

Analyst Presentation

August 13, 2014



Tyothy LABORATORIES LIMITED

Agenda

Financial Performance

- Results Standalone for Q1FY15
- Results Consolidated for Q1 FY15
- EBITDA Analysis
- Sales Analysis

Business Initiatives

- Brand Updates

Financial
Performance
Q1 FY15



Results – Standalone Profit & Loss

In Rs. Lacs

Particulars	Quarter Ended			Year Ended
	30.06.2014	31.03.2014	30.06.2013	31.03.2014
Net Sales	35,489	32,991	31,965	1,25,511
Other Income - Operating	34	350	96	507
Total Income	35,523	33,341	32,061	1,26,018
Cost of Goods Sold	18,702	18,876	16,811	67,660
Employee cost	3,302	3,082	3,049	11,866
Advertisement and Sales Promotion expense	3,746	3,960	3,868	13,536
Other expenditure	4,318	4,082	3,472	16,247
EBITDA	5,456	3,341	4,862	16,709
EBITDA % to Net Sales	15.4%	10.1%	15.2%	13.3%
Depreciation and Impairment	623	426	403	1,690
Amortisation of Brand & Goodwill	1,115	1,115	1,115	4,470
Finance Cost	293	405	1,666	5,311
Other Income - Non Operating	1,751	1,522	1,286	5,623
Profit Before Prior Period Item and tax	5,176	2,917	2,963	10,860
Prior Period/Exceptional Item	-	-	93	230
Profit before Tax	5,176	2,917	2,870	10,630
Tax	-	-	-	19
Profit After Tax	5,176	2,917	2,870	10,611

Results – Consolidated Profit & Loss

In Rs. Lacs

Particulars	Quarter Ended			Year Ended
	30.06.2014	31.03.2014	30.06.2013	31.03.2014
Net Sales	38,514	35,594	33,258	1,31,839
Other Income - Operating	34	393	96	547
Total Income	38,548	35,987	33,353	1,32,387
Cost of Goods Sold	20,119	20,218	16,918	69,438
Employee cost	3,854	3,572	3,525	13,815
Advertisement and Sales Promotion expense	4,211	4,426	4,006	14,421
Other expenditure	5,164	4,796	4,118	18,991
EBITDA	5,199	2,974	4,787	15,721
EBITDA % to Net Sales	13.5%	8.4%	14.4%	11.9%
Depreciation and Impairment	811	621	571	2,432
Finance Cost	337	457	1,721	5,527
Other Income - Non Operating	197	287	144	818
Profit Before Prior Period Item and tax	4,248	2,184	2,638	8,580
Prior Period/Exceptional Item	-	21	164	395
Profit before Tax	4,248	2,162	2,474	8,185
Tax	6	14	11	64
Profit from ordinary activities before minority Interest	4,242	2,148	2,463	8,121
Minority Interest (share in loss)	5	(3)	6	22
Profit After Tax	4,246	2,145	2,469	8,143

Highlights for Q1 FY2015: Consolidated

Sales growth of 16% (8% by volume and 8% by value)

**Advt. & Sales Promo exp. for the quarter Rs 42 crore Increase of 5.1%.
A&P to Sales Ratio 10.9%.**

Gross Margin stands at 48% as compared to 49% in last year same period

EBITDA at Rs. 5199 lacs as compared to Rs 4787 lacs in last year same period

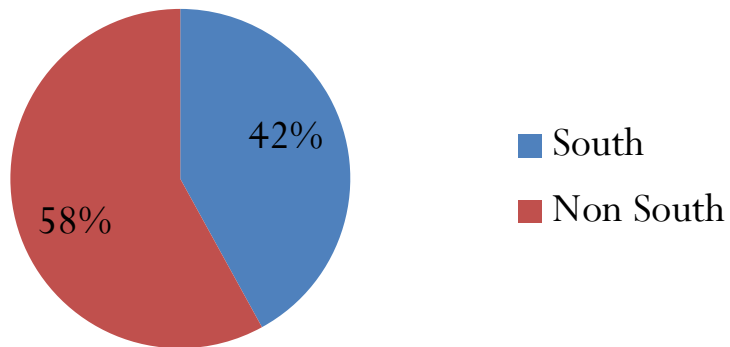
PAT stands at Rs. 4246 lacs as compared to 2469 lacs in last year same period

