



To,

May 28, 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 the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that Officials of the Company will participate in the following Analyst/ Institutional Investor Meet:

Date	Name of the Fund/Company/Conference	Type of Meeting	Location
May 29, 2018	Rondure Global Grandeur Peak Global	One-on-One	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

This is for your information and records.

Thanking you,

Yours faithfully,

For **Jyothy Laboratories Limited**

M. P. Ramachandran
Chairman & Managing Director
(DIN – 00553406)



Encl.: As above

Jyothy Laboratories Limited

Analyst Presentation

Q4FY18

May 16, 2018



Index

- **Result highlights**
- **Market Scenario**
- **Business Initiatives**
- **Big Picture : Strategy and Organisational Journey**
- **Brand Performance & Initiatives**
- **Way Forward**



Results



Q4FY18 Snapshot

GST comparable revenue growth 17.2%

A&P Expense at Rs 53.8 cr vs Rs 28.1 cr, A&P to Sales ratio at 10.4% vs 6.4% (on GST Adjusted sales) in PY

Gross Margin at 50.6% Vs 44.4% (on GST adjusted sales) in the same period last year.

Operating EBITDA at Rs 88.4 cr Vs Rs 60.8 cr in the same period last year,
EBITDA Margins at 17.1% v/s 13.8% (on GST adjusted sales) in Q4 FY17, Growth of 45.4%

PBT at Rs 107 cr (includes Rs 37 cr profit on sale of land) as against Rs 44.6 cr. In the same period last year, up by 140%

PAT at Rs 76 cr as against Rs 107.4 cr in the same period last year, down by 29.3% due to reversal of tax of Rs 65 crores on set off of losses in FY17 (Merger of JCPML with JLL)

EPS at Rs 4.18 in Q4 FY18 vs Rs 5.91 in Q4 FY17



FY18 Snapshot

GST comparable revenue growth 6.5%

A&P Expense at Rs 164.6 cr vs Rs 118.5 cr ; A&P to Sales ratio at 9.3% vs 7.2% (on GST Adjusted sales) in PY, increased by 38.9%

Gross Margin at 49.4% Vs 47.6% (on GST adjusted sales) in the same period last year.

Operating EBITDA at Rs 270.8 cr Vs Rs 256.9 cr in the same period last year;
EBITDA Margins at 15.4% v/s 15.5% (on GST adjusted sales) in FY17, Growth of 5.4%

PBT at Rs 240.7 cr (includes Rs 37 cr on profit on sale of land) as against Rs 178.7 cr in the same period last year, up by 34.8%

PAT at Rs 178.9 cr as against Rs 204.2 cr in the same period last year, down by 12.4% due to reversal of tax of Rs 65 crores on set off of losses in FY17 (Merger of JCPML with JLL)

EPS at Rs 9.84 in FY18 vs Rs 11.24 in FY17



Sales Performance

QTR	Total Growth	volume Growth
Q1FY18	-14.8%	-17.9%
Q2FY18	9.6%	3.5%
Q3FY18	15.9%	11.5%
Q4FY18	17.2%	11.4%



Consolidated GST Comparable Revenue Snapshot

All values in INR Crore

Quarter Ended

Category	Q4FY18	Reported Q4FY17	GST Comparable Q4FY17	GST Comparable Growth %
Revenue	517	466	441	17.2%

Year Ended

Category	FY18	Reported FY17	GST Comparable FY17	GST Comparable Growth %
Revenue	1,764	1,749	1,656	6.5%



Q4 FY18 Snapshot Category Wise Consolidated Revenue

All values in INR Crore

Category	Quarter Ended				Year ended			
	Q4FY18	Reported Q4FY17	GST Comparable Q4FY17	GST Comparable Growth %	FY18	FY17	GST Comparable FY17	GST Comparable Growth %
Fabric Care	194	182	171	13.6%	723	738	695	4.0%
Dishwashing	143	121	118	21.3%	529	510	485	9.0%
Household Insecticides	112	111	103	8.7%	244	261	244	-0.2%
Personal Care	49	33	32	56.2%	190	160	154	23.1%
Other Products	9	8	7	33.6%	37	38	35	5.7%
Total	507	455	430	18.0%	1,723	1,707	1,614	6.8%
Less: Inter Segment Revenue	0	-0	-0		-0	-2	-2	
Total	507	455	430	18.0%	1,723	1,705	1,612	6.9%
Laundry Services	10	11	11	-15.6%	41	44	44	-7.1%
Grand Total	517	466	441	17.2%	1,764	1,749	1,656	6.5%



