

Jyothy LABORATORIES LIMITED

CIN - L24240MH1992PLC128651

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

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August 3, 2017



UJALA

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: Copy of Press Release and Presentation

With reference to the captioned subject, please find attached herewith a copy of Press Release and Presentation on the Company's performance for the quarter ended June 30, 2017.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

For Jyothy Laboratories Limited

Shreyas Trivedi
Head – Legal & Company Secretary



Encl: As above.

For immediate release

Jyothy LABORATORIES LIMITED

Jyothy Laboratories Ltd Q1FY18 (Consolidated)

Net Sales at Rs. 385.0 crore

Net Profit at Rs. 24.3 crore

Editor Synopsis

Q1FY18 v/s Q1FY17

- Net Sales at Rs. 385.0 crore v/s Rs. 452.6 crore
- Net Profit at Rs. 24.3 crore v/s Rs. 44.9 crore
- Operating EBIDTA margin at 11% v/s 17.9%
- EPS at Rs. 1.34 v/s Rs. 2.48

Mumbai, August 4, 2017: Jyothy Laboratories Ltd (JLL), Indian FMCG Company, today reported a Net Sales of Rs. 385.0 crore for the quarter ended June 30th, 2017 as against Rs. 452.6 crore for the corresponding quarter last year. Decline in revenue is mainly due to destocking in channel. During the same period, the Net Profit stood at Rs. 24.3 crore as against Rs. 44.9 crore.

The operating EBIDTA margin for the quarter was recorded at 11% as against 17.9% reported in Q1FY17. The company reported EPS of Rs. 1.34 as against Rs. 2.48 in the corresponding quarter of last year.

Consolidated Segmental Performance

- **Fabric Care:** Includes Fabric Whitener, Fabric Enhancer, Bar Soap, Detergent Powder
 - Revenues for the quarter ended June 30th 2017 stood at Rs. 175.8 crore, a fall of 15.0% compared to Rs. 206.7 crore in Q1FY17. Segment Results for the same period stood at Rs. 34.7 crore over Rs. 47.3 crore, reporting a drop of 26.7%.
- **Dishwashing:** Includes Dish Wash Bar, Liquid and Powder, Dish Wash Scrubber and Scrubber Steel
 - Revenues for the quarter ended June 30th 2017 stood at Rs. 115 crore, down by 14.2% as against Rs. 134.1 crore. Segment Results for the same period declined by 63.5% at Rs. 7.9 crore as against Rs. 21.6 crore in Q1FY17.



- **Household Insecticides: Includes Mosquito Repellent Coil, Liquid and Card**
 - Revenues for the quarter ended June 30th 2017 stood at Rs. 30.1 crore as against Rs. 37.3 crore. Segment Results for the same period recorded a loss of Rs. 5.5 crore, as against Rs. 0.90 crore in Q1FY17.

- **Personal Care: Includes Body Soap, Face Wash, Toothpaste, Deo Classic, Talcum Powder, After Shave, Moisturizer**
 - Revenues for the quarter ended June 30th 2017 stood at Rs. 45.4 crore as against Rs. 55.8 crore, a drop of 18.8%,. Segment Results for the same period were recorded at Rs. 3.5 crore, as against Rs. 10.8 crore in Q1FY17.

Commenting on the performance, Mr. M P Ramachandran – Chairman & Managing Director, Jyothy Laboratories Ltd said, "During the quarter, the company started working closely with all its stakeholders for a smooth transition to a landmark tax reform for our country, Goods and Service Tax (GST). While there continues to be some short term challenges in the shift to new tax regime, we are confident that the company is well positioned to reap benefits in the quarters to come."

"With good monsoons and increase in rural expenditure, we firmly believe that company will achieve good growth and increase market share across categories during FY18."

ABOUT JYOTHY LABORATORIES:

Jyothy Laboratories Ltd, a fast moving consumer goods Company was founded in 1983 by Mr. M P Ramachandran. Over the years the company has evolved from a single product proprietary firm into a multi brand, BSE & NSE listed company involved in the manufacturing and marketing of products in fabric care, mosquito repellent, surface cleaning, personal care and incense sticks.

The company boasts of power brands like **Ujala, Maxo, Exo, Henko, Pril, and Margo** that are well-known and established brands in their respective categories.

