

An hourglass is the central visual element, filled with yellow beads that have smiley face expressions. The beads are in motion, falling from the top bulb into the bottom bulb. The background is a solid yellow color. The title 'Delivering on our Promises' is overlaid on the top half of the hourglass. 'Delivering' is in a large, black, serif font. 'on our' is in a smaller, black, sans-serif font and is positioned within a horizontal red bar. 'Promises' is in the same large, black, serif font as 'Delivering'.

Delivering on our Promises

JHS Svendgaard Laboratories Limited

ANNUAL REPORT 2017-18





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**You are what you do,
not what you say you will do.**

— CG Jung



So, if you have promised
the moon, deliver it along
with a handful of stars.
For you want to shine in
your shareholder's eyes.



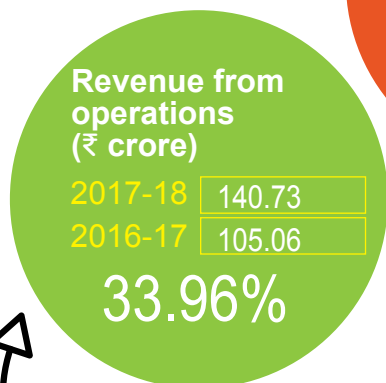
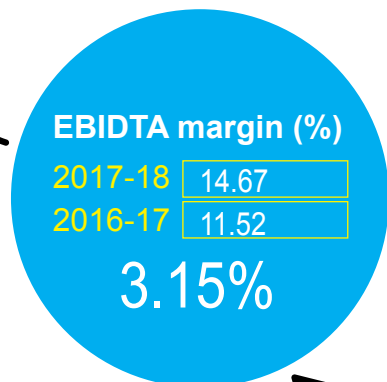
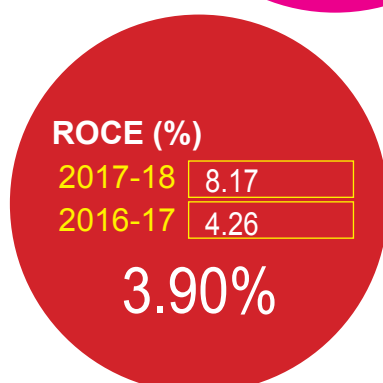
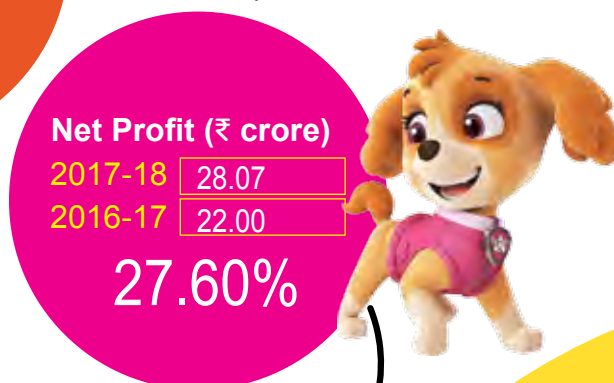
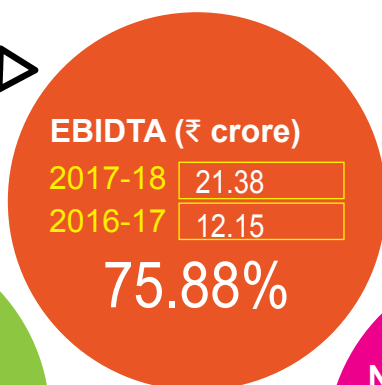
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At JHS Svendgaard, we did just that.

