



Date: February 16, 2018

BSE Ltd. Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai – 400 023 Scrip Code: 532926	National Stock Exchange of India Ltd. Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai -400 051 Scrip Code : JYOTHYLAB
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**Sub: Intimation of Schedule of Analyst Meet/ 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, we would like to inform you that the officials of the Company will participate in the following Analyst/ Institutional Investor Meet:

Date	Name of the Fund/ Company/ Conference	Type of Meeting	Type of Meeting/Location
20/02/2018	First State Investments	One-on-one Meeting	Mumbai
21/02/2018	Reverse Roadshow with UBS Securities	Group	Mumbai
22/02/2018	IIFL Investors Conference	One-on-one Meeting	Mumbai

A copy of the presentation to be shared with investors in the said Analyst/ Institutional Investor Meet is enclosed.

Further, the aforesaid information is also available on the website of the Company at [www.jyothylaboratories.com](http://www.jyothylaboratories.com)

This is for your information and records.

Thanking You.

Yours faithfully,  
For Jyothy Laboratories Limited

Shreyas Trivedi  
Head – Legal & Company Secretary



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- *Market Scenario*
- *Results*
- *Brand Performance & Initiatives*
- *Way Forward*



# Market Scenario

- *Urban Consumer Demand spiked by GST rate correction (w.e.f. 15<sup>th</sup> Nov)*
  - *Price benefit passed on to consumer by JLL*
- *Rural demand looks better*
- *Trade Channel members mostly adjusted to GST regime.*
- *CSD demand back to normal*



# Results



## Back ground to Q3FY18 performance

- Q3FY17 - JLL had outperformed market in “Demonetisation quarter”
- 3.1 % value growth in Q3FY17 – 3.6% volume growth in Q3FY17



## Q3 FY18 Snapshot

GST comparable revenue growth 15.9% (volume growth 11.5%)

A&P Expense at Rs 32.5 cr vs Rs 26.9 cr ; A&P to Sales ratio at 7.5% vs 7.2% (on GST Adjusted sales) in PY

Gross Margin at 48.3% Vs 47% (on GST adjusted sales) in the same period last year.

Operating EBITDA at Rs 69.3 cr Vs Rs 50.9 cr in the same period last year;  
EBITDA Margins at 16.1% v/s 13.7% (on GST adjusted sales) in Q3 FY17, Growth of 36.2%

PAT at Rs 32.9 cr as against Rs 20.7 cr in the same period last year, Growth of 59.3%

EPS at Rs 1.81 in Q3 FY18 vs Rs 1.14 in Q3 FY17, Growth of 59.2%



# Consolidated GST Comparable Revenue Snapshot

All values in INR Crore

## Quarter Ended

Category	Q3FY18	Reported Q3FY17	GST Comparable Q3FY17	Reported Growth %	GST Comparable Growth %
Revenue	431.2	398.3	372.0	8.3%	15.9%

## Nine months Ended

Category	YTDFY18	YTDFY17	GST Comparable Q2FY17	Reported Growth %	GST Comparable Growth %
Revenue	1247.0	1283.1	1215.3	-2.8%	2.6%



# Q3FY18 Snapshot Category Wise Consolidated Revenue

All values in INR Crore

Category	Q3FY18	Quarted Ended		
		Reported Q3FY17	GST Comparable Q3FY17	GST Comparable Growth %
Fabric Care	188.4	172.9	159.8	17.9%
Dishwashing	141.0	125.4	118.6	18.9%
Household Insecticides	37.5	45.3	41.7	-10.0%
Personal Care	44.5	34.0	32.3	37.9%
Other Products	8.4	10.0	9.2	-8.1%
<b>Total</b>	<b>419.9</b>	<b>387.6</b>	<b>361.4</b>	<b>16.2%</b>
Less: Inter Segment Revenue	-	-0.5	-0.5	
<b>Total</b>	<b>419.9</b>	<b>387.1</b>	<b>360.9</b>	<b>16.3%</b>
Laundry Services	11.3	11.1	11.1	2.1%
<b>Grand Total</b>	<b>431.2</b>	<b>398.3</b>	<b>372.0</b>	<b>15.9%</b>