The company is also engaged into service sector in organized laundry to provide "World class laundry at affordable price at your doorstep" through its subsidiary 'Jyothy Fabricare Services Limited'.

For more information, please contact:

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Jyothy Laboratories Limited

Analyst Presentation

Q1 FY18

August 3, 2017



Index

- *GST Transition*
- *Performance*
- *Result*
- *Brand Performance & Initiatives*
- *Way Forward*



GST Transition

- *Long awaited GST finally brings entire country in to one common platform*
- *Short term pain for Long term gain*
- *Blended GST rate is 21% (20.5% in VAT regime)*
- *GST steps taken –*
 - *Big4 player engaged as advisor*
 - *SAP reconfiguration for GST compliance (SAP S4/HANA had gone live from 1st April 2017)*
 - *Ensured Back end vendor audit and system alignment*
 - *Completed Channel partner induction and training across locations for GST compliance*
- *Efficiency from supply chain initiative expected 1.5% (Full year benefit)*



Performance

Channel	Contribution	QOQ Growth	July Growth
GT	79%	-18%	18%
-Kerala	17%	-51%	12%
GT Excluding Kerala	62%	-7%	19%
CSD & MT	21%	-4%	-25%
Total	100%	-15%	6%

- Wholesale (35% of GT) and channel partners down stock to play safe
- Kerala problem acute – AKDA issues dictat to all members in June 1st week to stop purchase (sales loss Rs 40 Cr). Normalcy returning.
- Secondary sales is higher by 15% over primary sales
- CSD system readiness delayed – no purchase in June & July (Billing started)
- MT starts fresh negotiation in parallel (Closed end July)

