To,

July 29, 2021

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 Sir,

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 ended June 30, 2021.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

For Jyothy Labs Limited
(Formerly known as Jyothy Laboratories Limited)

Trivedi S.P.

JYOTHY LABS LIMITED MUMBAI

Shreyas Trivedi
Head – Legal & Company Secretary

Encl.: As above

Jyothy Labs Limited
(Formerly known as Jyothy Laboratories Limited)
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Jyothy labs

PRESENTATION Q1FY22

July 29th, 2021

Jyothy labs

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.

Our Power Brands

UJALA EXO MAXO Henko Margo Pril

Key Product Categories

Fabric Care | **Dish Wash** | **Household Insecticides** | **Personal Care**

~Rs 1900+ cr Revenue in FY 2021

2.8 Mn Outlets – Pan India availability

0.86 mn Direct Reach

23 Manufacturing Plants

2400+ Sales team members

7200+ Channel Partners (Distributor's -1600, Sub-Stockists for Rural Areas -5600)

1 – In Fabric Whitener since its launch 3 decades ago

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

#2 - Mosquito repellent coil, by volume

MARKET SCENARIO

- Q1FY22 witnessed:
  - **High Covid Surge –** Restricted Mobility of Sales Team
  - **Healthy Consumer Demand Trends** across Home and Personal Care Categories
  - **Rural Growth** is better than Urban growth
  - **Higher Growth in General Trade and E-commerce**
- **Margin Headwinds**:
  - Significant increase in raw material prices
  - Selective price increase in midst of uncertain environment
- **Acceleration** in adoption of **Digital Technology. Online Channel** continues to see good traction

OUR COVID RESPONSE

Precaution

- Work from Home for all Employees
- Daily monitoring of SPO2 & Temperature of Employees
- HR would call the Employees showing any abnormality and schedule for doctor consultation if required.
- Covid Awareness Session to employees by Health Experts
- Covid Appropriate Behavior SOP strictly enforced at all locations

Care

- Online Doctor Consultation for Employees & their Family
- N95 Masks + Sanitizers provided to all Sales Team. Zydus Viroshield Mouth spray claiming to provide 99.9% effectiveness, distributed among the Sales team
- All Covid affected Employees were closely monitored and assisted in hospitalization wherever required.
- Covid Mediclaim cover extended to all off roll Sales team along with CFA staff.

Vaccination

- Vaccinations camps were arranged onsite and offsite at various offices and factory locations across the country for employees and their family members.

TECH ENABLEMENT : **Jyothy Suraksha Portal** was launched to facilitate, Online Doctor Consultation, Punch Daily SPO2/Temp, Download Medical E Cards.

OUR STRATEGIC LEVERS- DELIVERS ROBUST PERFORMANCE ACROSS CATEGORIES

#1 Distribution + **#2 Brand Investment** + **#3 Digital Technology** + **#4 Relevant Innovation** + **#5 Sustainability**

	Fabric care	Dish wash	Household insecticides	Personal care
Q1FY22 Growth (%)	**27.5%**	**22%**	**12.7%**	**13.5%**
Jan to Jun-21 Growth (%)	**21.3%**	**27%**	**24.3%**	**21.8%**

RESULT HIGHLIGHTS – Q1FY22 SNAPSHOT (CONSOLIDATED)

- **Revenue at Rs 525 cr increase by 21.4%**
- **Gross Margin at 43.3% from 46.2% in the same period last year**
- **A&P Spend at Rs 43 Crores (8.2% of Net Sales) versus Rs 19.9 Crores (4.6% of Net Sales) in the same period last year, an increase by 115.6%**
- **Operating EBITDA at 12% (Rs 63.3 Crores) versus 17.7% (Rs 76.5 Crores) in the same period last year.**
- **PAT at Rs 40.2 Crores as against Rs 50 Crores, in the same period last year**

CATEGORY WISE NET REVENUE

			Q1FY22		
			CY	PY	GR%
JLL	Fabric Care	Ujala FW, Henko, Mr White, Ujala Crisp & Shine	181	142	**27.5%**
JLL	Dishwashing	Exo & Pril	191	157	**22.0%**
JLL	Household Insecticides	Maxo	72	64	**12.7%**
JLL	Personal Care	Margo, Neem & Fa	68	60	**13.5%**
JLL	Other Products	T Shine & Maya	10	7	**43.6%**
	Total		**522**	**430**	**21.6%**
	Laundry Services		3	3	
	GRAND TOTAL		**525**	**433**	**21.4%**