Q4 FY18 Snapshot Brand Wise Revenue

All values in INR Crore

Brand	Quarter Ended				Year ended			
	Q4FY18	Reported Q4FY17	GST Comparable Q4FY17	GST Comparable Growth %	FY18	FY17	GST Comparable FY17	GST Comparable Growth %
Ujala	108	103	95	12.6%	398	420	395	0.8%
EXO	108	91	89	21.6%	396	382	364	8.7%
Maxo	112	111	103	8.7%	244	261	244	-0.2%
Henko	49	44	41	21.3%	188	181	168	11.5%
Margo	43	29	27	57.3%	166	136	132	26.2%
Pril	36	30	29	22.2%	136	129	122	11.3%
Total Power Brand	455	408	384	18.5%	1,528	1,510	1,426	7.2%
Others	52	47	46	14.3%	195	195	187	4.6%
Total	507	455	430	18.0%	1,723	1,705	1,612	6.9%
Laundry Services	10	11	11	-15.6%	41	44	44	-7.1%
Grand Total	517	466	441	17.2%	1,764	1,749	1,656	6.5%



Q4 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	516.8	441.0	17.2%	1,763.8	1,656.3	6.5%
Operating EBITDA	88.4	60.8	45.4%	270.8	256.9	5.4%
PBT	107.0	44.6	140.1%	240.7	178.7	34.8%
PAT	76.0	107.4	-29.3%	178.9	204.2	-12.4%
EPS (INR)	4.2	5.9	-29.3%	9.8	11.2	-12.4%

Previous year sales is GST comparable sales to show comparable numbers

Particular/Growth	Quarter Ended			YTD		
	Q4FY18	Q4FY17	% Change	FY 18	FY 17	% Change
Gross Margin	50.6%	44.4%	13.8%	49.4%	47.6%	15.5%
Operating EBITDA Margin	17.1%	10.1%	69.3%	15.4%	10.8%	42.6%
PBT Margin	20.7%	14.7%	40.8%	13.6%	12.3%	10.5%
PAT Margin	14.7%	10.4%	41.3%	10.1%	7.2%	39.9%
A&P to Sales Ratio	10.4%	6.4%	62.5%	9.3%	7.2%	28.9%

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

* due to reversal of tax of Rs 65 crores on set off of losses in FY17 (Merger of JCPML with JLL)



Q4 FY18 Snapshot Company's Consolidated Performance

EBITDA Movement

Particulars	Q4	YTD
EBITDA % - Previous period	13.8%	15.5%
Gross Margin	6.1%	1.7%
Employee Cost	0.1%	-0.4%
Advertisement & Sales Promotion	-4.0%	-2.2%
Other Expenditure	1.1%	0.7%
EBITDA % - Current period	17.1%	15.4%

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



Market Scenario

- *Rural demand looks positive*
- *Naturals/Herbal tailwinds strong*
- *Upswing in RM/PM price possible*



Business Initiative



GST Implementation

GST Benefit passed on to Consumer
across all categories between 6% to 10%

JLL CONSUMER OFFERS
ACROSS BRANDS



Big Picture – Strategy & Organisational Journey



Big Picture

Path to Growth : Our Journey

➤ Voice of the Consumer

➤ Process Efficiency

➤ Organisational Capability



Big Picture

Voice of the Consumer

- *Consumer Insight*
- *Market Execution*
- *R & D Investment*

Strong Innovation pipeline



Big Picture

Process Efficiency

- *Manufacturing -*
- *Quality – Superior Delivered Quality*
- *Supply Chain – Superior source to delivery*

