

November 12, 2025

To,

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 023
BSE Code: 532926

National Stock Exchange of India Limited

Exchange Plaza, Bandra – Kurla Complex,
Bandra (E), Mumbai – 400 051
Scrip Code: JYOTHYLAB

Dear Sir / Madam,

Sub: Copy of Presentation

With reference to the captioned subject, please find attached herewith a copy of the presentation on the Company's performance for the quarter and half-year ended September 30, 2025.

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

Kindly take the above on your record and disseminate the same for the information of investors.

Thanking you,

Yours faithfully,

For Jyothy Labs Limited

Shreyas Trivedi

Head – Legal & Company Secretary

Encl.: as above

Jyothy Labs Limited

CIN: L24240MH1992PLC128651

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Jyothy labs



CALM under challenge.
CLEAR in vision.
Q2FY26

November 12, 2025



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. M. P. Ramachandran.
- Jyothy Labs is primarily in **Home Care** and **Personal Care segments** which constitute 50% of the Indian FMCG industry.

Our Power Brands



Key Product Categories



Fabric Care



Dish Wash



Household
Insecticides



Personal Care



Rs 2,844 crores Revenue in FY 24-25



3.6 Mn Outlets – Pan India availability



1.3 Mn Outlets Direct Reach



23 Manufacturing Plants



9,900+ Channel Partnersx`



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

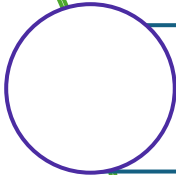
MARKET SCENARIO

- GST 2.0 transition managed successfully; rate reduction benefit passed on fully
- GST rate change triggered short term channel destocking due to price resets
- Modern trade, e-commerce and quick commerce grew while general trade stayed soft
- Higher consumer offers and lowering of prices to manage tough demand environment
- Commodity prices were relatively stable

RESULT HIGHLIGHTS – Q2FY26 SNAPSHOT



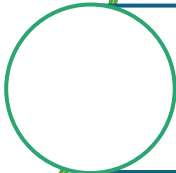
Revenue at Rs 736 Crores increased by 0.4%, **volumes grew by 2.8%** (CAGR by value - 2 Yr 0.3%, 3 Yr 3.8%, 4 Yr 6.2%).



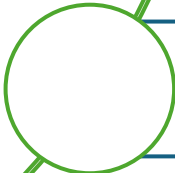
Gross Margin at 48.1% vs. 50.2% in the same period last year



A&P Spend at 61.5 Crores (8.4% of Revenue from Operation) vs Rs 61.1 Crores (8.3% of Revenue from operation) in the same period last year

