

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

Date: September 19, 2017

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

**Sub: Intimation of Schedule of Analyst/ Institutional Investor Meet under Regulation 30 of SEBI
(Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/ Madam,

Pursuant to Regulation 30(6) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find below the schedule of Analyst/ Institutional Investor Meet:

| Date | Name of the Fund/ Company | Type of Meeting | Type of Meeting/Location |
|------------|---------------------------|--------------------|--------------------------|
| 20/09/2017 | Grandeur Peak Global | One-on-one Meeting | Mumbai |

A copy of the presentation to be shared with the analyst/ investor in the said meeting is enclosed.

Further, the aforesaid information is also available on the website of the Company at www.jyothylaboratories.com

This is for your information and records.

Thanking You.

Yours faithfully,

For Jyothy Laboratories Limited


Gaurav Munoli

Assistant Company Secretary



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)

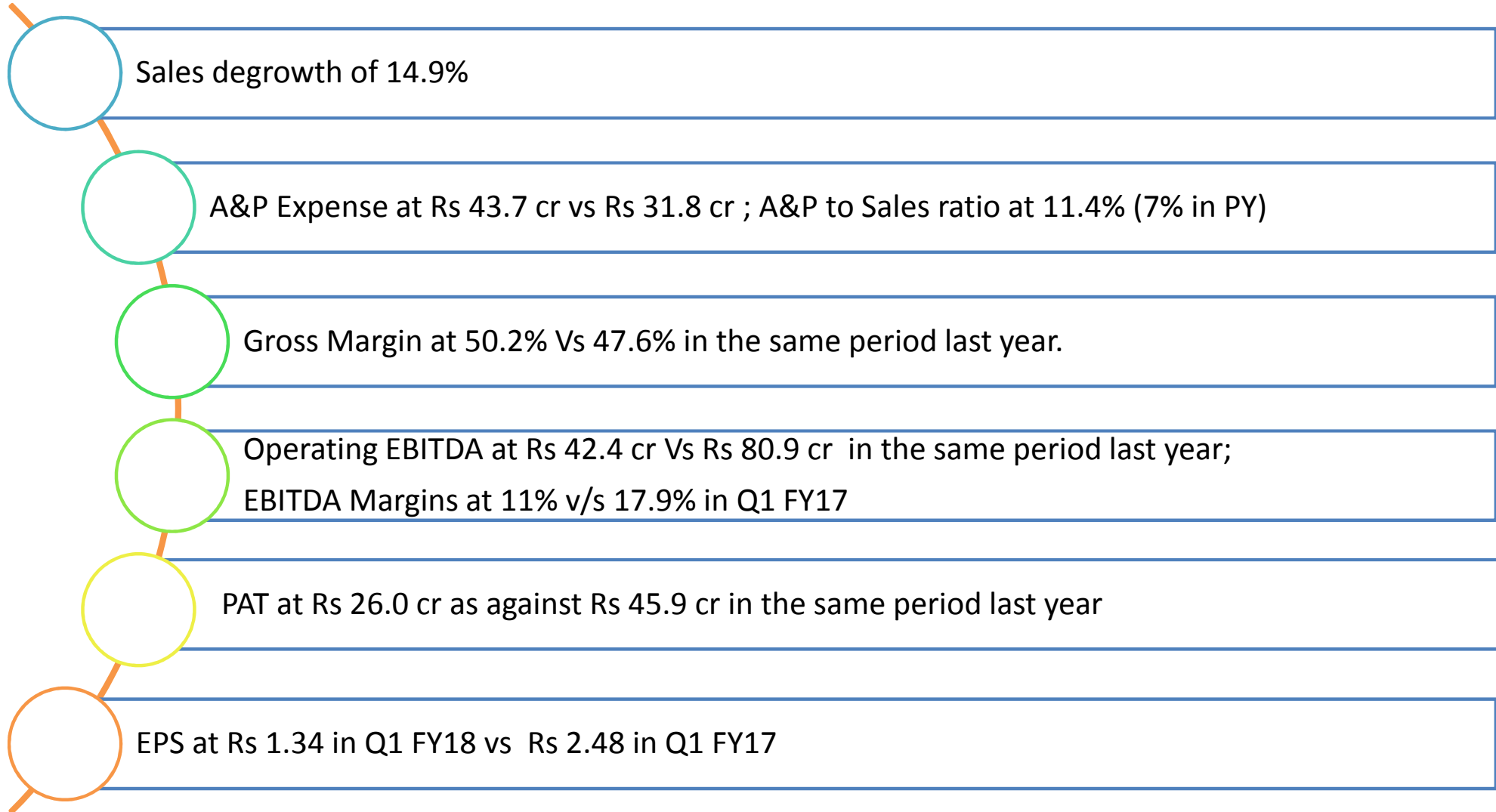


Q1FY18 Results



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

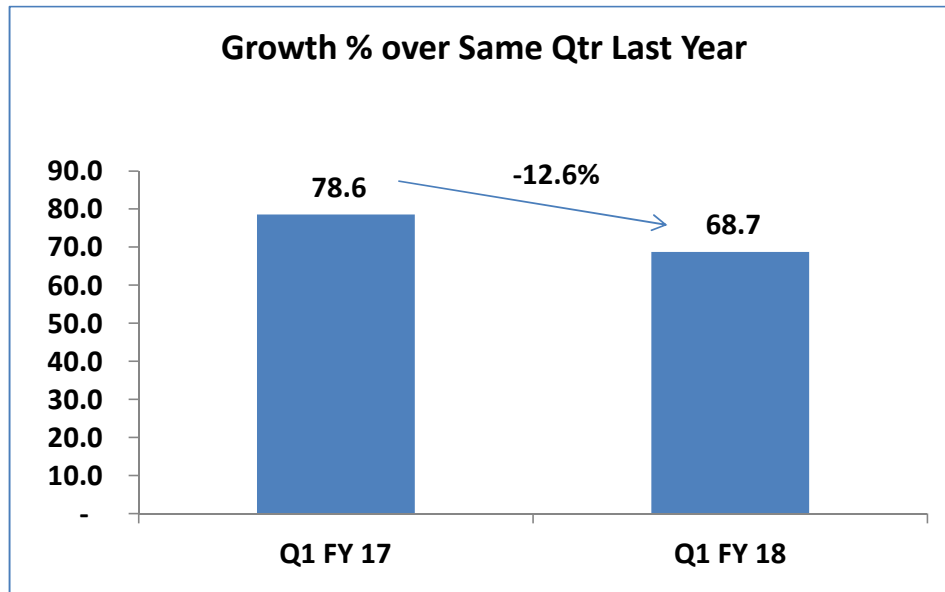


Brand Performance & Initiatives



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

I'VE GOT THE POWER OF THE EXECUTIVE LOOK, SO CAN YOU!