# Q3FY18 Snapshot Brand Wise Revenue

Brand	Quarted Ended			GST Comparable Growth %
	Q3FY18	Reported Q3FY17	GST Comparable Q3FY17	
Ujala	106.2	98.3	90.5	17.3%
Exo	106.9	94.8	89.8	19.1%
Maxo	37.5	45.3	41.7	-10.0%
Henko	48.7	43.6	39.6	23.0%
Margo	38.0	27.9	26.5	43.4%
Pril	34.8	30.6	28.8	21.0%
<b>Total Power Brand</b>	<b>372.2</b>	<b>340.5</b>	<b>316.8</b>	<b>17.5%</b>
Others	47.7	46.7	44.1	8.2%
<b>Total</b>	<b>419.9</b>	<b>387.2</b>	<b>360.9</b>	<b>16.3%</b>
Laundry Services	11.3	11.1	11.1	2.1%
<b>Grand Total</b>	<b>431.2</b>	<b>398.3</b>	<b>372.0</b>	<b>15.9%</b>



# Q3 FY18 Snapshot

## Company's Consolidated Performance

### Financials

All values in INR Crore except EPS

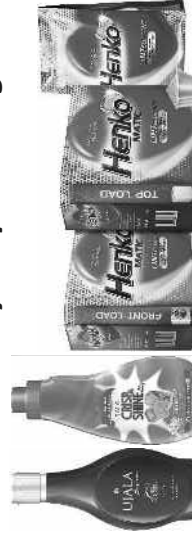
Particular/Growth	Quarter Ended			YTD		
	FY 18	FY 17	% Change	FY 18	FY 17	% Change
Revenue from Operation *	431.2	372.0	15.9%	1,247.0	1,215.3	2.6%
Operating EBITDA	69.3	50.9	36.2%	182.3	196.0	-7.0%
PAT	32.9	20.7	59.3%	102.9	96.7	6.4%
EPS (INR)	1.81	1.14	59.2%	5.66	5.33	6.3%

\* Previous year sales is GST comparable sales to show comparable numbers

### Ratios

Particular/Growth	Quarter Ended			YTD		
	Q3FY18	Q3FY17 #	% Change	FY 18	FY 17 #	% Change
Gross Margin	48.3%	47.0%	47.0%	48.9%	48.8%	48.8%
Operating EBITDA Margin	16.1%	13.7%	13.7%	14.6%	16.1%	16.1%
PAT Margin	7.6%	5.6%	5.6%	8.3%	8.0%	8.0%
A&P to Sales Ratio	7.5%	7.2%	7.2%	8.9%	7.4%	7.4%

# Previous year percentage are based on GST adjusted sales to show comparable numbers



# Q3 FY18 Snapshot

## Company's Consolidated Performance

### EBITDA Movement

Particulars	Q3	YTD
<b>EBITDA % - Previous period</b>	<b>13.7%</b>	<b>16.1%</b>
Gross Margin	1.2%	0.1%
Employee Cost	0.2%	-0.6%
Advertisement & Sales Promotion	-0.3%	-1.4%
Other Expenditure	1.3%	0.4%
<b>EBITDA % - Current period</b>	<b>16.1%</b>	<b>14.6%</b>