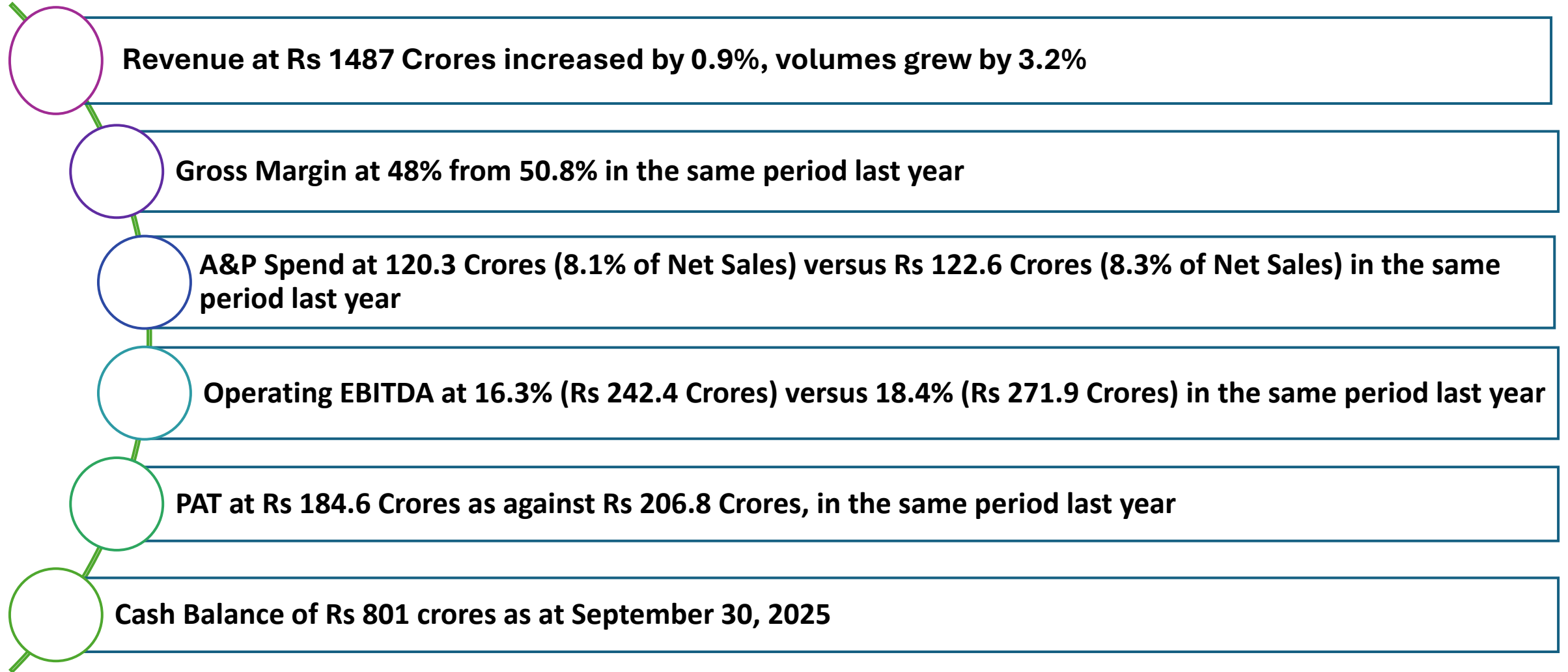


Operating EBITDA at 16.1% (Rs 118.3 Crores) vs 18.9% (Rs 138.3 Crores) in the same period last year



PAT at Rs 87.8 Crores as against Rs 104.9 Crores, in the same period last year

RESULT HIGHLIGHTS – H1FY26 SNAPSHOT



PERFORMANCE ACROSS CATEGORIES



	Growth (%)			
Q2FY26	6.1%	-3.8%	-4.3%	-8.9%
H1FY26	4.7%	-1.9%	-1.7%	-9.3%
Q2FY26 (2Y CAGR)	3.1%	-1.3%	-4.4%	-4.4%
Q2FY26 (3Y CAGR)	5.6%	2.4%	3.8%	-1.9%
Q2FY26 (4Y CAGR)	12.0%	3.1%	5.5%	-10.0%

SNAPSHOT OF COMPANY'S PERFORMANCE

Rs in crores

	QUARTER ENDED			HALF YEAR ENDED		
PARTICULAR/GROWTH	CY	PY	% CHANGE	CY	PY	% CHANGE
REVENUE FROM OPERATION	736	733	0.4%	1,487	1,474	0.9%
OPERATING EBITDA	118.3	138.3	-14.5%	242.4	271.9	-10.9%
PAT	87.8	104.9	-16.4%	184.6	206.8	-10.7%