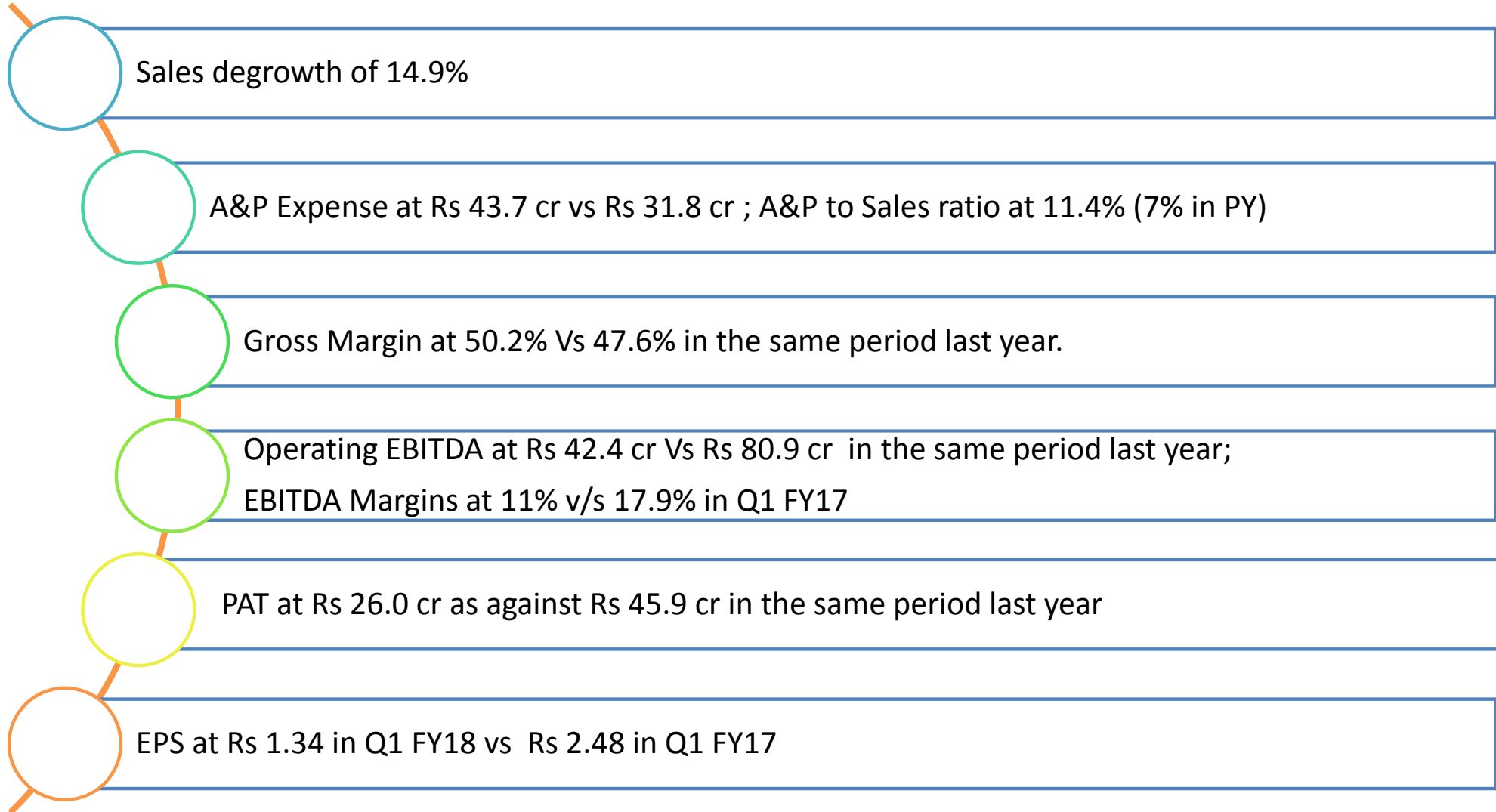


Q1FY18 Results



Q1 FY18 Snapshot

All Figures as per IND AS



Q1 FY18 Snapshot Company's Consolidated Performance

All Figures as per IND AS

Financials

Particular/Growth	Quarter Ended		
	FY 18	FY 17	% Change
Net Sales	385.0	452.6	-14.9%
Operating EBITDA	42.4	80.9	-47.7%
PAT	26.0	45.9	-43.5%
EPS (INR)	1.3	2.5	-46.1%

All values in INR Crore except EPS

Ratios

Particular/Growth	Quarter Ended	
	FY 18	FY 17
Gross Margin	50.2%	47.6%
Operating EBITDA Margin	11.0%	17.9%
PAT Margin	6.7%	10.1%
A&P to Sales Ratio	11.4%	7.0%



Q1 FY18 Snapshot

Company's Consolidated Performance

All Figures as per IND AS

EBIDTA Movement

Particulars	Q1 Consol
EBITDA % - Previous period	17.9%
Other Operating Income	-0.1%
Gross Margin	2.7%
Employee Cost	-2.4%
Advertisement & Sales Promotion	-4.3%
Other Expenditure	-2.8%
EBITDA % - Current period	11%

- *Gross Margin improved due to price increases taken in FY17*
- *Employee cost increase due to regular yearly increase in salary*
- *Advertisement & Sales promo incurred as planned*
- *Other expenses increase due to increase in fixed overheads*



Q1 FY18 Snapshot

Category Wise Consolidated Sales

All Figures as per IND AS

Category	Consolidated		
	Q1FY18	Q1FY17	Growth %
Fabric Care	175.8	206.8	-15.0%
Dishwashing	115.0	134.1	-14.3%
Household Insecticides	30.1	37.3	-19.3%
Personal Care	45.3	55.8	-18.8%
Other Products	8.8	8.1	9.4%
Total	375.0	442.1	-15.2%
Less: Inter Segment Revenue	-0.2	-0.6	
Total	374.8	441.5	-15.1%
Laundry Services	10.2	11.1	-8.0%
Grand Total	385.0	452.6	-14.9%

All values in INR Crore



Q1 FY18 Snapshot

Brand Wise Sales

All Figures as per IND AS

Brand	Consolidated		
	Q1FY18	Q1FY17	Growth %
Ujala	93.2	118.2	-21.2%
Exo	84.2	101.2	-16.8%
Maxo	30.1	37.3	-19.3%
Henko	46.2	49.0	-5.6%
Margo	40.4	49.7	-18.6%
Pril	31.2	33.1	-5.7%
Total Power Brand	325.3	388.5	-16.3%
Others	49.5	53.0	-6.6%
Total	374.8	441.5	-15.1%
Laundry Services	10.2	11.1	-8.0%
Grand Total	385.0	452.6	-14.9%