EBITDA MOVEMENT (CONSOLIDATED)

PARTICULARS	Q1FY22
EBITDA % - PREVIOUS PERIOD	**17.7%**
GROSS MARGIN	-2.9%
EMPLOYEE COST	0.5%
ADVERTISEMENT & SALES PROMOTION	-3.6%
OTHER EXPENDITURE	0.3%
EBITDA % - CURRENT PERIOD	**12.0%**

BRAND PERFORMANCE & INITIATIVES

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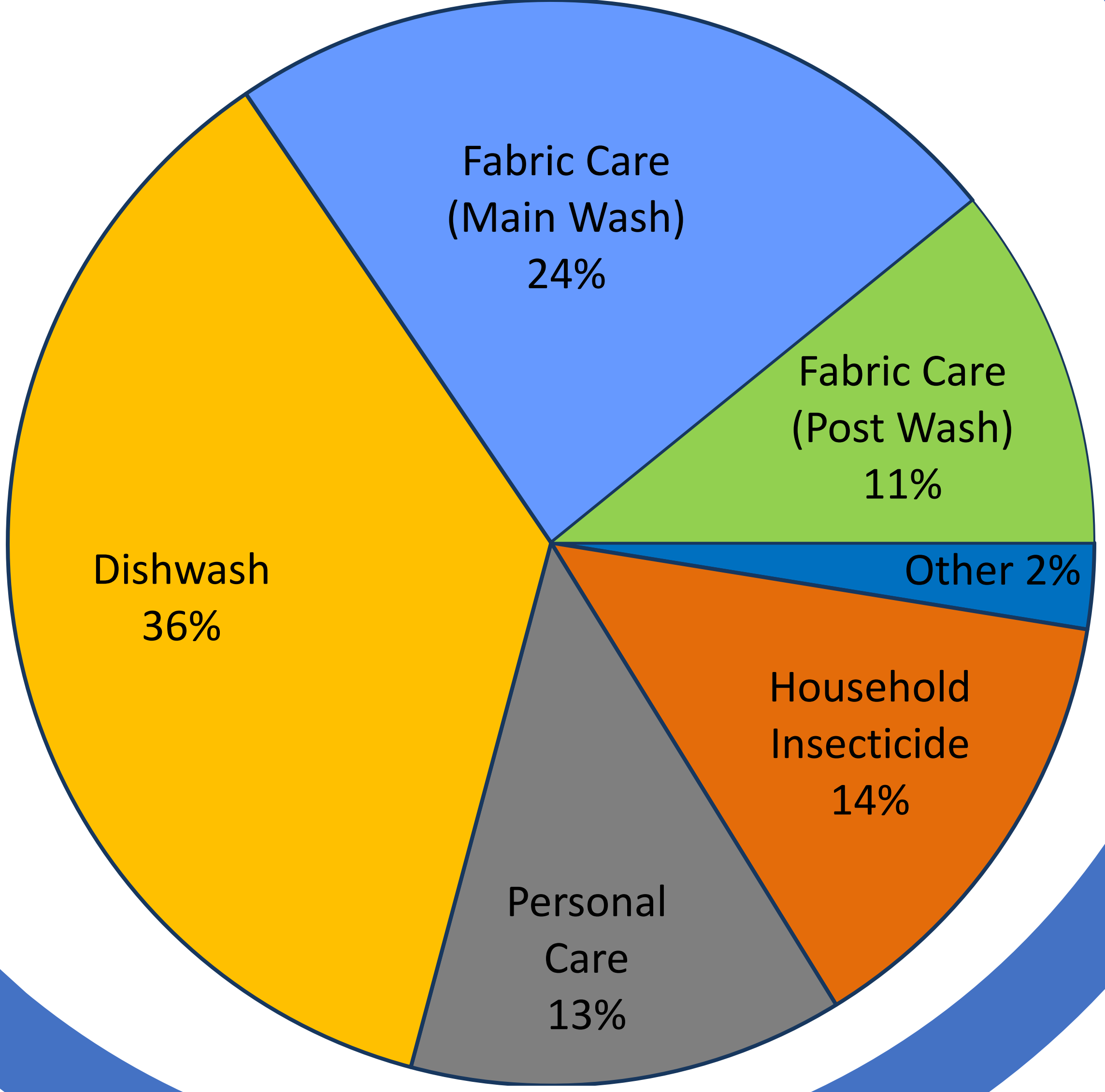


Q1 FY 2022

Category Wise Business Share

Q1 FY2022

Driving consumer engagement

With the pandemic hitting the country more brutally the second time, our single-minded focus in the quarter was to drive consumer engagement and product availability.