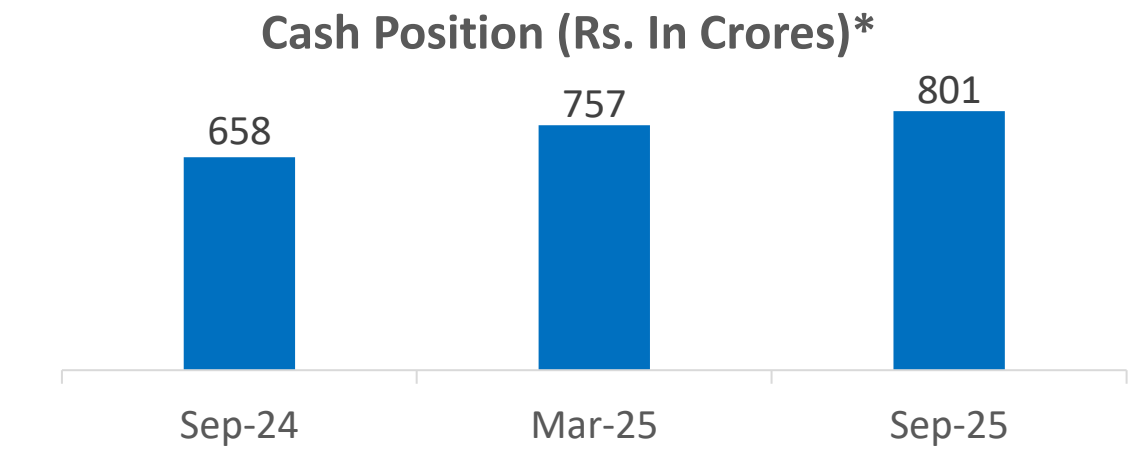
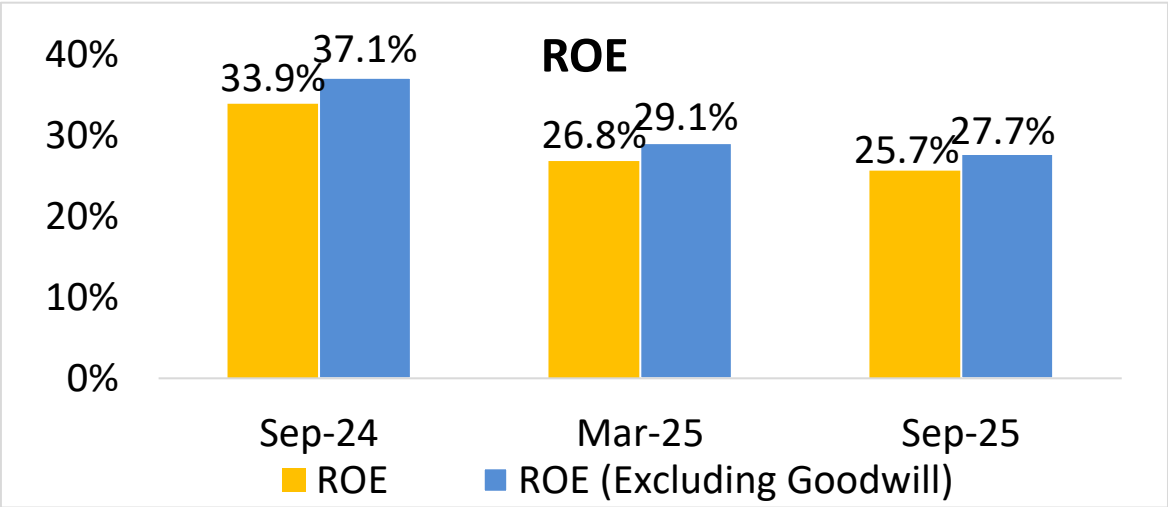