All values in INR Crore

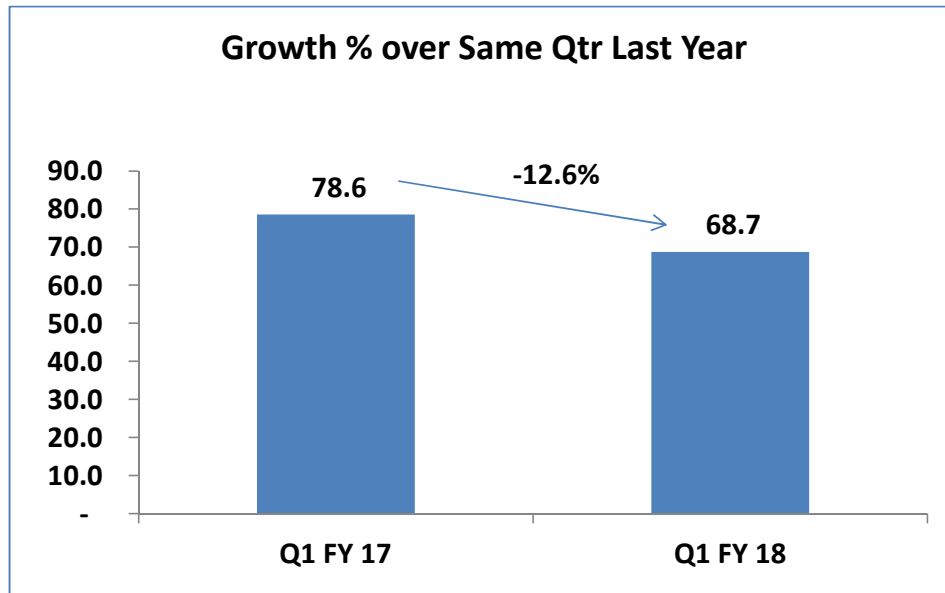


Brand Performance & Initiatives



All values in INR Crore

Region	Q1 FY18	% Growth
All India	68.66	-12.6%



Market Info	2015*
Category Size (Rs in Crores)	543.15
Category Growth	1%
Market Share%	77.6%

- Recovery expected in Q2FY18

*Market share report subscribed on annual basis. 2016 not subscribed



Ujala Fabric Stiffener

Post Wash

All values in INR Crore

Region	Q1 FY18	% Growth
Kerala & TN	7.77	-45.2%

UJALA CRISP & SHINE

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We know how important it is to get the first impression right, especially when people judge you by your clothes. That's why try an amazing product, New Ujala Crisp & Shine. Its unique Poly FX formula gives your clothes impressive crispness, superior form, brilliant shine and pleasant fragrance for the Perfect Executive Look.

Just add 1 cap of Ujala Crisp & Shine in a bucket of water and soak clothes for 5 mins. Dry and iron clothes to get the Perfect Executive Look.

Perfect Crispness & Shine Perfect Shape Perfect Form



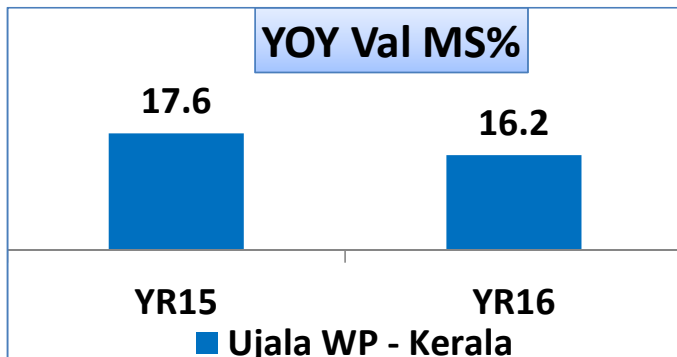
Ujala Detergent

Detergents

All values in INR Crore

Region	Q1 FY18	% Growth
Kerala	16.09	-34.4%

Ujala Detergent – Kerala Market Share%



Category Size

UJALA WP	KERALA WP*
Market information	YR 2016
Category Size (Rs in Crores)	291.06
Category Growth%	0.5%
Market Share%	16.2%

*Market share report subscribed on annual basis.