Competitive Advantage



Big Picture

Organisational Capability

- *IT – Wholesale Linkage*
- *IT – Sales Linkage*
- *SAP*



Our Category Strategy

Post Wash

- Extending Dominant position



Laundry

- Establishing uniqueness
- Building for future
- Innovations



Dish wash

- Leveraging Two brand portfolio
- Strengthening position



Household Insecticide

- Increasing footprint
- Winning through Innovations



Personal Care

- Reinigorating Brand
- Relevant Extensions



FY18 : KEY ACTIVITIES

Superior Mixes-Superior Insights

Restaging of Margo

Restage of Exo & Pril

Launch of T Shine in Kerala

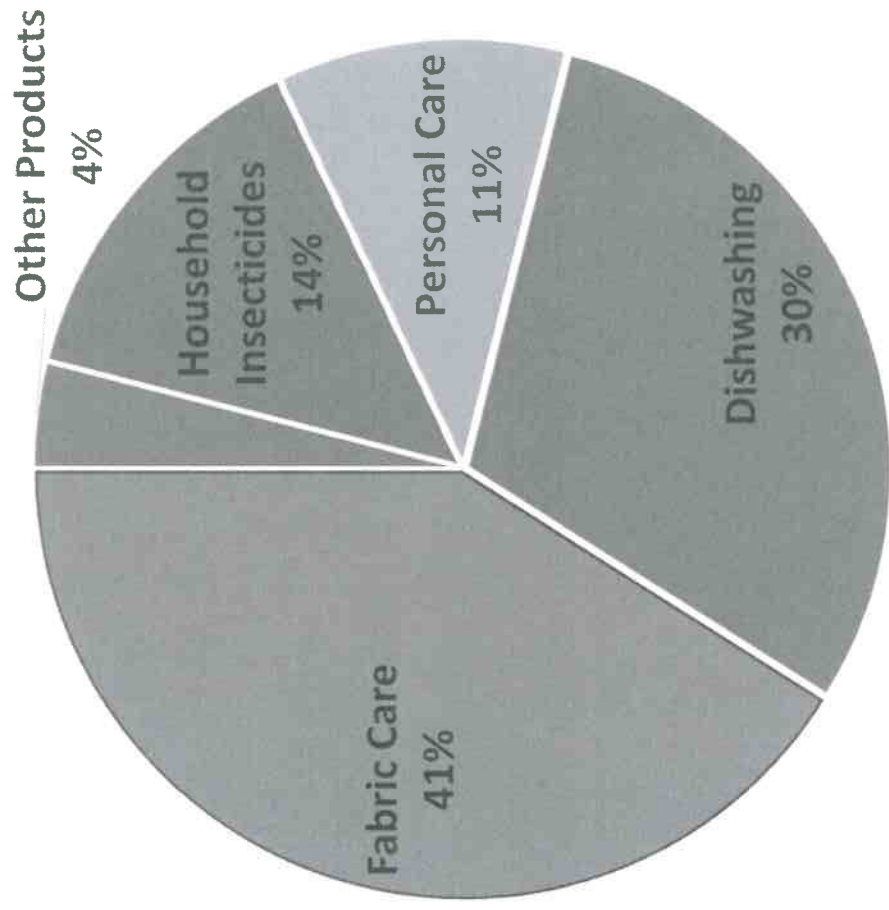
Launch of Maxo Genius



Brand Performance & Initiatives



Category wise Business Share



Fabric Care

41% of Total Business

Category	Q4 FY18	GST Comparable Growth in %	FY18	GST Comparable Growth in %
Fabric Care	194	13.6%	723	4.0%

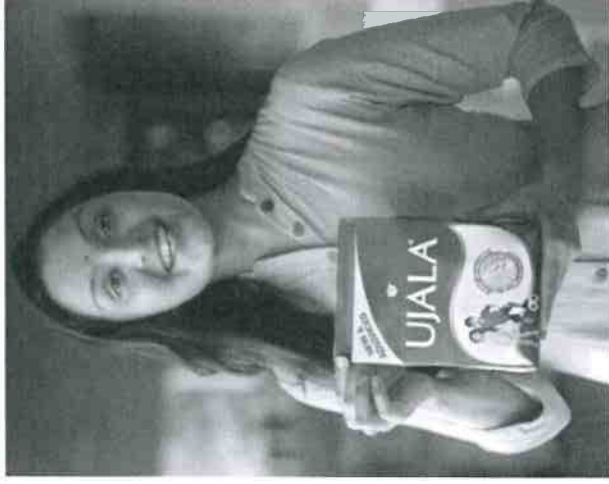
- Ujala franchise grows at a strong **12.6%**
- Henko franchise grows at a strong **21.3%**