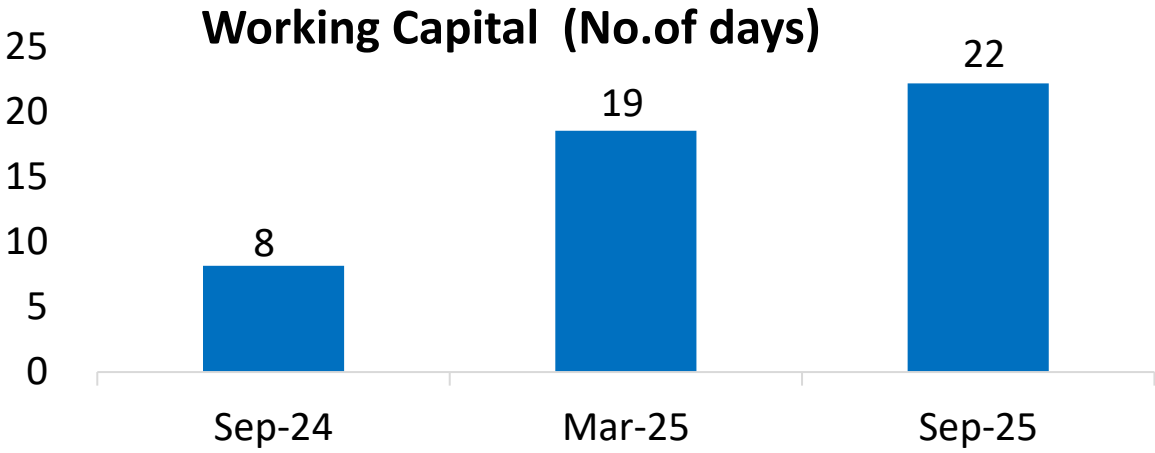
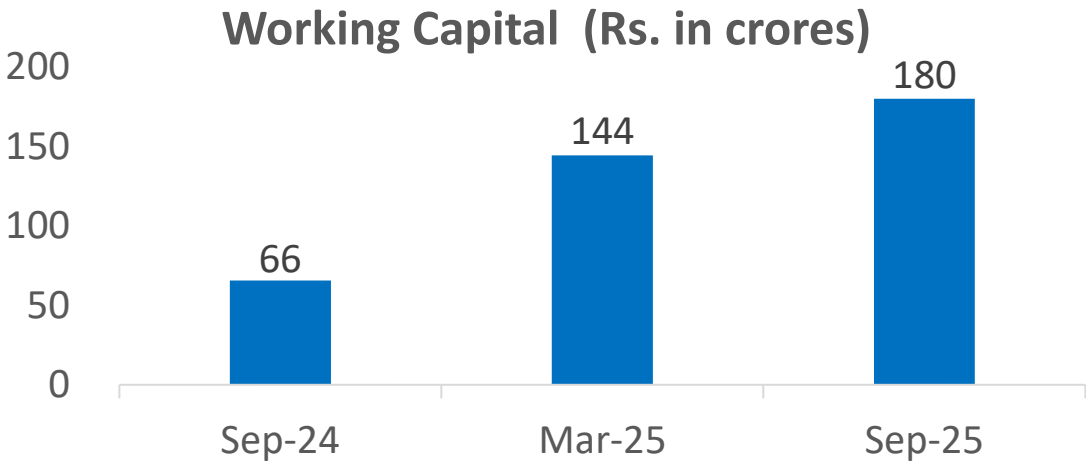
Financial Parameters