Ujala Franchise

Launch of Laundry Soap



Detergents & Bars



All values in INR Crore

Product	Q1 FY18	% Growth
Value	46.24	-5.6%

CSD & MT contribution high



All values in INR Crore

Product	Q1 FY18	% Growth
Value	84.15	-16.8%

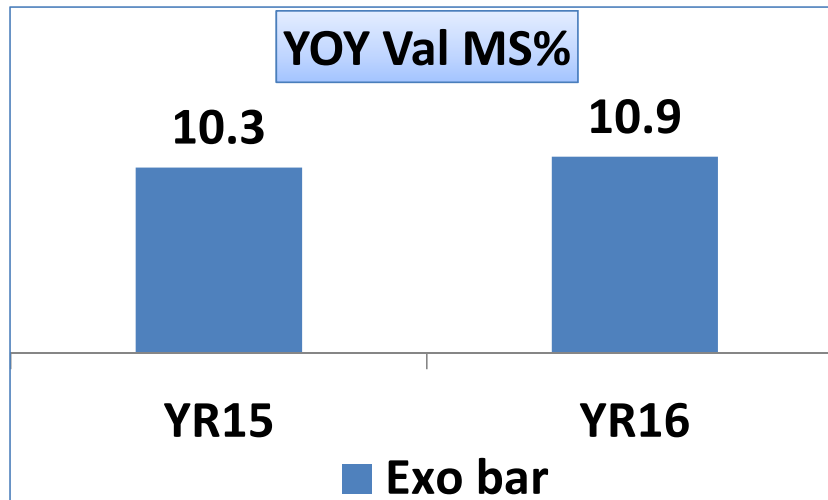
Dish Wash



Exo Dish Wash Bar

All values in INR Crore

Product	Q1 FY18	% Growth
Value	62.22	-15.7%



Category Size

EXO	BARS*
Market information	YR 2016
Category Size (Rs in Crores)	2,187.07
Category Growth %	2.5%
Market Share %	10.9%

*Market share report subscribed on annual basis.

Dish Wash



Exo Scrubber Business

All values in INR Crore

Product	Q1 FY18	% Growth
Value	20.27	-18%

Dish Wash

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NOW GET ANTI-BACTERIAL PROTECTION IN YOUR SCRUBBER*

NOW AVAILABLE IN ₹15/- PACK

EXO FAMILY. HEALTHY FAMILY.

*REDUCES MAL-ODOUR BY 94.2%



Pril Liquid

All values in INR Crore

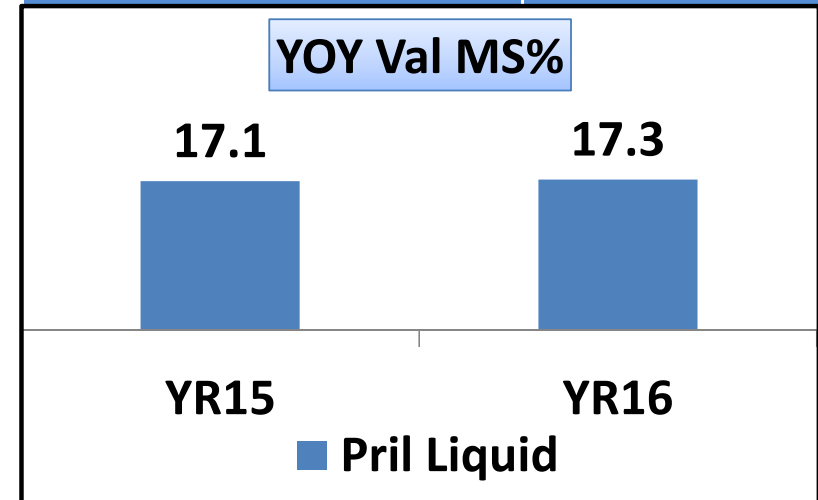
Product	Q1 FY18	% Growth
Value	23.35	-3.6%

Dish Wash



Category Size

PRIL	LIQ DISH WASH
Market information	YR 2016*
Category Size (Rs in Crores)	392.70
Category Growth %	10.1%
Market Share %	17.3%



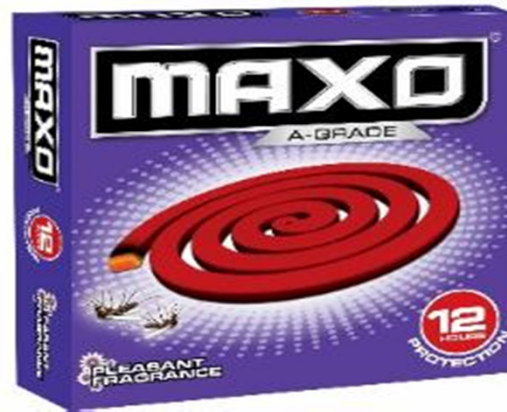
*Market share report subscribed on annual basis.