Cash Profit for the quarter at Rs 5058 lacs

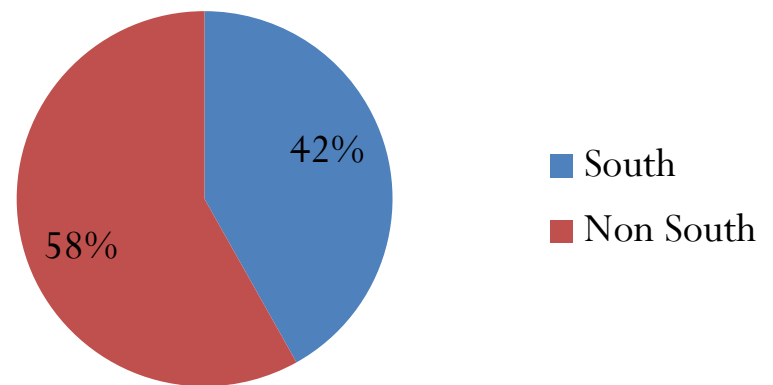
Media Investment positive; All POWER Brands in a growth trajectory.

Thrust on Regional Brands becoming National

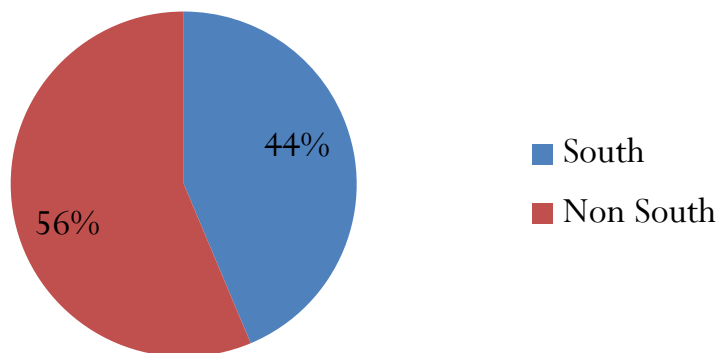
Q1FY2015



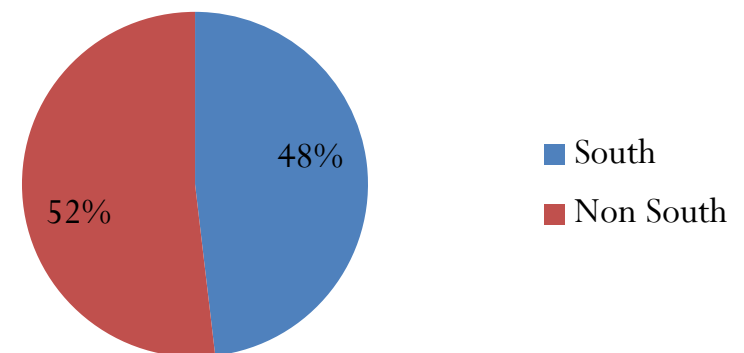
Q1FY2014



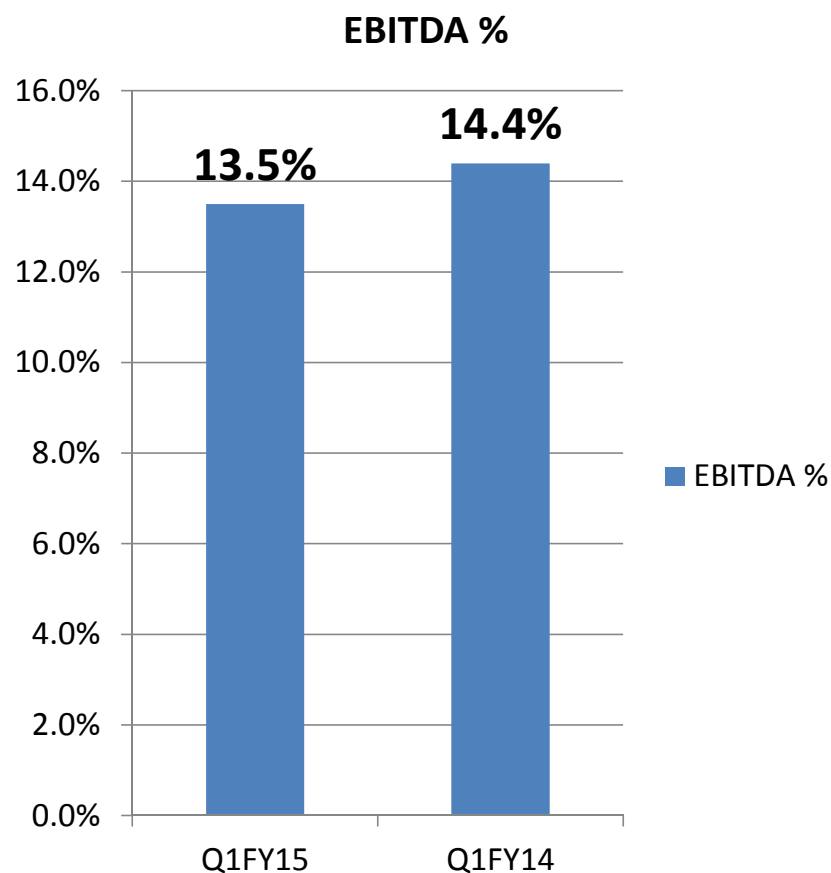
FY14



FY13



EBITDA Analysis (Consolidated) – Q1FY15



- EBITDA in Q1FY15 is 13.5% as compared to 14.4% in last year same period. The same is after spending 10.9% in Advertisement and sales promotion expenses.
- This is mainly due to :
 - Reduction in Gross Margin by 1.4% due to change in sales mix
 - Increase in other expenses by 1% of sales
 - Saving in Advertisement and promotion expenses 1.1%

Consolidated EBITDA breakup

Rs in Lacs

Company Name	EBITDA
JLL	5,456
JCPML	-155
JFSL	-149
JKBL	3
AICPPL	44
Consolidated EBITDA	5,199

EBITDA Movement

In %

Particulars	Q1FY15 vs Q1FY14
EBITDA % - Previous period	14.4
Other Operating Income	(0.2)
Gross Margin	(1.4)
Employee Cost	0.6
Advertisement & Sales Promotion	1.1
Other Expenditure	(1.0)
EBITDA % - Current period	13.5

