



LABORATORIES LIMITED

CIN - L24240MH1992PLC128651



UJALA

'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

November 7, 2017

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 Presentation

With reference to the captioned subject, please find attached herewith a copy of Presentation on the Company's performance for the quarter and half year ended September 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.

Jyothy Laboratories Limited

Analyst Presentation

Q2FY18 & H1FY18

November 7, 2017



Index

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



Market Scenario

- *Consumer demand showing sign of pickup in rural*
- *Trade Channel members mostly adjusted to GST regime. Some part of wholesale channel still under stress*
- *CSD expected to become normal in second half of the year*



Results



Q2 FY18 Snapshot

GST comparable revenue growth 9.6% (volume growth 3.5%)

A&P Expense at Rs 34.6 cr vs Rs 31.6 cr ; A&P to Sales ratio at 8.1% (7.3% in PY)

Gross Margin at 48.1% Vs 46.8% in the same period last year.

Operating EBITDA at Rs 70.7 cr Vs Rs 64.2 cr in the same period last year;
EBITDA Margins at 16.4% v/s 14.9% in Q2 FY17, Growth of 10%

PAT at Rs 45.7 cr as against Rs 31.1 cr in the same period last year, Growth of 47%

EPS at Rs 2.52 in Q2 FY18 vs Rs 1.71 in Q2 FY17, Growth of 47%



Consolidated GST Comparable Revenue Snapshot

All values in INR Crore

Quarter Ended

Category	Q2FY18	Reported Q2FY17	Comparable Q2FY17	Reported Growth %	Comparable Growth %
Revenue	429.9	431.9	392.2	-0.5%	9.6%

Half year Ended

Category	YTDFY18	YTDFY17	Comparable Q2FY17	Reported Growth %	Comparable Growth %
Revenue	815.8	884.9	845.1	-7.8%	-3.5%



Q2FY18 Snapshot

Category Wise Consolidated Revenue

All values in INR Crore

Category	Quarted Ended			
	Q2FY18	Reported Q2FY17	GST Comparable Q2FY17	GST Comparable Growth %
Fabric Care	164.9	176.0	158.1	4.4%
Dishwashing	130.1	129.9	115.7	12.4%
Household Insecticides	64.6	67.6	62.9	2.8%
Personal Care	50.7	36.5	34.6	46.7%
Other Products	9.7	11.5	10.6	-8.9%
Total	420.0	421.5	381.8	10.0%
Less: Inter Segment Revenue	-0.1	-0.3	-0.3	
Total	419.9	421.2	381.5	10.1%
Laundry Services	10.0	10.7	10.7	-6.3%
Grand Total	429.9	431.9	392.2	9.6%



Q2FY18 Snapshot

Brand Wise Revenue

All values in INR Crore

Brand	Quarted Ended			
	Q2FY18	Reported Q2FY17	GST Comparable Q2FY17	GST Comparable Growth %
Ujala	91.3	100.5	91.0	0.4%
Exo	97.9	95.1	85.1	15.1%
Maxo	64.6	67.6	62.9	2.8%
Henko	43.6	44.7	39.5	10.4%
Margo	45.1	30.1	28.5	58.2%
Pril	33.8	35.1	31.0	9.0%
Total Power Brand	376.4	373.1	338.0	11.4%
Others	43.6	48.1	43.5	0.2%
Total	419.9	421.2	381.5	10.1%
Laundry Services	10.0	10.7	10.7	-6.3%
Grand Total	429.9	431.9	392.2	9.6%



Q2 FY18 Snapshot

Company's Consolidated Performance

Financials

	Quarter Ended			YTD		
Particular/Growth	FY 18	FY 17	% Change	FY 18	FY 17	% Change
Revenue from Operation	429.9	431.9	-0.5%	815.8	884.9	-7.8%
Operating EBITDA	70.7	64.2	10.0%	113.0	145.2	-22.1%
PAT	45.7	31.1	46.9%	70.0	76.1	-8%
EPS (INR)	2.52	1.71	46.8%	3.85	4.19	-8%

All values in INR Crore except EPS

Ratios

	Quarter Ended		YTD	
Particular/Growth	Q2FY18	Q2FY17	FY 18	FY 17
Gross Margin	48.1%	46.8%	49.1%	47.2%
Operating EBITDA Margin	16.4%	14.9%	13.9%	16.4%
PAT Margin	10.6%	7.2%	8.6%	8.6%
A&P to Sales Ratio	8.1%	7.3%	9.6%	7.2%



