

July 25, 2023

To,

BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai - 400023  
**BSE Code: 532926**

National Stock Exchange of India Limited  
Exchange Plaza, Bandra – Kurla Complex,  
Bandra (E),  
Mumbai - 400051  
**Scrip Code: JYOTHYLAB**

Dear Sir,

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**Sub: Copy of Presentation**

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Pursuant to the Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith a copy of Presentation on the Company's performance for the quarter ended June 30, 2023.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

**For Jyothy Labs Limited**



**Shreyas Trivedi**  
**Head – Legal & Company Secretary**



Encl.: As above



**Jyothy Labs**



# Stronger than ever! Q1FY24

July 25, 2023






## Content Flow

- 01. Overview
- 02. Market Scenario
- 03. Result Highlights
- 04. Brand Performance & Initiatives
- 05. Way forward

# OVERVIEW

- Founded in 1983 by a first generation entrepreneur, our 'Chairman Emeritus' Mr. MP Ramachandran.
- Jyothy Labs is primarily in **Home Care** and **Personal Care** segments which constitute 50% of the Indian FMCG industry.

 ~Rs 2486 cr Revenue in FY 2023

 2.8 Mn Outlets – Pan India availability

 1.1 mn Direct Reach

 23 Manufacturing Plants

 8200+ Channel Partners

## Our Power Brands



## Key Product Categories



Fabric Care



Dish Wash



Household Insecticides



Personal Care



# 1 – In Fabric Whitener since its launch 4 decades ago



# 2 - Dishwash (bar and liquid) category, by value terms




#2 - Mosquito repellent coil, by volume

# MARKET SCENARIO

- Business Environment :
  - Stable Demand Environment
  - Moderating Input Costs
  - Signs of premiumisation in key segments
  - Lower Unit Packs ('LUP') gaining more acceptance in the rural markets
- Increased competitive intensity to drive volume growth
- With rising disposable income of discerning and aspirational consumers, growth to be driven by relevant innovations and direct sales distribution

# RESULT HIGHLIGHTS – Q1FY24 SNAPSHOT (CONSOLIDATED)



**Revenue at Rs 687 Crores increased by 15.1% (CAGR - 2 Yr 14.4%, 3 Yr 16.6%, 4 Yr 12.9%)**

**Gross Margin at 47.9% from 39.9% in the same period last year**

**A&P Spend at 50.4 Crores (7.3% of Net Sales) versus Rs 45 Crores (7.5% of Net Sales) in the same period last year, an increase by 11.9%**

**Operating EBITDA at 17.1% (Rs 117.4 Crores) versus 10% (Rs 59.8 Crores) in the same period last year, an increase by 96.3%.**

**PAT at Rs 96.3 Crores as against Rs 47.7 Crores, in the same period last year, Up by 101.7%**



# PERFORMANCE ACROSS CATEGORIES



**Growth (%)**

Q1FY24	18.1%	10.6%	10.1%	21.1%
Q1FY24 (2Y CAGR)	27.9%	10.1%	-17.1%	11.2%
Q1FY24 (3Y CAGR)	27.8%	13.9%	-8.1%	11.9%
Q1FY24 (4Y CAGR)	12.3%	14.6%	18.1%	8.9%



# Q1FY24 SNAPSHOT OF COMPANY'S PERFORMANCE (CONSOLIDATED)

PARTICULAR/GROWTH	QUARTER ENDED		
	CY	PY	% CHANGE
REVENUE FROM OPERATION	687	597	15.1%
OPERATING EBITDA	117.4	59.8	96.3%
PAT	96.3	47.7	101.7%

## Financial Parameters

PARTICULAR/GROWTH	QUARTER ENDED	
	CY	PY
GROSS MARGIN	47.9%	39.9%
OPERATING EBITDA MARGIN	17.1%	10.0%
PAT MARGIN	14.0%	8.0%
A&P TO SALES RATIO	7.3%	7.5%