Sales Analysis

Segmentwise Sales Growth

Segment	Standalone			Consolidated		
	Q1FY15	Q1FY14	Growth %	Q1FY15	Q1FY14	Growth %
Soaps & Detergent	29,225	25,454	15%	30,452	25,766	18%
Home Care	5,946	5,865	1%	6,730	5,865	15%
Other Products	604	785	-23%	601	790	-24%
Total	35,775	32,103	11%	37,783	32,420	17%
Less: Inter Segment Revenue	-286	-138	-	-286	-138	-
Net FMCG Sales	35,489	31,965	11%	37,497	32,282	16%
Laundry Services	-	-	-	1,017	976	4%
Net Sales	35,489	31,965	11%	38,514	33,258	16%

Soaps & Detergents include Fabric Wash, Dish Wash Bar, Beauty Soap

Home Care includes Household insecticide, Incense sticks & Scrubber

Others includes Body care

Category Wise Sales

Category	Standalone			Consolidated		
	Q1FY15	Q1FY14	Growth %	Q1FY15	Q1FY14	Growth %
Fabric Care	16,658	14,623	14%	17,705	14,896	19%
Dishwashing	9,538	8,050	18%	10,106	8,170	24%
Mosquito Repellent	4,384	3,676	19%	4,384	3,676	19%
Personal Care	4,635	4,807	-4%	4,667	4,854	-4%
Other Products	274	809	-66%	635	686	-7%
Total	35,489	31,965	11%	37,497	32,282	16%
Laundry Services	-	-	-	1,017	976	4%
Grand Total	35,489	31,965	11%	38,514	33,258	16%