Q2 FY18 Snapshot

Company's Consolidated Performance

EBIDTA Movement

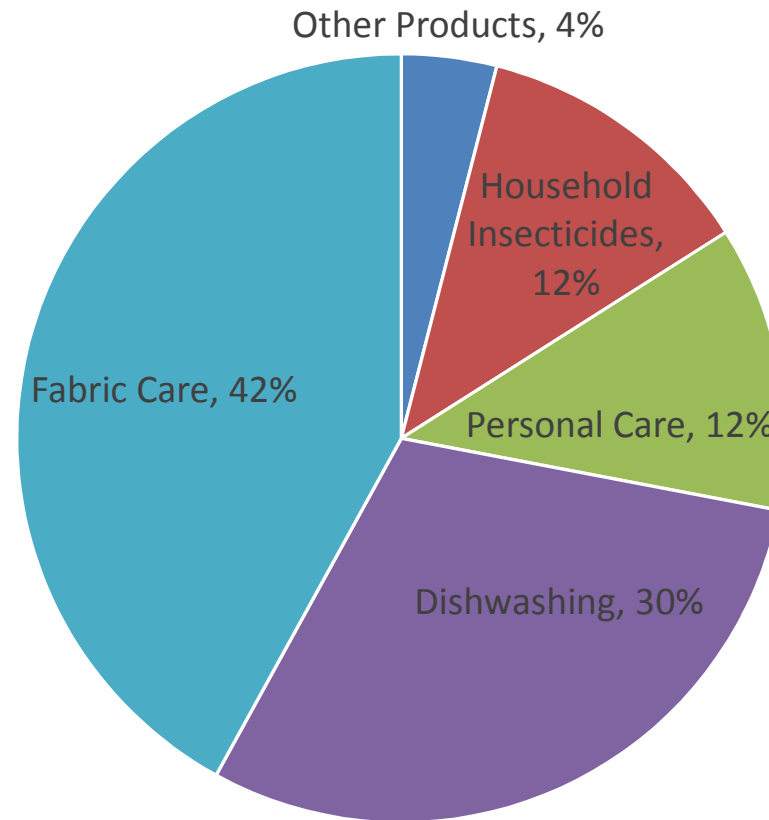
Particulars	Q2	YTD
EBITDA % - Previous period	14.9%	16.4%
Gross Margin	1.3%	1.9%
Employee Cost	-0.7%	-1.5%
Advertisement & Sales Promotion	-0.7%	-2.4%
Other Expenditure	1.6%	-0.5%
EBITDA % - Current period	16.4%	13.9%



Brand Performance & Initiatives



Category wise Business Share



Fabric Care

42% of Total Business

	Quarted Ended		
	Q2FY18	GST Comparable Q2FY17	GST Comparable Growth %
Category			
Fabric Care	164.9	158.1	4.4%

- **Henko franchise** grows at a strong **10.4%**
- **Ujala IDD** Grows 21.6% on back of new campaign launched
- **Ujala C&S** grows at **19.2%**
- **Ujala Supreme** -12% QoQ

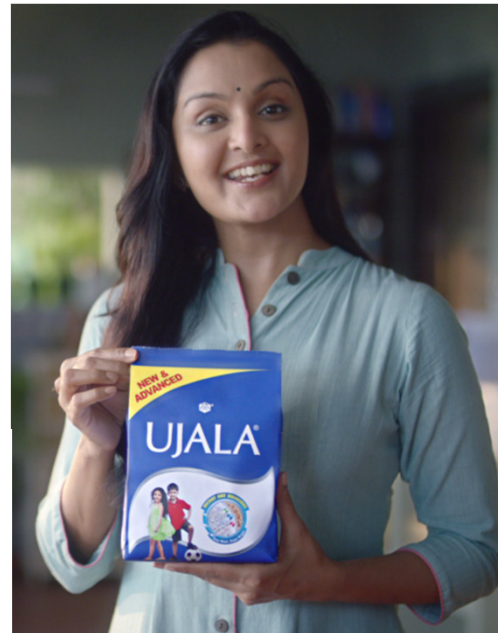


Fabric Care



Henko franchise grows at a strong 10.4%

- **HSCP @ 18.2%↑**



Ujala IDD new campaign launched growing 21.6%↑



Ujala C&S grows at 19.2%↑



New Campaign In Dec Qtr



Dishwashing

30% of Total Business

	Quarted Ended		
Category	Q2FY18	GST Comparable Q2FY17	GST Comparable Growth %
Dishwashing	130.1	115.7	12.4%