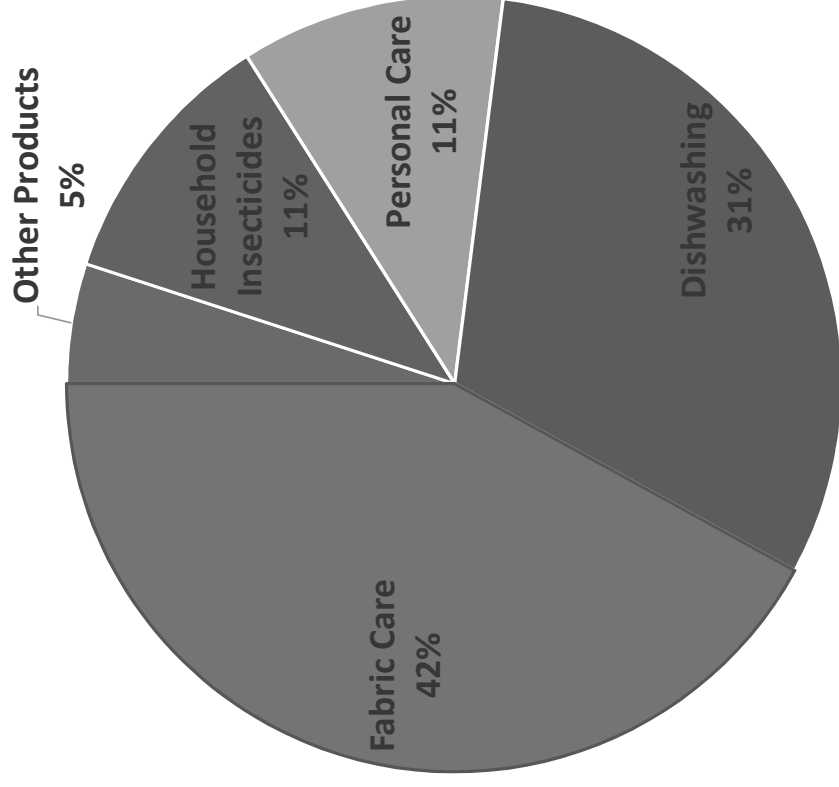
*Previous year percentage are based on GST adjusted sales to show comparable numbers*



# Brand Performance & Initiatives



# Category wise Business Share



# Fabric Care

## 42% of Total Business

Quarter Ended	
Category	GST Comparable Growth %
Fabric Care	17.9%
	Q3FY18
	188.4
	Q3FY17
	159.8
	GST
	188.4

- **Henko franchise** grows at a strong **23%**
- **Ujala IDD** Grows **28%** on back of new campaign
- **Ujala C&S** grows at **22.1%**
- **Ujala Supreme** grows at **9.7%**



# Fabric Care



Henko franchise grows at a strong 23%

- HSCP @ 26.9%↑



Ujala IDD new campaign launched growing 28%↑



Ujala C&S grows 22.1%↑

New campaign in Jan '18



Ujala FW grows 9.7%↑

New campaign in Jan '18



# Dishwashing

## 31% of Total Business

Category	Quarter Ended		Growth %
	Q3FY18	GST Comparable Q3FY17	
Dishwashing	141.0	118.6	18.9%

- Exo Franchise grew at 19.1% in OND quarter
- Pril Franchise grew at 21% in OND Quarter

Growths mentioned above are GST comparable figures





# Dishwash

## Refurbished Mixes



Exo Bar - Kid licking

- Exo Dishwash Bar: New campaign from Oct FY 18
- Exo Dishwash Bar grew at 20% QOQ in OND and 17.7% in JAS quarter



Exo scrubber - Stomach ache

- Exo Bactoscrub: New campaign from Nov FY 18
- Exo Bactoscrub grew at 23.2% QOQ in OND and 20.6% in JAS quarter



Pril liquid

- Pril liquid campaign: New campaign in Q3FY18
- Pril Dishwash liquid grew at 24.5% QOQ in OND and 9.9% in JAS quarter



# Personal Care

11% of Total Business

All values in INR Crore

Quartered Ended			
Category	Q3FY18	Comparable Q3FY17	Comparable Growth %
Personal Care	44.5	32.3	<b>37.9%</b>
Margo	38.0	26.5	<b>43.4%</b>