Category highlights

Fabric care
Ujala Liquid Detergent launch

Dish Wash
Hygiene Focus and Brand Positioning driving higher growths

Household Insecticide
Maxo gaining ground in new markets

Personal Care
Celebrating 100 years of Margo

Ujala Supreme

Fabric care (Post wash)

Performance

Registered positive growth; regaining from lower demand from last year.

Market Share	
CY 19	CY 20
82%	82.6%

Source – AC Nielsen; CY-Calendar Year

Key initiatives

Micro marketing initiatives to drive category growth

Small pack drives in low share markets

Consumer promo on lead pack across markets

Ujala
Crisp & Shine

Fabric care (Post wash)

Performance

Demand Revival impacted due to restricted mobility of consumers, however incremental growth over previous quarters.

Key initiatives

High visibility communication drives featuring Superstar Nayanthara – Impact properties part of media mix.

Higher focus in new geography extension.

Ujala Detergent

Fabric care (Main wash)

Performance

Ujala IDD powder and bar continued to outperform registering a robust growth.

Market Share (Kerala)	
CY 19	CY 20
19.7%	20.7%

Source – AC Nielsen; CY-Calendar Year

Key initiatives

Our advertisement campaigns featuring Malyalam Cinema Superstar Manju Warrier continues to deliver the unique proposition of Ujala IDD.

Higher focus in new geography extension – Tamil Nadu and West Bengal.

BRAND EXTENSION

New Launch - Ujala Liquid Detergent

Instant Dirt Dissolution

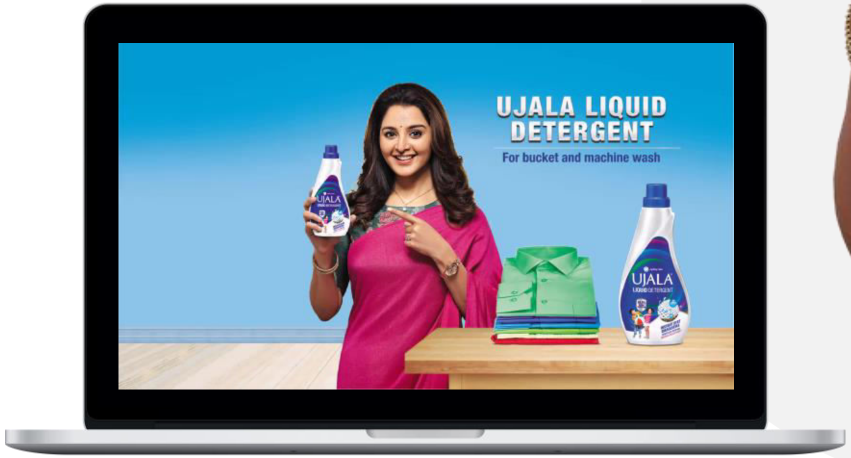
Unique property of dirt dissolution in liquid form

Superior colour care

Helps in retaining colours

Germ protection

Gives 99.9% protection from germs.



Henko

Fabric care (Main Wash)

Performance

Henko Portfolio registered positive growth across both hand wash & machine wash variants.

Key initiatives

Higher ATL spends strengthening the unique proposition.

Focus on improving margins through reduced price offs.

Focus on Ecom with higher visibility.

Exo & Pril

Dish wash

Performance

Strong growth of 22% signifying a winning mix.

Superior delivery beyond dishwashing has placed brand on a strong wicket

Market Share		
Brand	CY 19	CY 20
Exo	11.3%	12.5%
Pril	16.1%	17.4%

Key initiatives

Sustained ATL investments advocating the importance of dish hygiene and effortless grease removal.

Testimonials used as part of brand promotions.

Maxo

Household Insecticide

Performance

Registered a robust growth of 12.7% on a high base

Sustained growth momentum with focus on driving LV Portfolio.