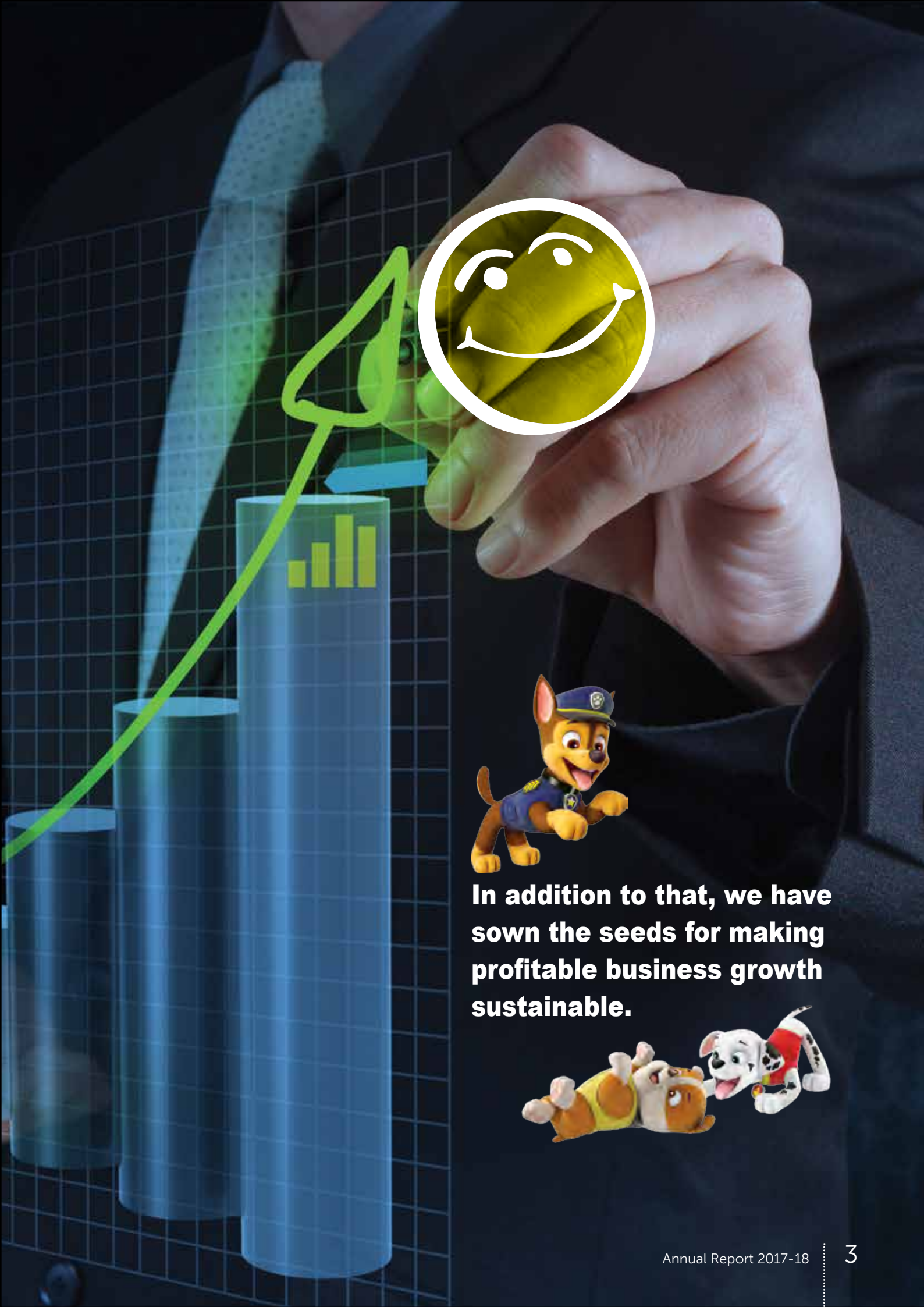
At the start of the year, we made a promise to grow business. We made a promise to make business growth profitable.



And we delivered on our promises.



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In addition to that, we have sown the seeds for making profitable business growth sustainable.



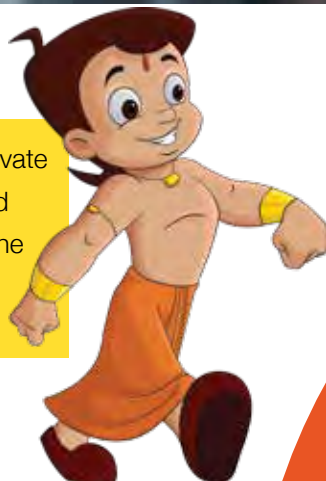


STRENGTHENING THE CORE

At the year-start, we assured you that we would strengthen our business relations with our existing outsourcing partners.

We have remained steadfast in our commitment. During 2017-18, we increased the toothbrush and toothpaste outsourcing volumes by adding more SKUs to relationships with FMCG brands.

By the year-end, our private label business increased even as we expanded the product and customer base.





11.37%

Increase in revenue from private label business over the previous year

4

Number of contracts that are long-term in nature

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BUILDING OUR BRAND

At the year-start, we promised that we would enhance volumes from our proprietary brands.

We were determined to deliver on our word. During 2017-18, we added substantial number of SKUs to our product basket and strengthened customer interface points in markets where we are present.



By the year-end, our revenue from our proprietary brands leapfrogged higher than our budgeted estimates.

1 lakh
(approx.)

Increase in number of retail touch-points over the previous year

65

Increase in the number of SKUs developed under our umbrella brand of Aquawhite label

141%

Increase in revenue from proprietary brands (including exports) over the previous year

27.21%

Proportion in overall revenue in 2017-18 against 14.77% in 2016-17



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WIDENING THE CANVAS

It is said that if you really want to achieve something and focus all your energies towards reaching that goal, the whole Universe conspires for you to get it.

And yes the World, if not the Universe, did come together to make a difference.

During 2017-18, our proprietary brand **aquawhite** gained considerable acceptance in the key global oral care markets, which provided significant volumes – increasing export revenue considerably.