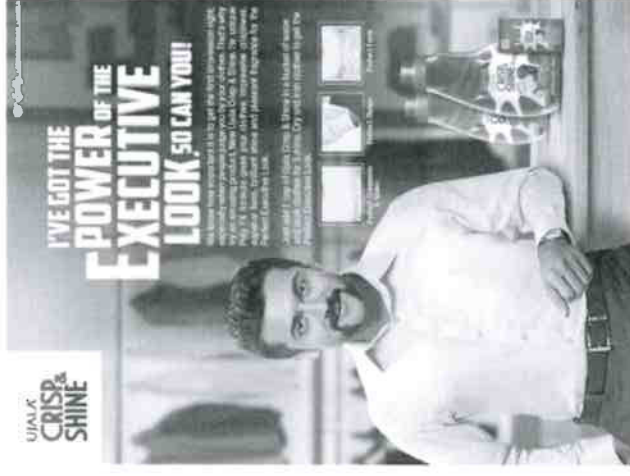
Fabric Care



Henko franchise grows at a strong 21.3%



Ujala IDD new campaign in SQ '18



New campaign in Feb '18



New campaign in Jan '18

Ujala franchise grows at a strong 12.6%



Ujala Fabric Whitener

Market Share in %

MS	YR16	YR17	Q4
UJALA SUPREME	78.3	80.4	80.7

Source – AC Neilson (Calendar Year)

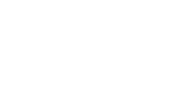
FY'18 - UT, UP, Mah, Orissa and North East registered a double digit growth in value.

Ujala registered an average of 500 bps share gain in focus states - Maharashtra, UP, Orissa and Karnataka



New commercial launched in Feb 18

Post Wash



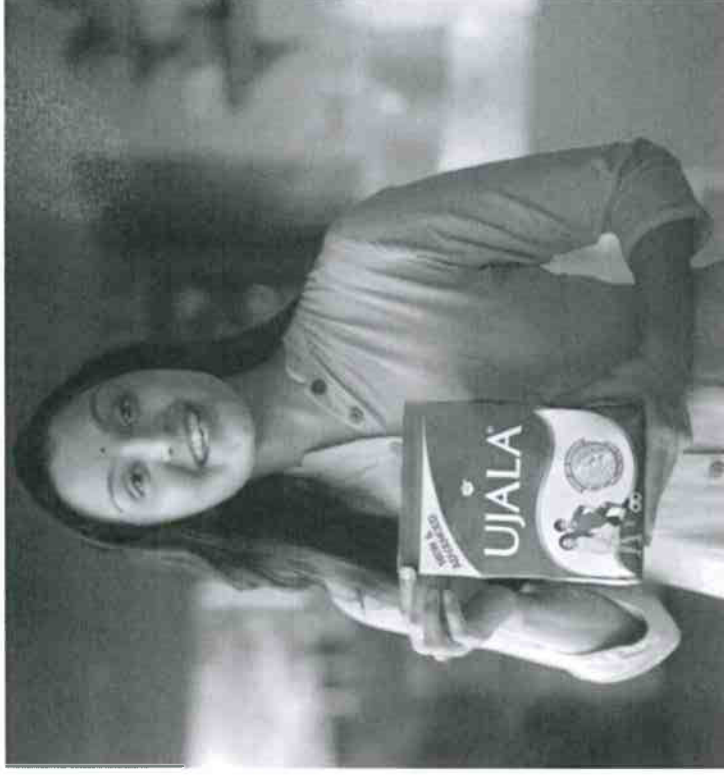
Ujala Detergent

Market Share in % (Kerala)

MS	YR15	YR16	YR17	Q4
UJALA IDD	17.6	16.2	16.8	17.1

Source – AC Neilson (Calendar Year)

UJALA IDD becomes the largest brand in the mid segment category in Kerala.