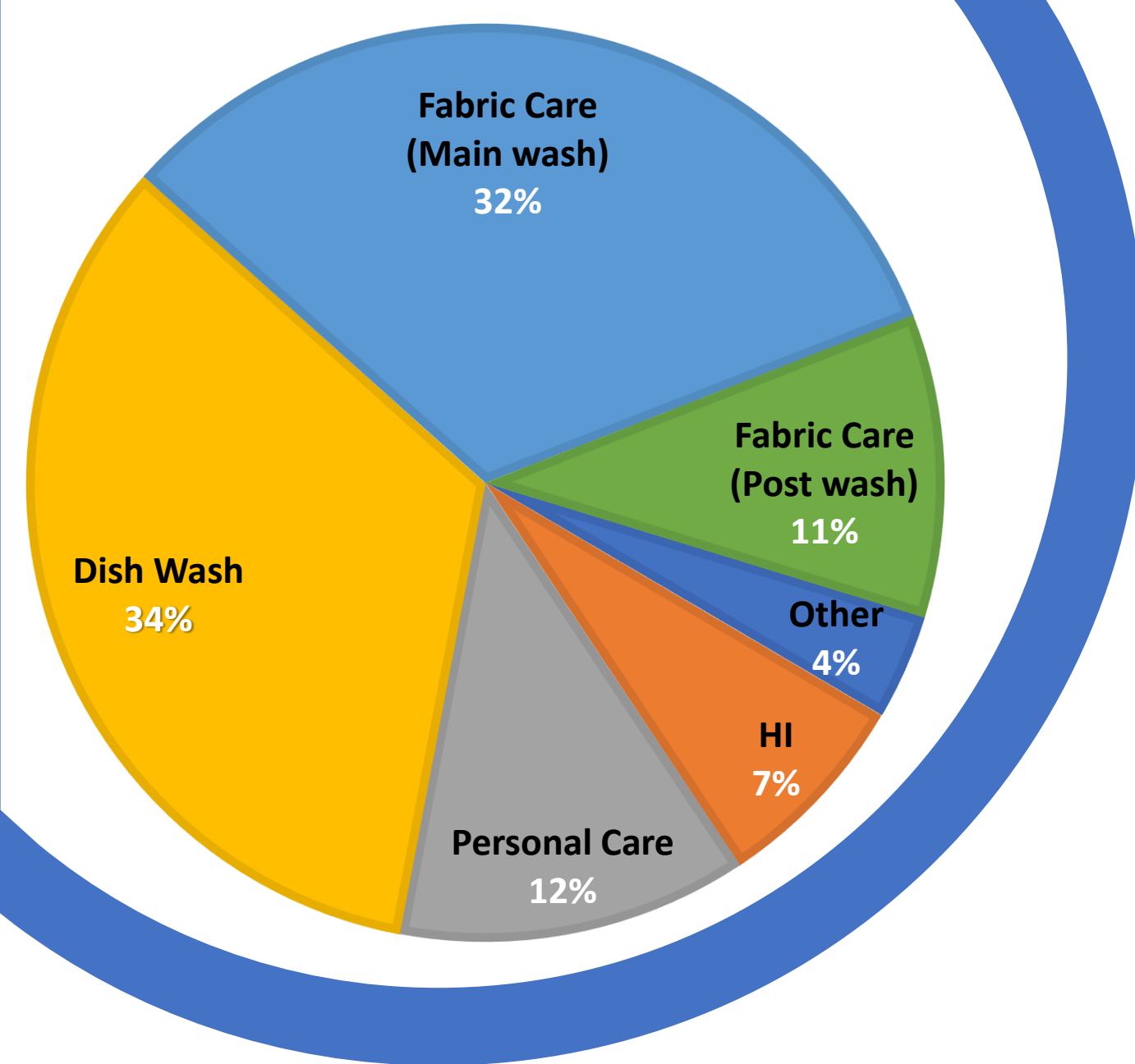
# EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q1FY24
<b>EBITDA % - PREVIOUS PERIOD</b>	<b>10.0%</b>
GROSS MARGIN	8.0%
EMPLOYEE COST	-0.3%
ADVERTISEMENT & SALES PROMOTION	0.2%
OTHER EXPENDITURE	-0.8%
<b>EBITDA % - CURRENT PERIOD</b>	<b>17.1%</b>