Margo restage successful – Backed by strong support



Visibility drives



Retail engagement drives

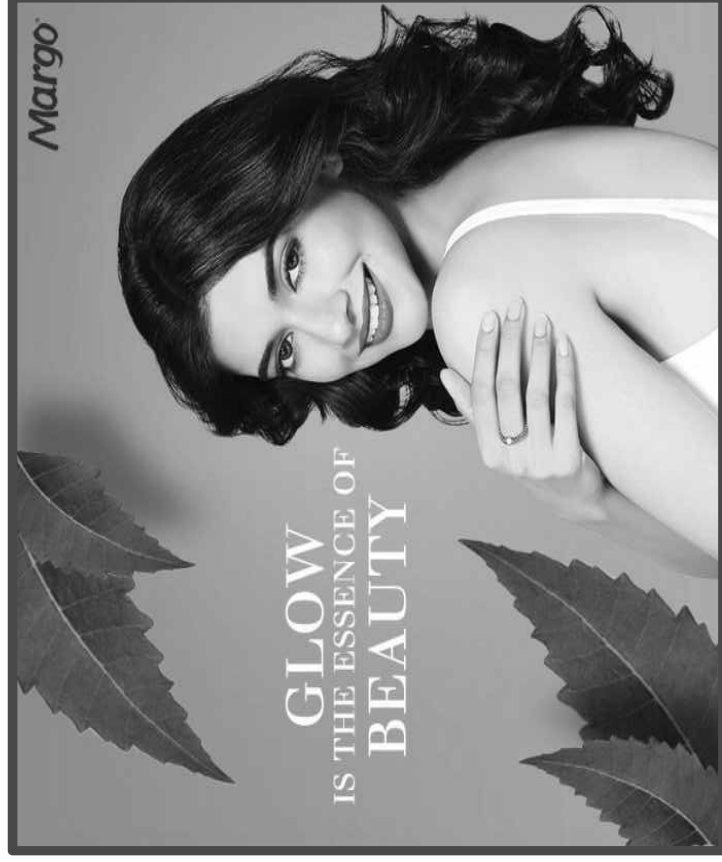


Innovative POP



# Margo – Growth Journey

Jyothy LABORATORIES LIMITED



➤ Leveraging on naturals wave

➤ 56% growth in non-traditional markets

➤ Nearly 60% increase in household penetration



# Household Insecticides

11% of Total Business

# Household Insecticides

All values in INR Crore

Category	Quarter Ended			Comparable Growth %
	Q3 FY 18	GST Comparable Q3FY 17	Q3FY 17	
Household Insecticides	37.5	41.7	-10%	
Maxo LV	20.6	15.5	33.5%	
Maxo Coil	16.5	24.4	-32.1%	

Coil Impacted by

- Disruption in wholesale segment especially in North and East
- Early onset of winter



# Household Insecticides



## Building Brand Maxo

- Aggressive Drive on Maxo Genus To Build Household Penetration
  - Hind continuous quarter of over 100% growth in combi machines
  - Genius accounting for nearly 10% of LV sales in DQ (vs 2% LY)
- Continued Media support on Maxo Genius