Detergents



Henko Franchise

Detergents & Bars



Net sales Growth

Brand	Q4FY18 GST Comparable Growth in %	FY18 GST Comparable Growth in %
Henko Franchise	21.3%	11.5%



Dishwashing

30% of Total Business

Category	Q4 FY18	% GST Comparable Growth %	FY18	% GST Comparable Growth %
Dishwashing	143	21.3%	529	9.0% ^s

- Exo Franchise continues to grow on the back of new communication (22.8% in JFM quarter)
- Pril Franchise grew at 22.2% in JFM Quarter



Dish wash

Brand	Yr 16	Yr 17	Q4 Yr 17
Exo Bar	10.9%	11.4%	11.4%

Pril liquid 17.3% 16.4% 16.7%

Market Share Progress

Source – AC Neilson (Calendar Year)



- Exo Dishwash Bar: New campaign from Oct FY 18. Post Campaign Exo grew at 20%



- Exo Bactoscrub: New campaign from Nov FY 18. Post campaign Exo scrubbers grew by 23%



- Pril liquid campaign: New campaign in Q3FY18. Post the campaign Pril grew at 21%

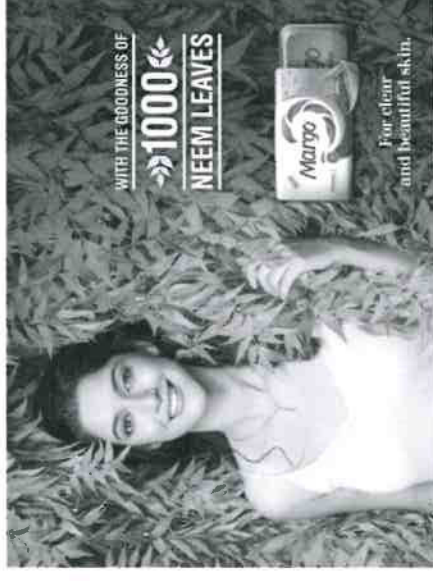


Personal Care

11% of Total Business

Net sales Growth

Category	Q4FY18 GST Comparable Growth in %	FY18 GST Comparable Growth in %
Margo	57.3%	26.2%



Margo restage successful – Backed by strong support



Visibility drives



Retail engagement drives



Innovative POP



Consumer activation



Margo – Growth Journey

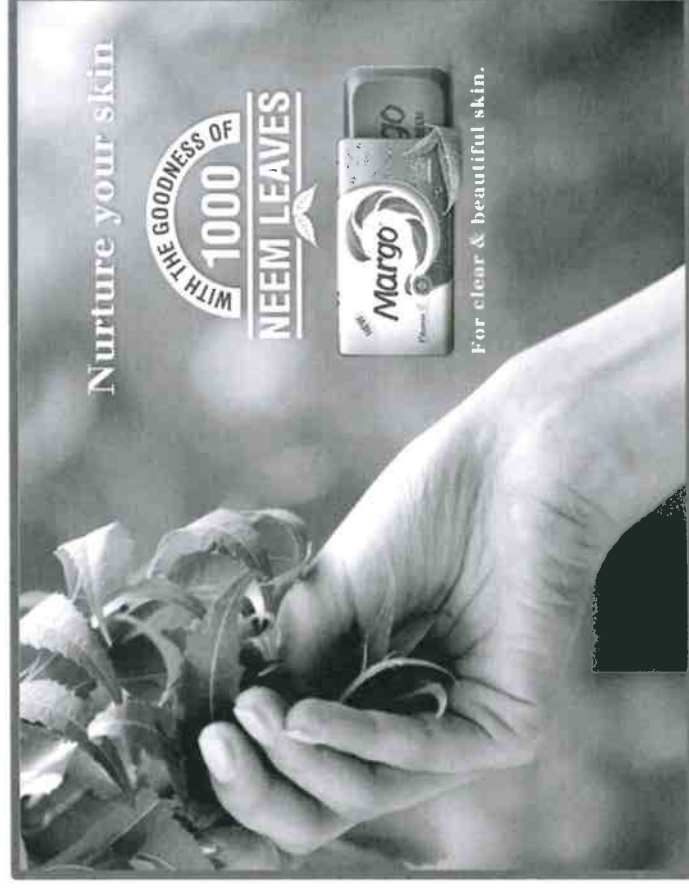
Jyothy LABORATORIES LIMITED

Market Share in %

MS%	Yr'15	Yr'16	Yr'17
Margo	1.0%	1.1%	1.4%*

* Assumption of 10% market growth.