Market Share		
Format	**CY 19**	**CY 20**
Coil	21.2%	22.9%
Liquid	8.4%	8.8%

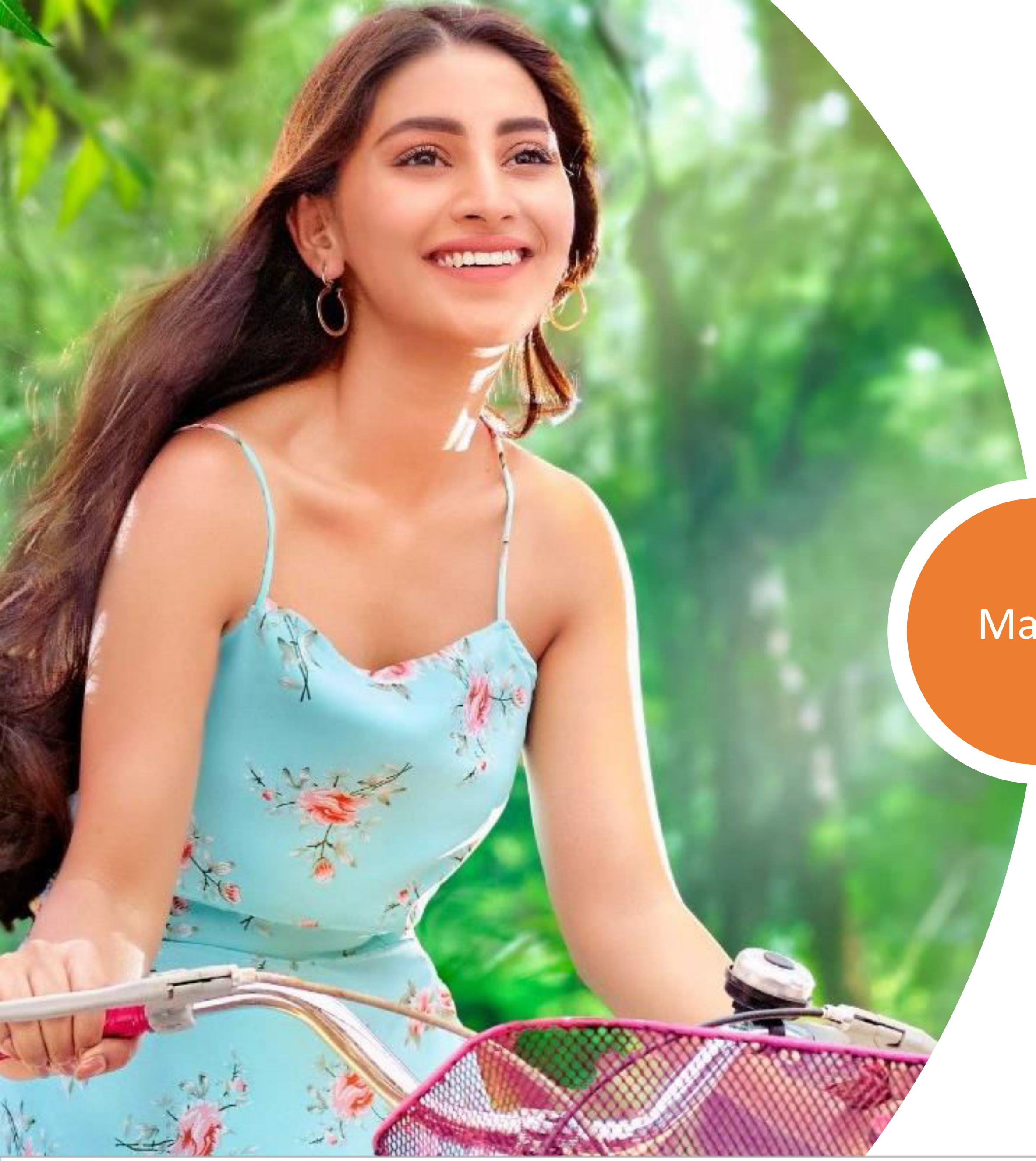
Source – AC Nielsen; CY-Calendar Year

Key initiatives

Sustained ATL communication on Genius LV across markets featuring Superstar Rajkumar Rao.

Focus on Genius portfolio.

Drives to educate consumers on the Fits all Machine proposition.



Margo

Personal Care (In Wash)

Performance

Margo led the Personal Category growth of 13.5%.

Brands with natural ingredients continue to trend

Key initiatives

Celebrating 100 years of Margo.

Micro Marketing initiatives advocating the natural benefits of Neem.