	QUARTER ENDED		HALF YEAR ENDED	
PARTICULAR/GROWTH	CY	PY	CY	PY
GROSS MARGIN	48.1%	50.2%	48.0%	50.8%
OPERATING EBITDA MARGIN	16.1%	18.9%	16.3%	18.4%
PAT MARGIN	11.9%	14.3%	12.4%	14.0%
A&P TO SALES RATIO	8.4%	8.3%	8.1%	8.3%

EBITDA MOVEMENT

PARTICULARS	Q2	H1
EBITDA % - PREVIOUS PERIOD	18.9%	18.4%
GROSS MARGIN	-2.2%	-2.7%
EMPLOYEE COST	-0.5%	-0.2%
ADVERTISEMENT & SALES PROMOTION	0.0%	0.2%
OTHER EXPENDITURE	-0.1%	0.6%
EBITDA % - CURRENT PERIOD	16.1%	16.3%

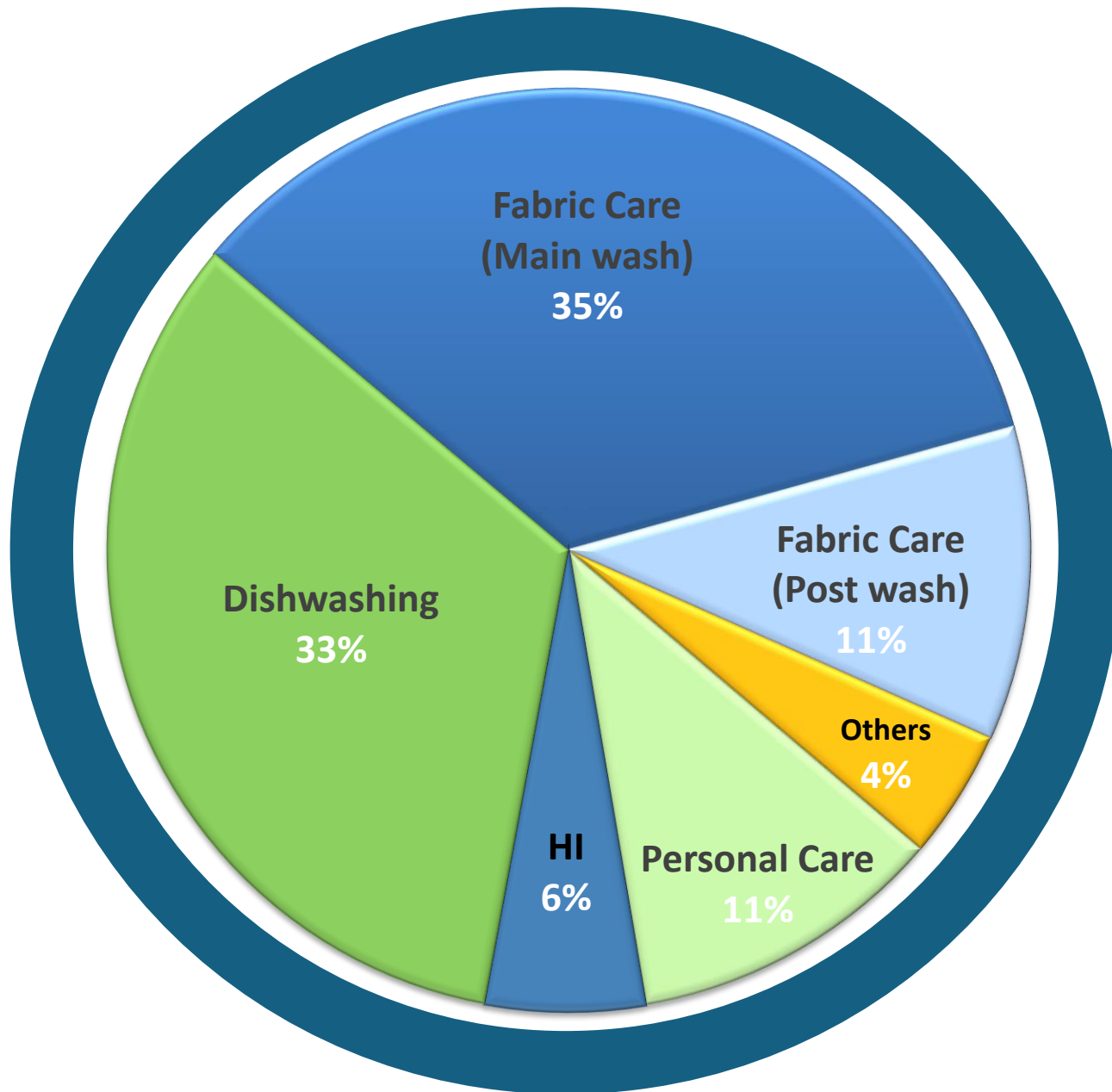
FINANCIAL HIGHLIGHTS



*includes fixed deposits and Mutual fund investments



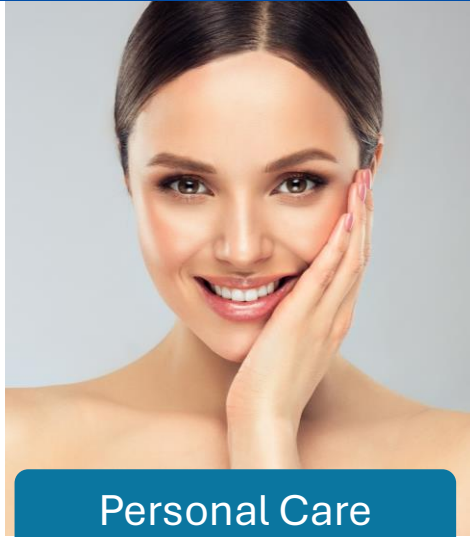
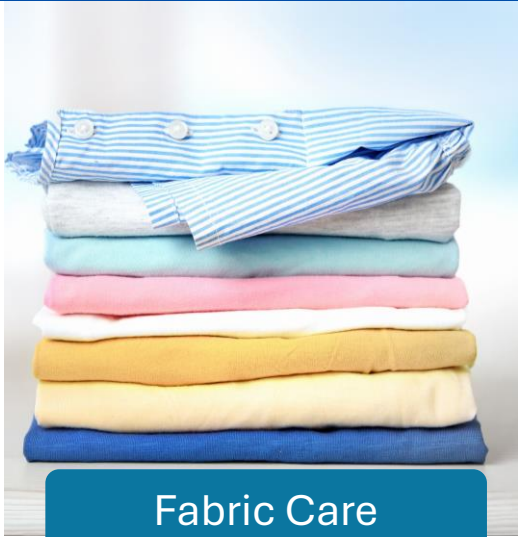
BRAND PERFORMANCE & INITIATIVES



Q2 FY 2026

Category Wise Business Share

CATEGORY APPROACH FOR FY26



FY26 Approach

Lead innovation in post-wash while sustaining value in detergents. Expand our detergent portfolio across price tiers to deliver superior performance and strengthen category presence.