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



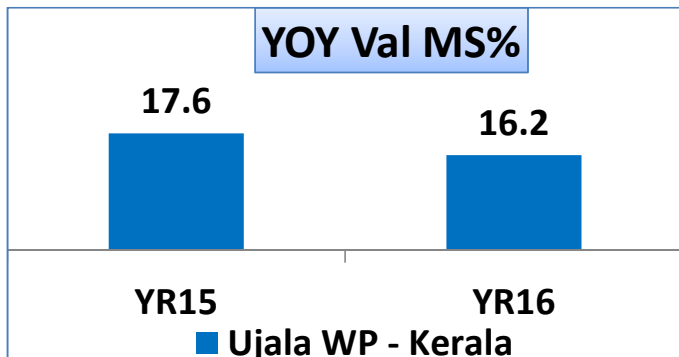
Ujala Detergent

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% |

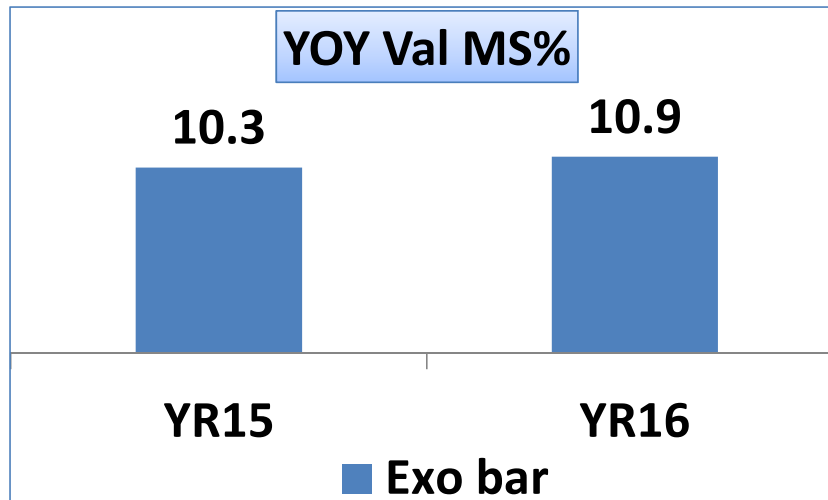
Dish Wash



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

ANTI-BACTERIAL EXO BACTO SCRUB

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

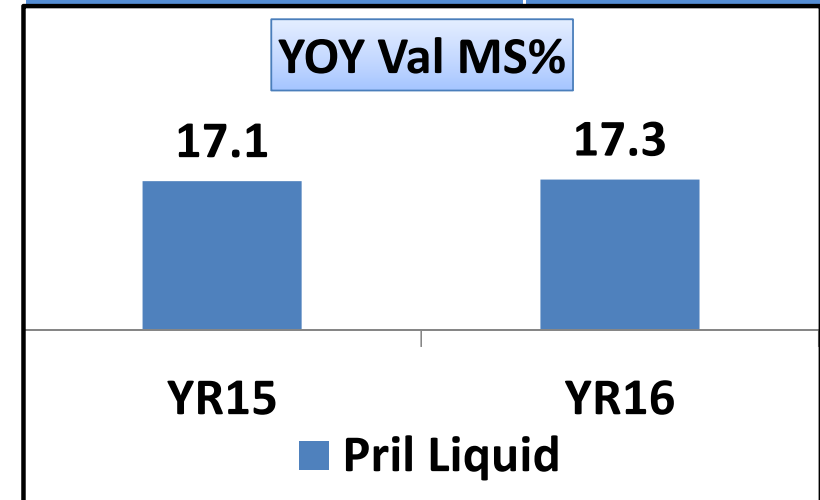
| Product | Q1 FY18 | % Growth |
|---------|---------|----------|
| Value | 23.35 | -3.6% |



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% |



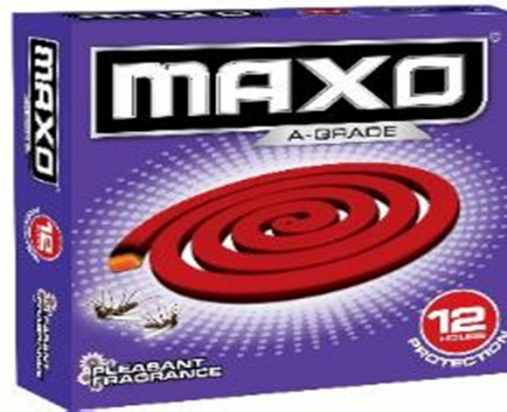
*Market share report subscribed on annual basis.



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

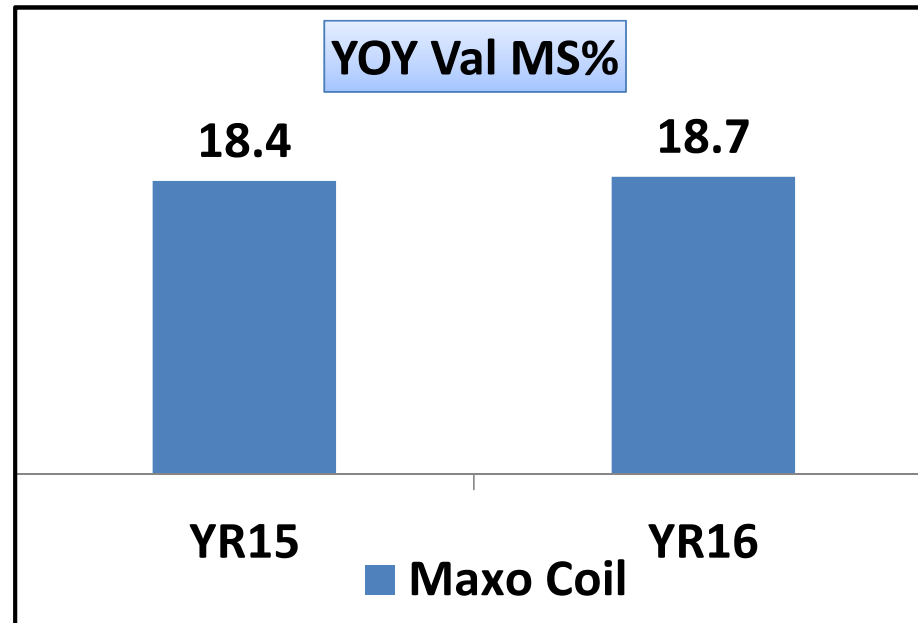


Maxo Coil

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.