Other Expenses

In Rs. Lacs

Particulars	Standalone		Consolidated	
	Q1FY15	Q1FY14	Q1FY15	Q1FY14
Freight, handling and forwarding charges	1,971	1,233	2,022	1,257
Others Expenses	2,347	2,239	3,142	2,861
Total	4,318	3,472	5,164	4,118
Net Sales	35,489	31,965	38,514	33,258
Others Expenses (% to net sales)	6.6%	7.0%	8.2%	8.6%

Business Initiatives



Brand Updates

Ujala

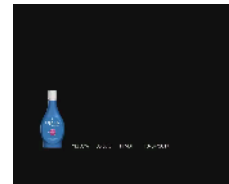


Updates

- Media campaign on air to support brand
- Strong on ground support

Proposition

- Anti Yellow in Ujala Dominant states



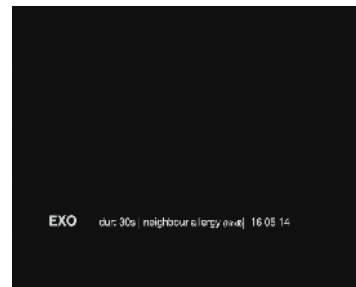
- Anti Low cost Neel in relevant pockets



Ujala Poster: 14 x 19in



Exo



Updates

- Brand Restaged with a strong Celeb Led campaign on the Anti Bac Platform
- Exo Anti Bac scrubbers launched

Maxo



Updates

- Launch of Low Smoke Coil – JQ 2014
- Innovation on LV: All new Mix to be launched in DQ 2014





Margo



Updates

- Core Continues to get strong Media Support
- Face Wash Ready for launch in September 2014

Pril

- Relaunch : August 2014
 - Best Ever formulation for superior Grease cutting
 - Launch of All New Variant (Kraft Gel)
 - Focus on Current White spaces for brand :
 - 225 ml bottle & pouches for early category adopters





Henko
LINTelligent

LESSER LINT YOUNGER CLOTHES

127%
**LINT
REDUCTION
POWER**



* LINT Reduction Power is the ratio of fabric weight loss; corrected for ashing, due to repeated washing. Under laboratory tested conditions.

Henko LINTelligent

A Revolution in Detergents Category

For years the detergent category only recognized stains and blotches as the main threat to clothes, while repeatedly ignoring the safety, shine and life of the clothes. As a result ordinary detergents could not keep up with the changing trends and dynamics in the fashion, apparel and lifestyle category.

Have you ever wondered how your clothes get dull and begin to fade after just a couple of washes?

The harsh enzymes, soda and bleach result in shredding of fibres during the wash these broken fibres are called **LINT**.

LINT on your clothes traps dirt and stains leaving them dull, rough and faded.

Henko discovered a revolutionary solution with Nano Fibre Lock technology to all your clothes problems, including, colour loss, fading and stain removal. The powder is pink in colour, while the texture is soft and smooth with a fine perfume scent that gives you a whole new washing experience while giving your clothes a new look and protecting it from ageing.