Drive innovation and expand our dishwash portfolio to strengthen brand equity, deliver superior value, and grow market share across formats and price points..

Build on our innovation-led strength to expand into consumer-relevant formats, enhance category presence, and ensure sustainable, value-driven growth in Household Insecticides.

Leverage Margo's 100+ year neem heritage to expand into new personal care formats. Drive innovation and distribution expansion to build a strong presence in the category.

Fabric Care



Post Wash:

Ujala Supreme: Continued TV & digital campaigns with Vidya Balan; festive reels amplified brand warmth and recall.

Ujala Crisp & Shine: Sustained ATL with Nayanthara and active sampling to drive adoption in key markets.

Ujala Young & Fresh: Focused rollout in South & Maharashtra with visibility across TV, Digital, and OOH.

Detergents:

Ujala Detergent: Ongoing ATL with Manju Warrier driving powder and liquid formats across key markets.

Henko: Reinforced superior value through multi-channel communication and e-commerce sampling.

Morelight & Mr. White: Strengthened liquid play via on-ground activations.

Fabric Care: New Launch



Launched Dr. Wool – an expert liquid detergent for Woollens & Delicates, expanding Jyothy Labs’ fabric care portfolio into a premium niche and strengthening its presence in specialized garment care.

Dishwashing



Exo

- Sharpened focus on market share growth across geographies, backed by ATL and digital campaigns with Shilpa Shetty reinforcing the brand's Anti-Bacterial promise.
- Strengthened presence in Tier 2 and rural markets through retail penetration and LUP expansion.
- Sustained other brand building initiatives via Healthy Recipe print integrations in key markets.

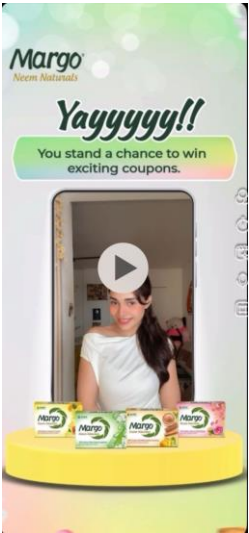
Pril

- Maintained strong channel competitiveness on large refill packs with attractive value offers.
- Supported growth through sampling and trial-generation initiatives.
- Continued to enhance visibility and relevance in Modern Retail and Online Platforms through focus on key packs.

PERSONAL CARE



Sustained national multimedia campaign featuring Raashii Khanna, reinforcing the “Ek Achhi Aadat” campaign thought - highlighting how adopting one good habit, using Margo with the goodness of 1000 neem leaves, leads to naturally healthy skin.



Built strong consideration and trials for Margo Neem Naturals through digital and offline campaigns; collaboration with MOJ reached over 8.4 million consumers, supported by in-store activations.

Household Insecticides

TV and Digital Campaign



Continued multimedia campaign featuring Kareena Kapoor in key markets, highlighting Maxo's unique automatic feature and universal machine compatibility (Fits All Machines). Complemented by a targeted digital campaign to drive awareness and strengthen brand recall.

Maxo Aerosol and Racquet



Strengthened Maxo Aerosols and Anti-Mosquito Racquet launches through focused distribution expansion, building on Maxo's strong brand trust in new formats.

OTHER MARKETING INITIATIVES SNAPSHOT



Consumer Activation during Durga Pujo



Exo tactical initiatives in print media



Exo promotions in social media



Ujala Supreme promotions in Social Media



Ujala Young & Fresh reality show association



The confidence of Celebrities on Jyothy Brands!

