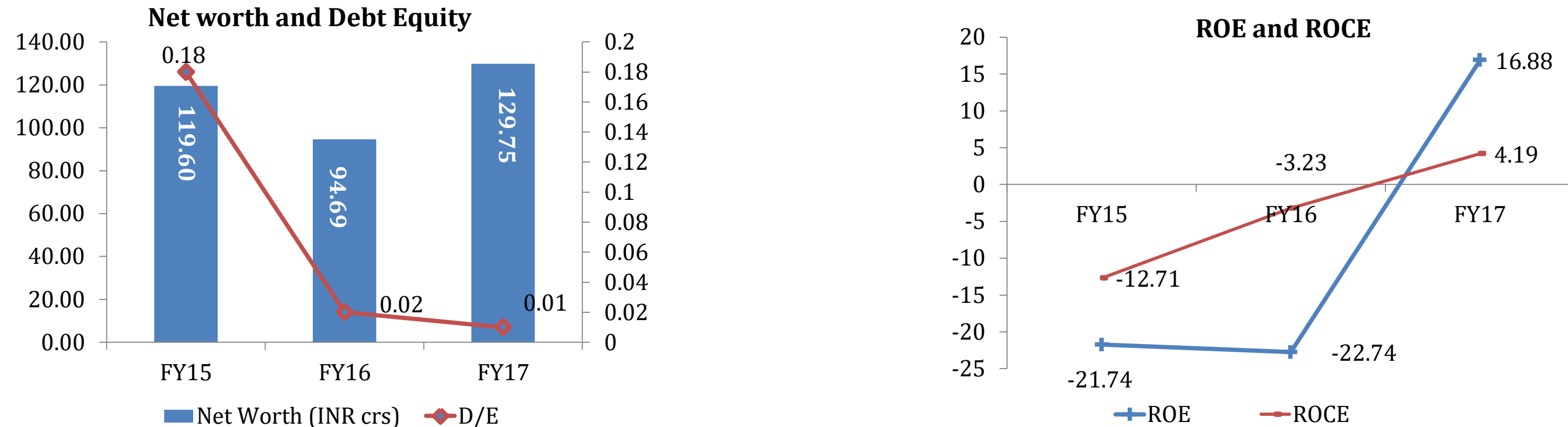
Jhanvi Dhawan – Marketing Manager
Experience: 7 years
Qualification: Degree holder in Pharmacy & Masters in Advertising, Marketing & PR.
Area of Expertise: Product innovation, Pharmaceutical, OTC & FMCG.

Financial Performance

Back on track....



Low Debt Equity coupled with improving Returns



Thank You