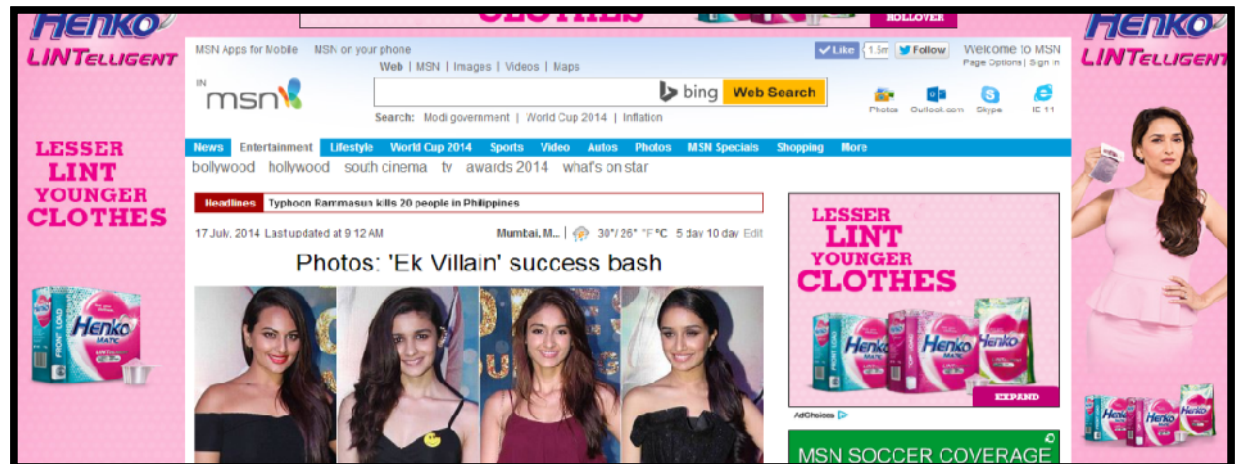
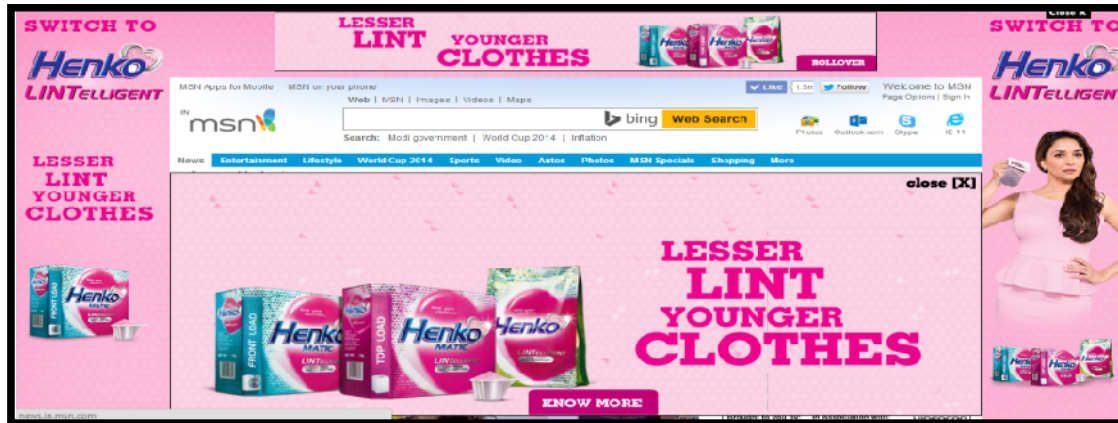




- Henko matic Relaunched along with Top End Bucket Wash Variant
- All India launch :
 - All > 1 lac towns Market storming
 - Outstanding visibility
- Launch quantity aimed at grabbing 20% segment share of shelf in matics and 10 % share of shelf in Super Premium Handwash powders



Strong Digital Campaign



facebook

Email or Phone

Keep me logged in

☐

Password

Log In

Forgot your password?

Create Page

Recent

2014

INDIA, on the way to LINTelligence!

Henko LINTelligent

Household Supplies

Timeline

About

Photos

Likes

PEOPLE

5,542 likes

Henko LINTelligent

14 minutes ago

Tell us what you would want to wash out from the daily chores, because we

PEOPLE

5,542 likes

ABOUT

Lesser Lint For Younger Clothes!

PHOTOS

Henko LINTelligent

17 minutes ago

Tell us what you would want to wash out from the daily chores, because we know that there's a lot of cleaning to do. You may get really expressive with this.. Well, go on! It's all about freedom after all. Tweet your entries using #WashOutWithHenko here: <https://twitter.com/HenkoDetergent>

Henko LINTelligent

CONTEST ALERT

what do you want to WASH OUT?

Create Page

Recent

2014

On Ground Tie Ups

cromā
The Electronics Megastore



Modern Trade & A-Class outlets launch display



Thank You