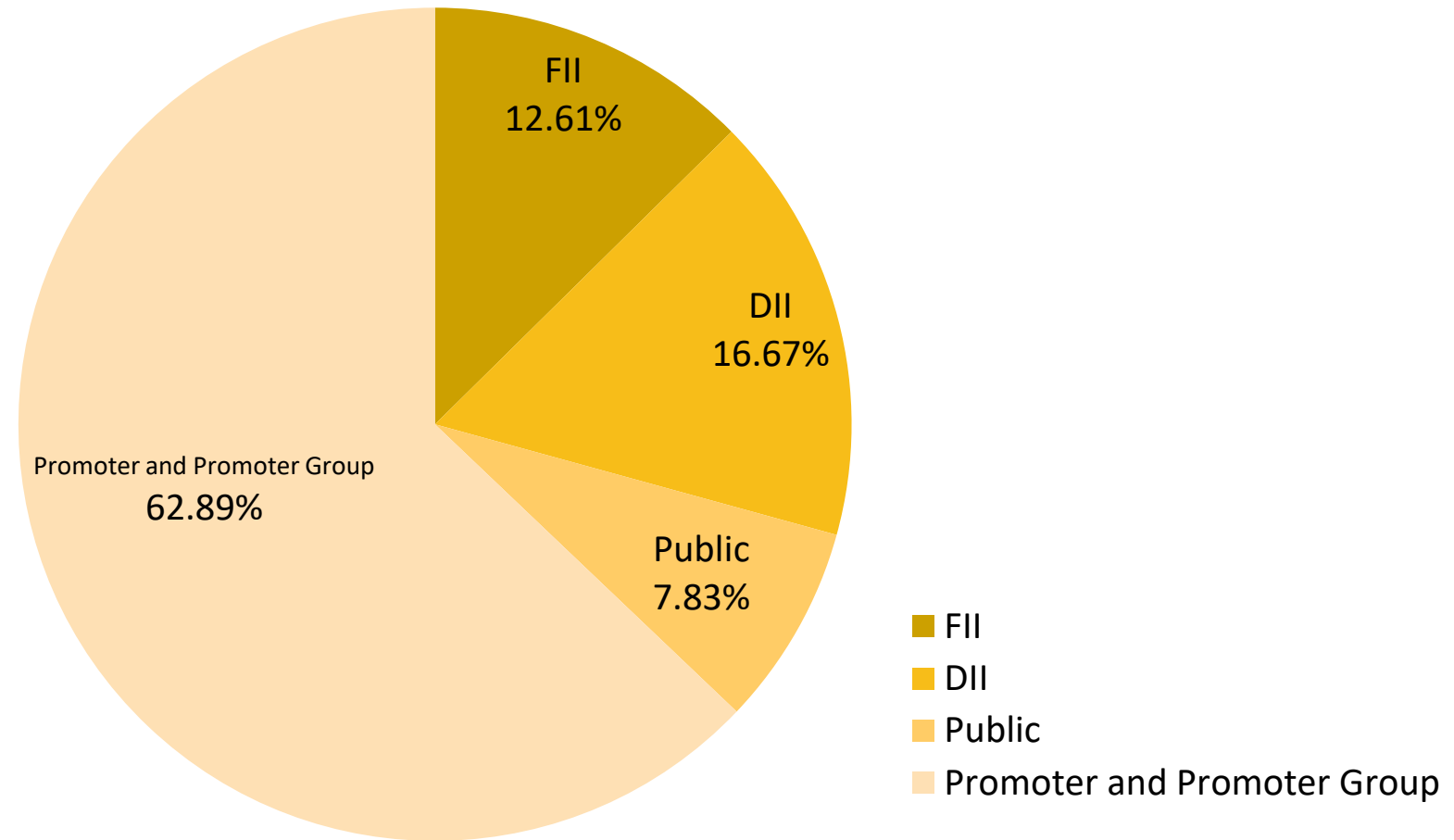


WAY FORWARD

- GST impact normalisation and demand improvement expected to lift sequential growth
- Modern and digital channels set to lead while general trade picks up gradually
- Margin trajectory supported by benign commodities, scaling of premium launches, and better mix management
- Brand investment and innovation momentum to be maintained

SHAREHOLDING PATTERN

As on 30 September 2025



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THANK YOU

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