All values in INR Crore

Product	Q1 FY18	% Growth
Maxo Franchise	30.10	-19.1%

- Maxo on the path to recovery on the back of a favourable season



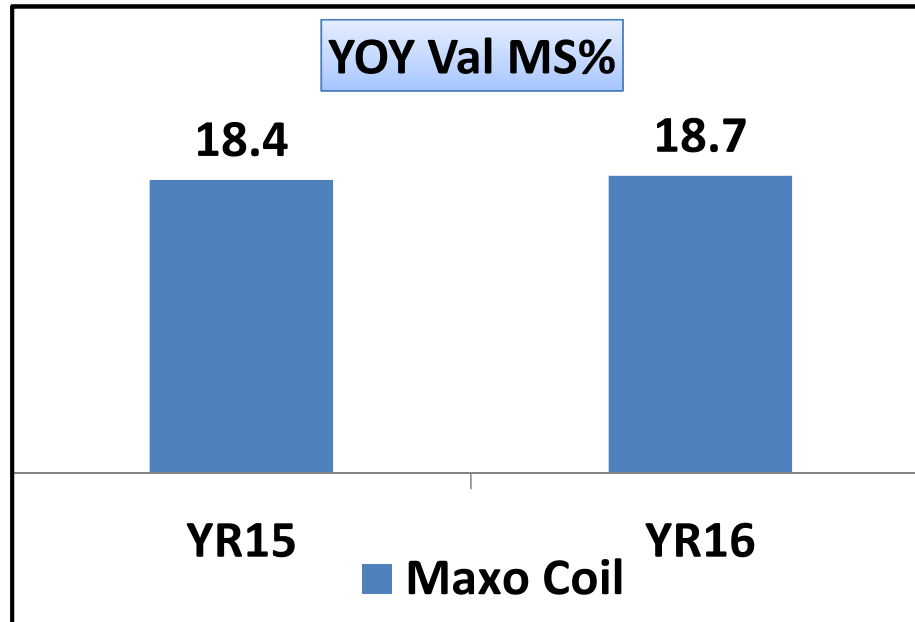
Maxo Coil

Household Insecticides

All values in INR Crore

Category	Q1 FY18	% Growth
Maxo Coil	19.76	-14.7%

Maxo Coil – Market Share%



Category Size

	Maxo	Coil
Market information		YR 2016*
Category Size (Rs. In crores)		1,599.28
Category Growth%		0.5%
Market Share %		18.7%

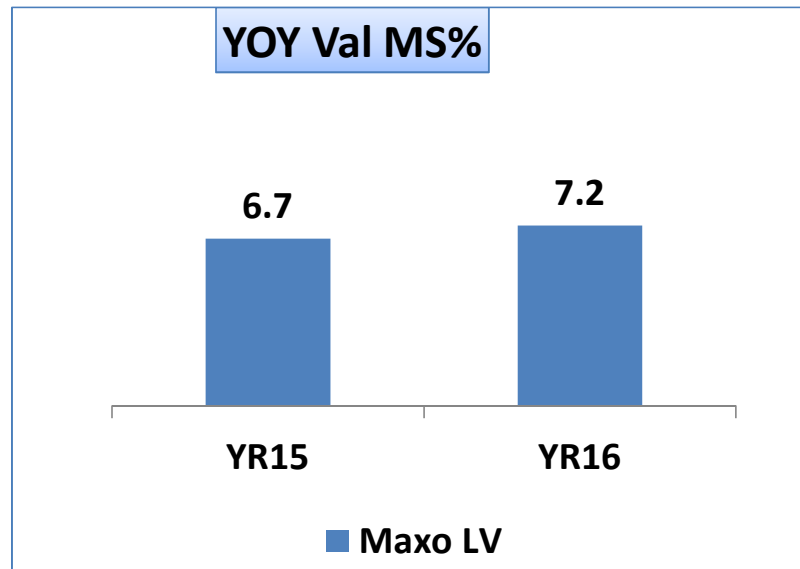
*Market share report subscribed on annual basis.



All values in INR Crore

Category	Q1 FY18	% Growth
Maxo LV	9.53	-24.2%

Maxo LV – Market Share%



Category Size

Maxo	Liq. Vap.
Market information	YR 2016*
Category Size (Rs. In Crores)	1,677.41
Category Growth%	11.6%
Market Share %	7.2%

*Market share report subscribed on annual basis.