- Exo Franchise recorded a growth of 15.1% in JAS quarter
- Pril Franchise grew at 8.6% in JAS Quarter

Growths mentioned above are GST comparable figures



Dishwash



- Exo Dishwash Bar grew at 17.7%

- Exo Bactoscrub grew at 20.6%

- Pril liquid's new campaign went on air in September along with Pril Kraft TVC



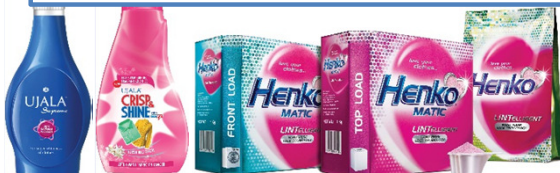
Household Insecticides

12% of Total Business

	Quarter Ended		
Category	Q2 FY 18	Comparable Q2FY 17	Comparable Growth %
Household Insecticides	64.6	62.9	2.8%

Building Brand Maxo

- Driving Machines to Build Household Penetration
 - Nearly 145% growth in machines over LY
 - Machines : 16% of Liquid sales in SQ (vs 7% LY)
- Genius accounting for 12 % of Maxo LV sales



Personal Care

12% of Total Business

All values in INR Crore

	Quartered Ended		
Category	Q2FY18	Comparable Q2FY17	Comparable Growth %
Personal Care	50.7	34.6	46.7%
Margo	45.1	28.5	58.2%



- Successful Brand Relaunch on Margo
- ATL campaign across markets for 6 weeks
- Active presence on social media through innovative consumer engagement activities.



Henkel Update

- Henkel has not exercised their option to buy shares
- Existing licensing agreement for Pril & Fa will continue.
- We are mutually exploring other possibilities to work together



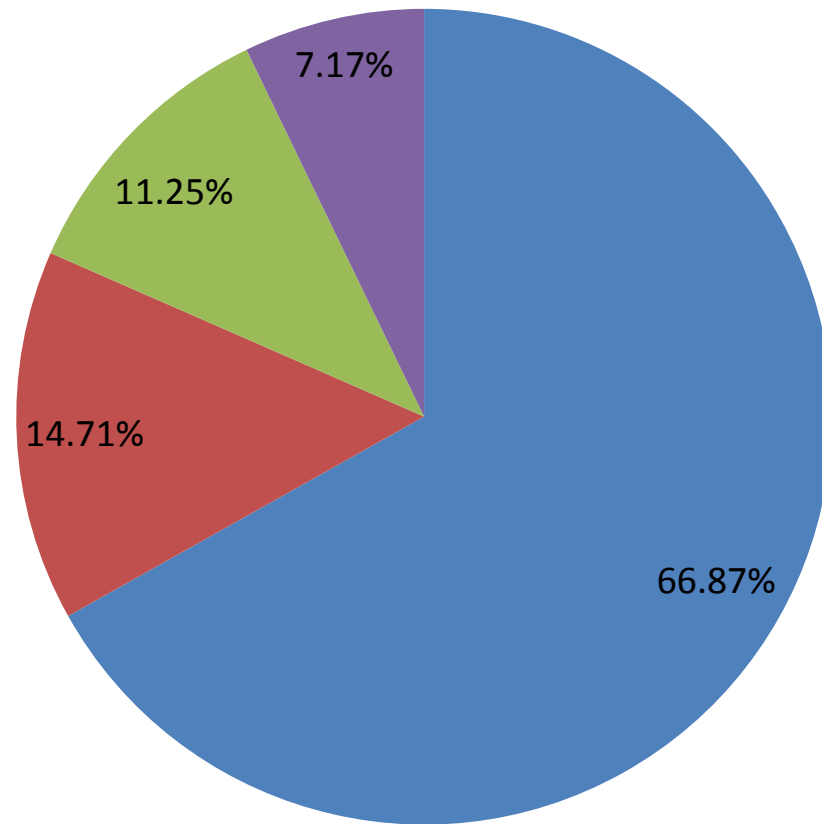
Way Forward

- 15% growth for Q3FY18 (19% for the month of October)
- Healthy EBIDTA of 16% plus
- Continue innovation agenda backed by strong investment in media
- CSD expected to be back fully on track
- GST / Demonetization behind us – future looks bright



Shareholding Pattern

as on 30st Sep 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