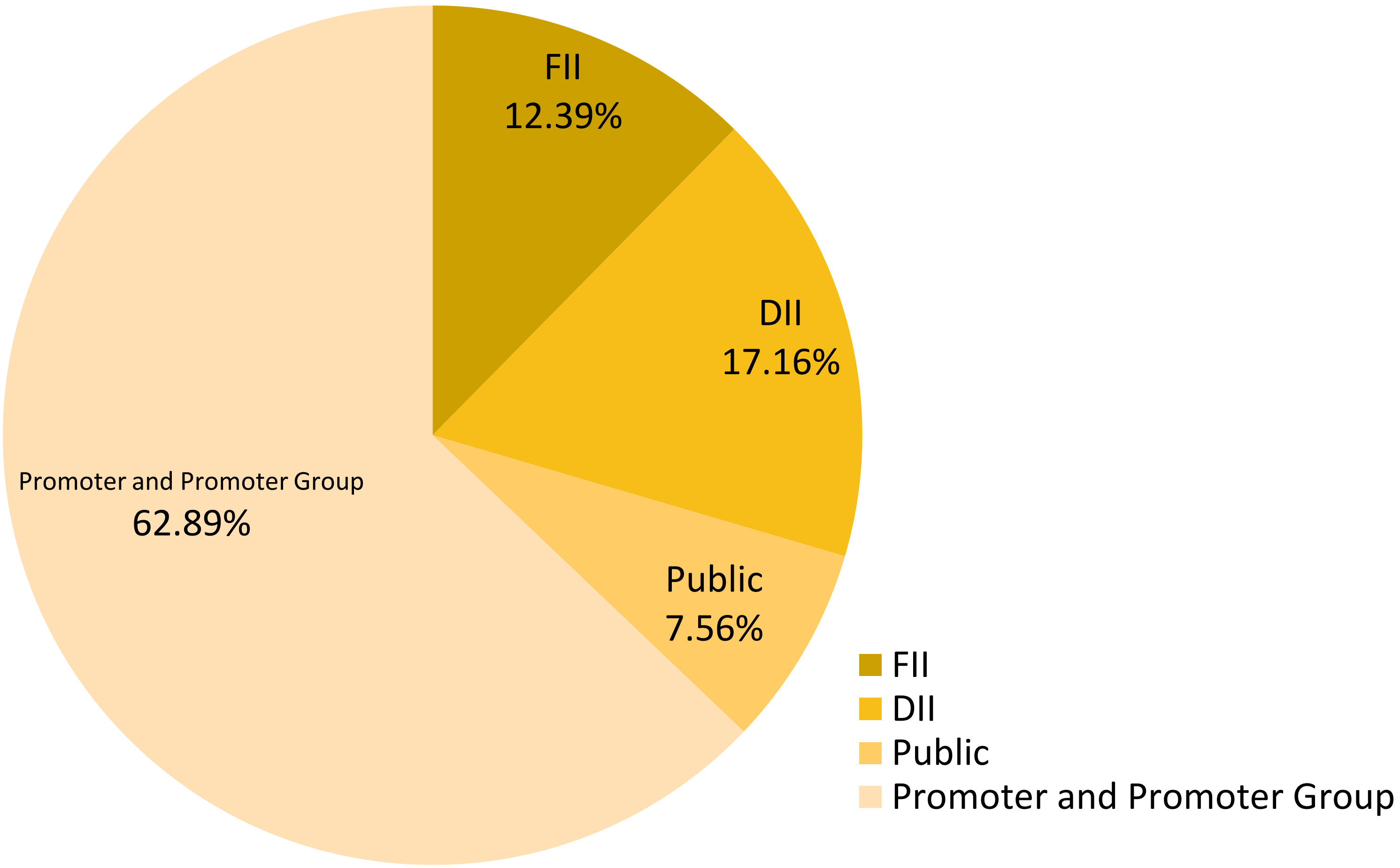
High focus in E-com supported by digital marketing efforts.

WAY FORWARD

- Driving towards **Higher Volume** led growth
- Sharp management focus on
  - **Brand Investment** & relevant innovations
  - **Distribution Infrastructure** and Reach
  - Use of **Technology** to drive efficiencies
- **Inflationary Input Prices** environment to be partially balanced with strategic price increases, cost optimisation initiatives and balanced trade schemes.

SHAREHOLDING PATTERN

As on 30 June 2021



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