## BRAND PERFORMANCE & INITIATIVES

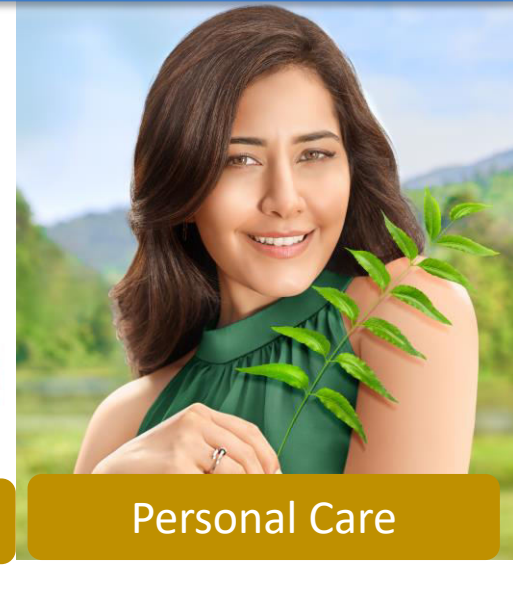
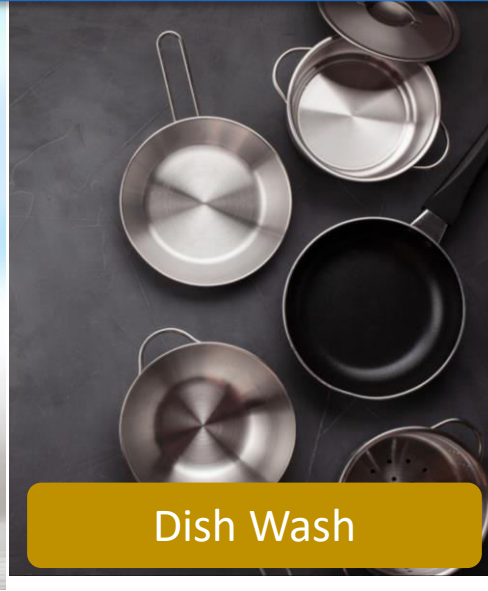
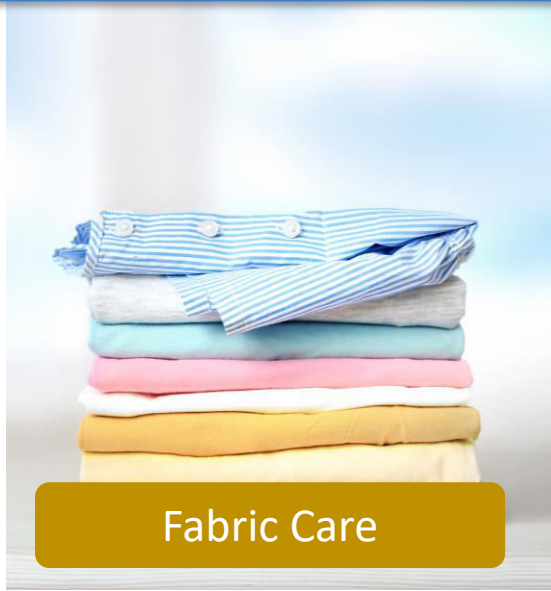




Q1 FY2024

## Category Wise Business Share

# Category Approach



FY24  
Approach

Stay focussed on premium and value offering in detergents & enter new geography for post wash products. Build scale across categories.