- Leveraging on naturals wave
- 26.6% Growth in FY'18
- 55% growth coming from non-traditional markets



Household Insecticides

14% of Total Business

Net sales Growth

Category	Q4FY18 GST Comparable Growth in %	FY18 GST Comparable Growth in %
Maxo LV	20.1%	10.7%
Maxo Coil	11.6%	-0.2%



Household Insecticide

Brand	Yr 16	Yr 17	Q4 Yr 17
Maxo LV	7.9%	7.6%	6.7%
Maxo Coil	18.7%	20.9%	20.7%

Source – AC Neilson (Calendar Year)

- Genius launch in SQ FY 18
- Continued Media support on Maxo Genius
- Combi Packs grew by 66% in FY 18



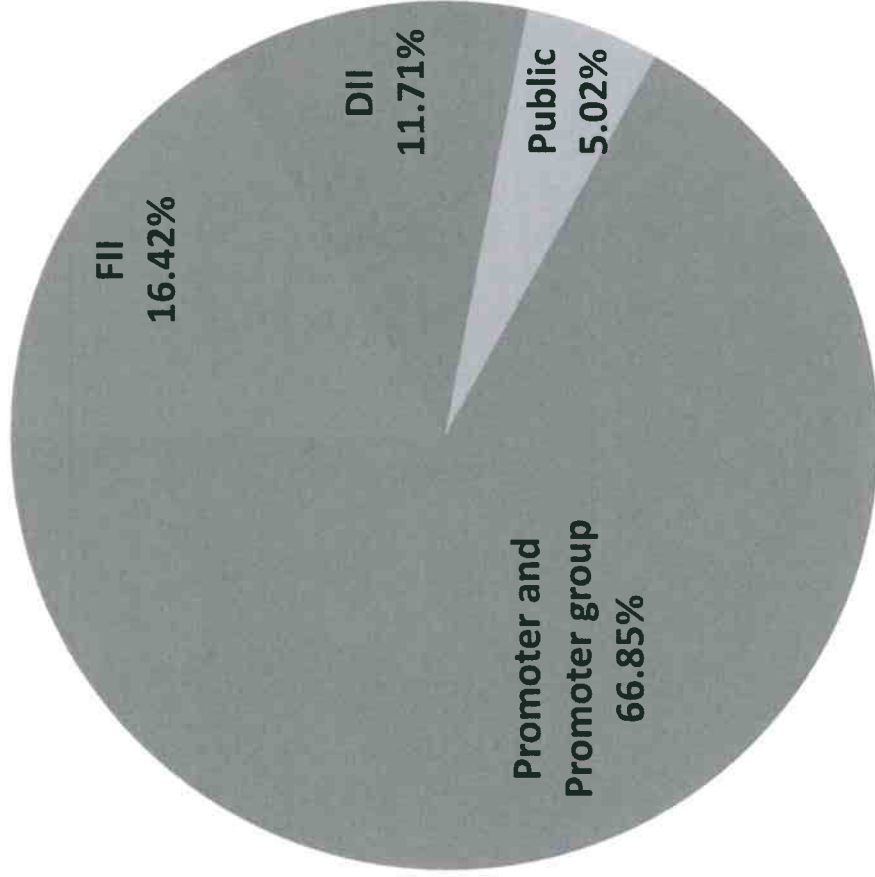
Way Forward

- *Continue Brand building & introduce relevant innovations*
- *Leverage IT to enhance market execution*
- *Demand scenario especially rural, looks positive*



Shareholding Pattern

as on 31st March 2018



For more information

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Thank you