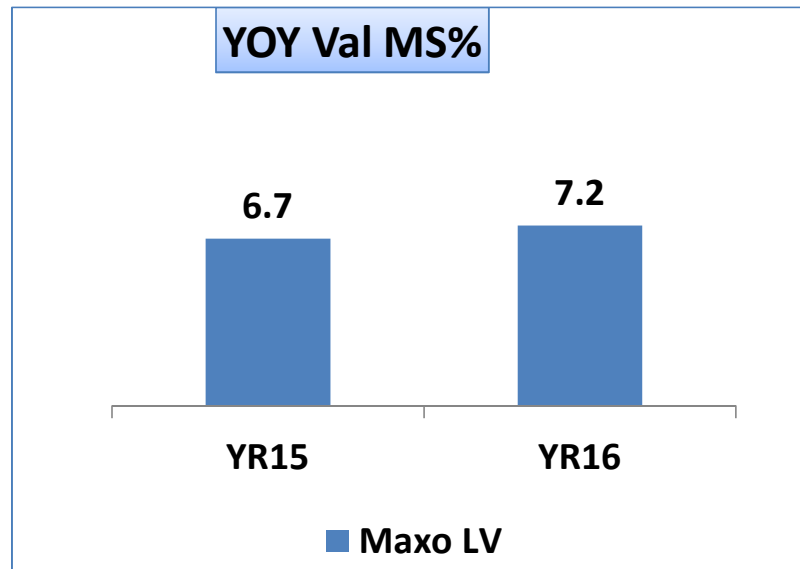


Household Insecticides

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



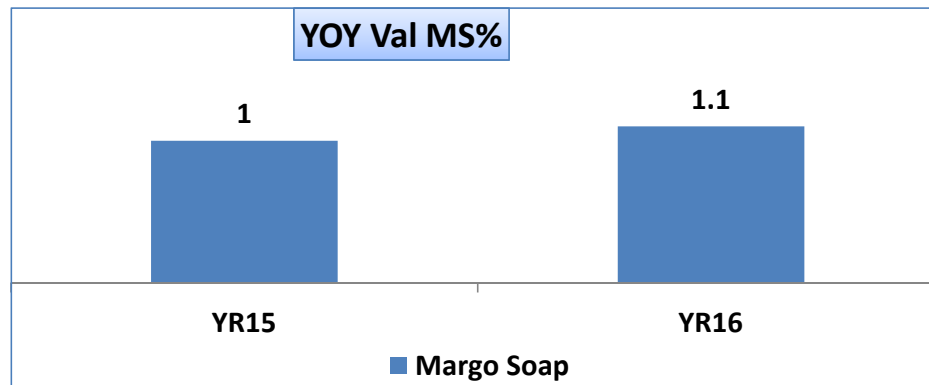
Margo Franchise

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.



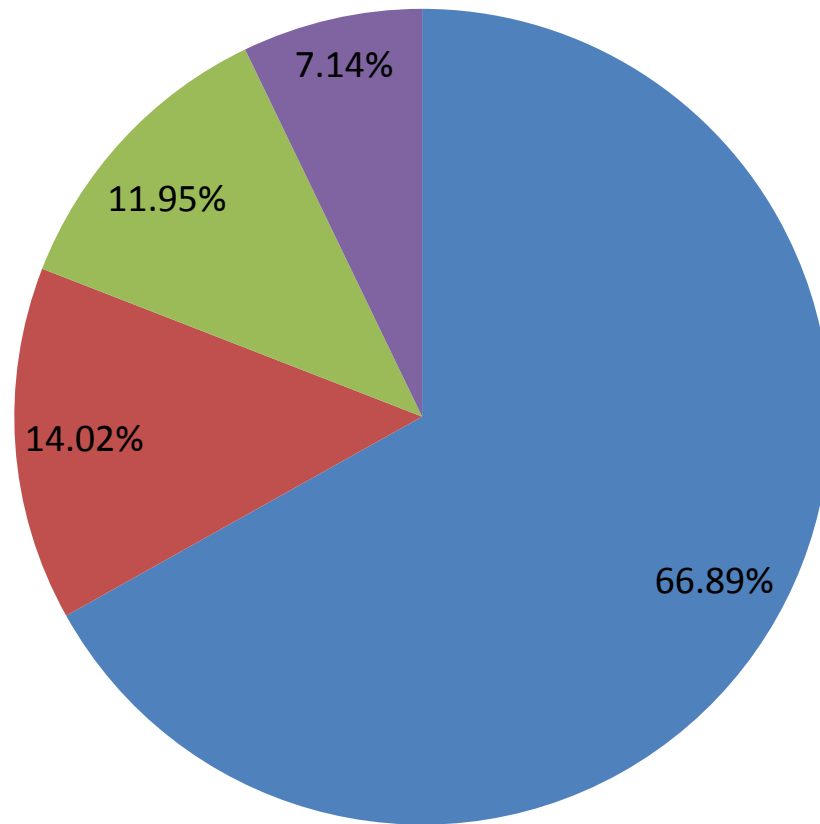
Way Forward

- *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

Please contact

Neetu Kashiramka
Vice President- Finance, Jyothy Laboratories Ltd
Tel: +91-22- 6689 2800
E-mail: neetu@jyothy.com

Gaurav Kapoor
Adfactors PR
M: +91 9819775507
E-mail: gaurav.kapoor@adfactorspr.com

Please visit

www.jyothylaboratories.com



Thank you