Strengthen equity on brands further to become brand of choice among consumers and gain market share

Consolidate and innovate to increase market share across formats. Focus on innovation to drive brand affinity.

Leverage Margo brand equity and enter new formats/categories. Build scale through with a larger bouquet of offerings in Toilet Soap ('TS') category.

# FABRIC CARE: UJALA (POST WASH & DETERGENT)



## Ujala Supreme

Focus on ATL/BTL activities for reach & driving consumer engagement. Focus on digital medium to build category relevance amongst non-users.

Value Market Share\* :  
84% (MQ23)

## Ujala Detergent

Launched TVCs featuring Superstar Manju Warrier showcasing the New detergent powder.

Associated with Big Boss Kerala to garner impact on Prime Time TV.

Launched Ujala Liquid Detergent Front Load variant to strengthen portfolio in the category.

Value Market Share :  
21.9% (MQ23)

## Ujala Crisp and Shine

Continued ATL media support featuring Superstar Nayanthara endorsing the brand in Kerala & AP.

\*Source – NielsenIQ



# FABRIC CARE: HENKO



## Henko Detergent

### Henko Stain Care:

- Released ATL campaign featuring Superstar Kajal Aggarwal in key markets.
- Continued drives on Rs. 10 trial packs in select markets.
- Focus on large packs in Institutional channels.

### Henko Matic:

- Continued focus on BTL to drive consumer engagement & visibility

### Henko Liquid Detergent:

- Significant growth witnessed in the Liquid category

# DISHWASH: EXO BAR & SCRUBBER



Consistent Growth in Bars category.

Continued focus on increasing distribution of LUPs is enabling brand to be easily accessible for consumer

Value Market Share\*  
13.8% (YR22)

Taking Exo Bacto Scrub across to more households

With the intent of making Exo Bacto Scrub a household name, new SKUs have been introduced in the popular segment

Strengthening brand equity in Rural India

Continuous engagement with TG in rural India through participation in activities like Mela and Wall painting is enabling Exo to improve equity in Rural India

*\*Source – NielsenIQ*

# DISHWASH: PRIL LIQUID & BAR



Large packs grew at high teens in MT

Large Packs of Pril grew at high teens in MT representing the high equity of the brand in large pack segment

Value Market Share\* : 13.9% (MQFY23)

Pril Tamarind - The variant of choice among consumers.

Pril Tamarind -the premium variant of Pril has been getting excellent response in market and is enabling to catapult brand growth

Winning in Multi-channel environment

Introduced Pril 1.8 L Pouch Pack in MT/e-comm which is salient in that channel

*\*Source – NielsenIQ*

# HOUSEHOLD INSECTICIDE: MAXO COIL & LIQUID



## Maxo Coil & Liquid

- Brand registered a double-digit growth. A good recovery aided with better season and emphasis on distribution, ATL & BTL support in key markets.
- Continue to focus on driving combi packs to build penetration and adoption of LV refills.
- Maxo Coil and liquid vaporiser market share\* stood at 23.1% and 8.9% respectively for CY22

\*Source – NielsenIQ





## Margo

- Brand registered a strong double-digit growth. Continued ATL investments; campaign featuring Superstar Raashi Khanna, propagating Margo as “Ek Achi Aadat (A good habit)”
- Consistent brand investments across mediums (ATL & BTL) promoting & advocating the benefits of Neem helped brand register a strong growth in Q1 FY24.