Household Insecticides



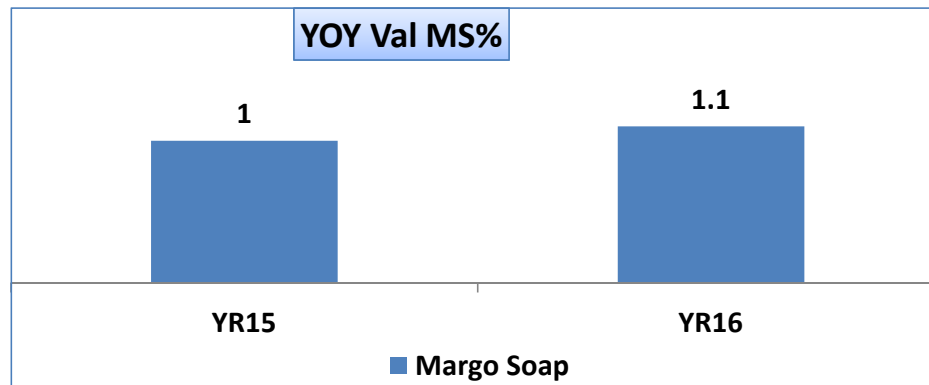
Margo Franchise

Personal Care

All values in INR Crore

Product	Q1 FY18	% Growth
Margo	40.43	-18.6%

Margo Soap – Market Share%



Category Size

MARGO	BODY SOAP
Market information	YR 2016*
Category Size(Rs in crores)	14,996.27
Category Growth%	-0.7%
Market Share %	1.1%



*Market share report subscribed on annual basis.



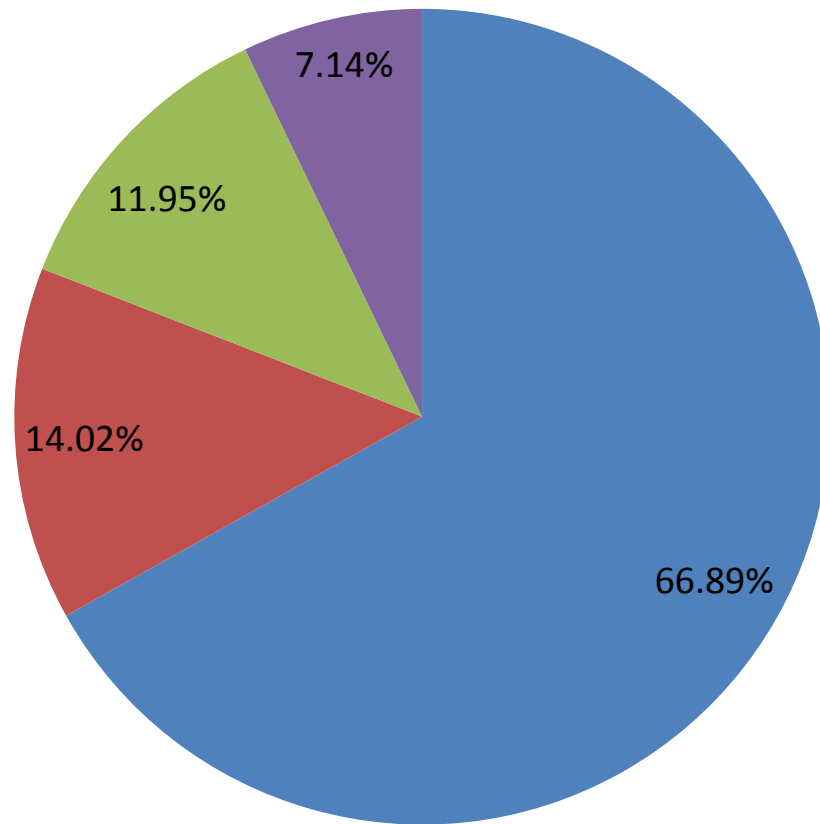
Way Forward

- *July recovery largely on account of restocking channel partners*
- *Secondary sales continue to progress on track*
- *Wholesale in some parts still reluctant to purchase*
- *CSD and MT back on track for August – September*



Shareholding Pattern

as on 30st June 2017



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



For more information

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Thank you