**GST Effect:  
JLL consumer offers  
& price reductions  
(Mid Nov 2017)**



# PRICE REDUCTIONS IMPLEMENTED ACROSS SKUS

<p><b>(500g)</b> Current MRP ₹47/- New MRP ₹45/-</p> <p>EXO Round</p>	<p><b>(250g)</b> Current MRP ₹27/- New MRP ₹25/-</p> <p>EXO Round</p>	<p><b>(300g)</b> Current MRP ₹24/- New MRP ₹22/-</p> <p>EXO Bar</p>
<p><b>(500g)</b> Current MRP ₹51/- New MRP ₹48/-</p> <p>Pril Bar</p>	<p><b>(2 ltr)</b> Current MRP ₹395/- New MRP ₹370/-</p> <p>Pril Liquid</p>	<p><b>(750ml)</b> Current MRP ₹165/- New MRP ₹155/-</p> <p>Pril Liquid</p>
<p><b>(425ml)</b> Current MRP ₹99/- New MRP ₹96/-</p> <p>Pril Liquid</p>	<p><b>(225ml)</b> Current MRP ₹55/- New MRP ₹51/-</p> <p>Pril Liquid</p>	<p><b>(500g)</b> Current MRP ₹58/- New MRP ₹54/-</p> <p>Henko Stain Champion</p>
<p><b>(2kg)</b> Current MRP ₹480/- New MRP ₹450/-</p> <p>Henko Matic Front Load</p>	<p><b>(2kg)</b> Current MRP ₹435/- New MRP ₹400/-</p> <p>Henko Matic Top Load</p>	<p><b>(1kg)</b> Current MRP ₹82/- New MRP ₹75/-</p> <p>Ujala Detergent</p>
<p><b>(4kg)</b> Current MRP ₹358/- New MRP ₹330/-</p> <p>Ujala Detergent</p>	<p><b>(7kg)</b> Current MRP ₹450/- New MRP ₹425/-</p> <p>Mr. White Detergent</p>	<p><b>(1kg)</b> Current MRP ₹55/- New MRP ₹52/-</p> <p>More Light Detergent</p>



**JLL CONSUMER OFFERS  
ACROSS BRANDS**





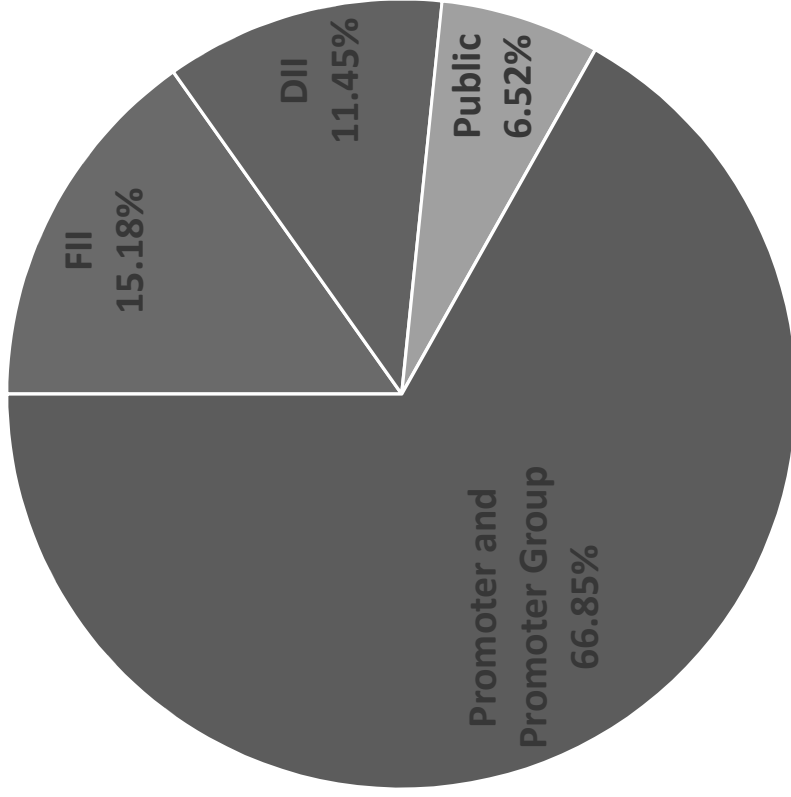
## Way Forward

- *Brand building & innovation agenda fully on track*
- *IT enabled Go To Market strategy in place*
- *Demand scenario looks positive*



# Shareholding Pattern

as on 31<sup>st</sup> Dec 2017



For more information

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# Thank you