# PERSONAL CARE: Margo Neem Naturals

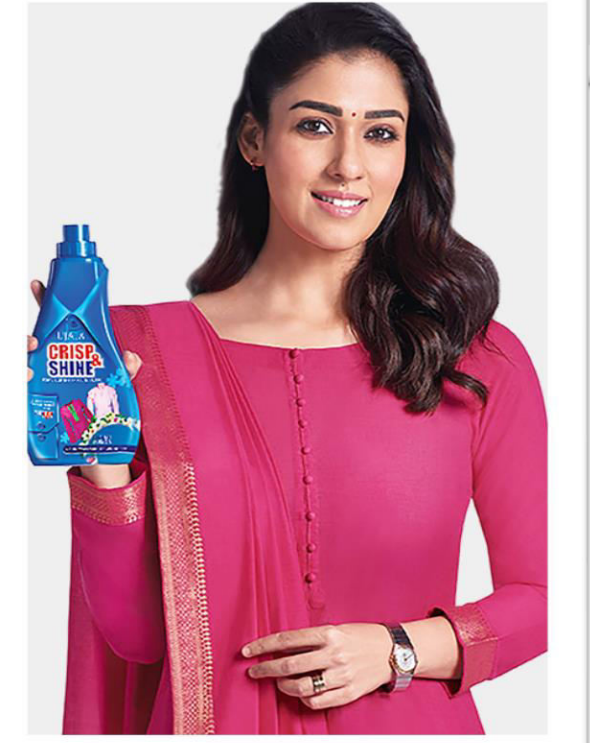
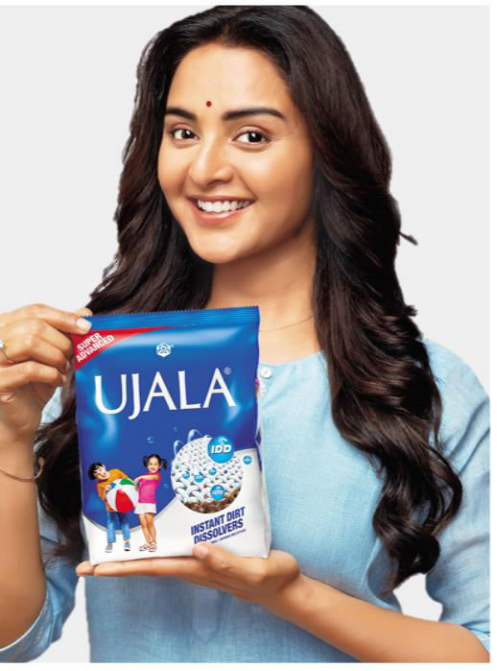
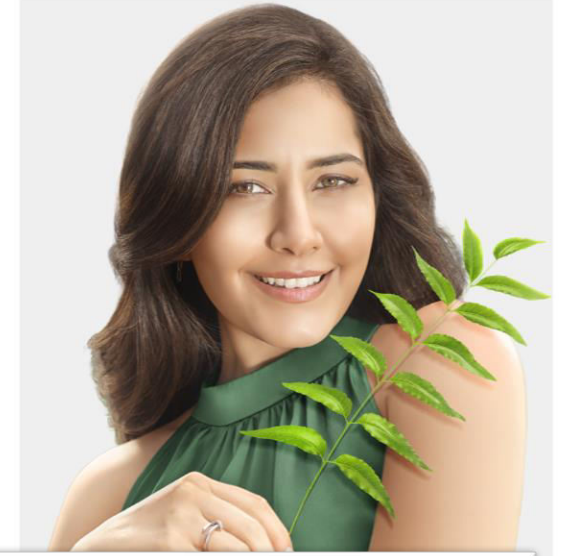


The new Margo Neem Naturals combines the goodness of 100% original neem with Rose, Almond Oil, Jasmine, Aloe Vera, Honey & Lemon in three different & exciting variants.

- Variants launched across North and East India, supported with visibility drives in key markets.
- Emphasis on building the brand into a larger portfolio.



# The confidence of celebrities on Jyothy Brands!

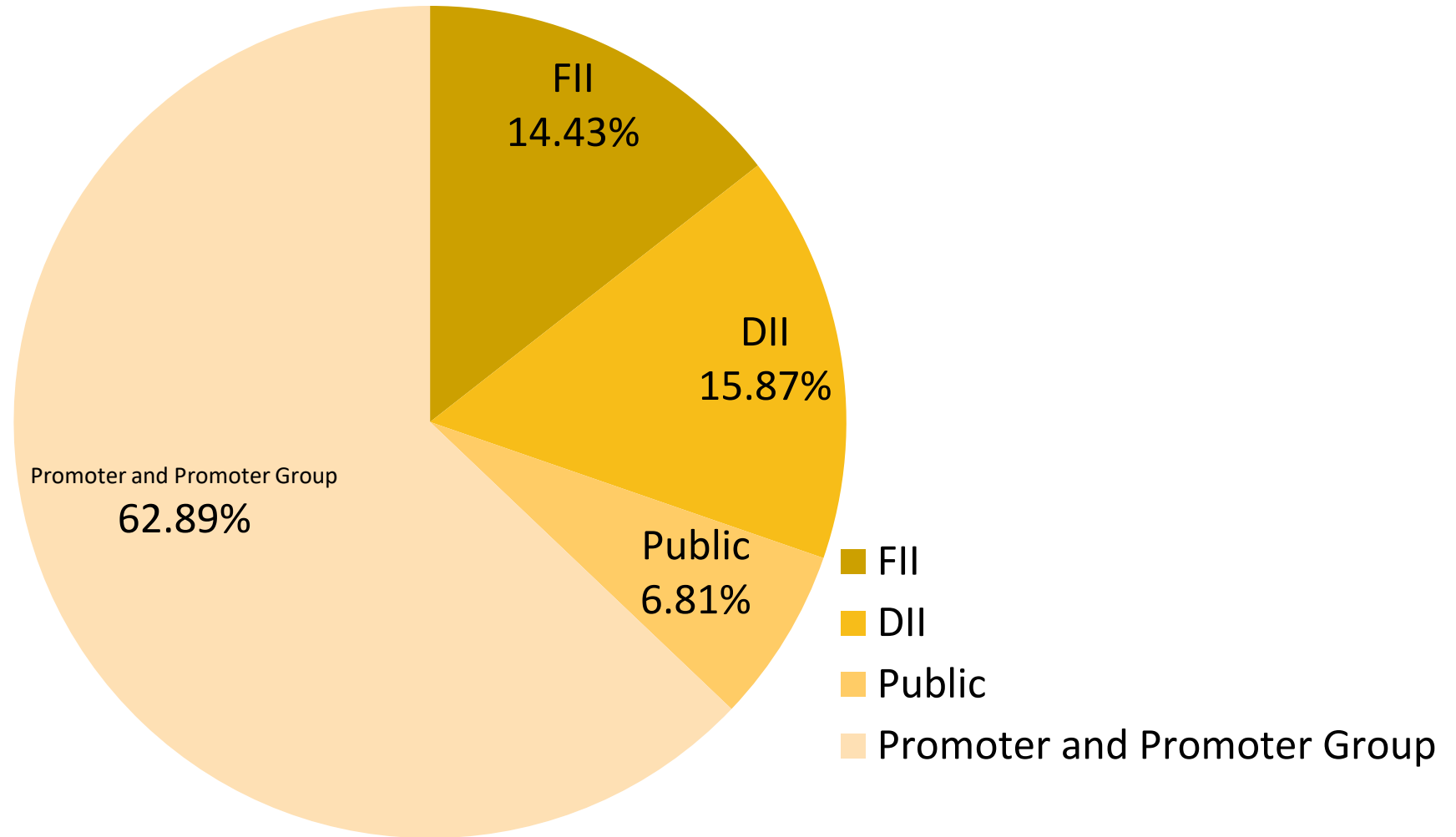


## WAY FORWARD

- Focus on top line growth ahead of category growth to gain market share
- Continue to strengthen technology led distribution, increased brand building initiatives, focus on BTL activities to drive volume growth
- Government Initiatives aimed at Rural India growth will improve consumption offtakes
- Sustainability initiatives at the forefront to drive our long-term growth and profitability

# SHAREHOLDING PATTERN

As on 30 June 2023



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# THANK YOU

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