



ACROSS THE PAGES

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INVESTOR INFORMATION

Market Capitalization as at March 31, 2021	₹ 128.48 Crore
BSE Code	532771
NSE Symbol	JHS
Bloomberg Code	JHSL:IN
AGM Date	September 28, 2021
AGM Mode	Video Conferencing (VC) or Other Audio Visual Means (OAVM)

An electronic version of this report is available online at:

https://www.svendgaard.com/annual_reports.html

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Cautionary Statement Regarding Forward-Looking Statement- This document contains statements about expected future events and financials of JHS Svendgaard Laboratories Limited, which are forward-looking. By their nature, forward-looking statements require the Company to make assumptions and are subject to inherent risks and uncertainties. There is a significant risk that the assumptions, predictions, and other forward-looking statements may not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as several factors could cause assumptions, actual future results and events to differ materially from those expressed in the forward-looking statements. Accordingly, this document is subject to the disclaimer and qualified in its entirety by the assumptions, qualifications and risk factors referred to in this Annual Report.

DIVERSIFY. EXPAND. PROGRESS.

“You cannot swim for new horizons until you have courage to lose sight of the shore.”

- William Faulkner

Searching for new shores and newer horizons is the essence of any human endeavor. Steering one's efforts towards a new direction and chasing the goals with laser-sharp focus is the quintessential formula for success. Progress can only be attained after transcending the current boundaries and expanding one's presence into the bigger spheres.

Embracing the same spirit, JHS Svendgaard Laboratories Limited, an undisputed market leader in oral care products manufacturing in India, has set its sight on new horizons. We are actively taking cognizance of the burgeoning potential of the Indian FMCG market and sharply focused on becoming the most preferred contract manufacturer and private label manufacturer for a wide range of FMCG products; deriving force from our inherent strengths such as market leadership in contract manufacturing for oral care products and state-of-the art production capabilities.



Contract manufacturing and private label manufacturing of a wide range of FMCG products such as Personal Care, Ready-to-Eat Foods, Fabric Care, Oral Care etc.



Pan-India presence through decentralized manufacturing facilities



Becoming a strategic partner for our client companies right from product development till the time their product reaches the retail shelves.

JHS SVENDGAARD IN NUTSHELL

From beginning our journey as a proprietary firm manufacturing toothbrushes in 1996 to getting listed on the Indian bourses, at JHS Svendgaard Laboratories Limited (JHS), we have traversed a long and arduous path towards growth and excellence to our present bastion as the largest integrated oral care products contract manufacturer in India. Apart from contract manufacturing, we also have our inhouse brand, **'aquawhite'** catering to the kids' oral care segment.

Operating out of our state-of-the-art manufacturing facility in the scenic locales of Kala-Amb, Himachal Pradesh, we have reckoned that the big moment of change in our journey has arrived and embraced it with open arms. Supported by our prowess in contract manufacturing and private label manufacturing spaces, we are all set to embark on our transformational journey to become the most preferred full-fledged FMCG products manufacturer in India, so as to ascend to the next level of our development potential. Post establishing ourselves as the market leader in oral care segment, we are widening our focus to capture a bigger field of FMCG space in India.

Multiple SKUs in different product segments across the entire FMCG sector



ORAL CARE CATEGORY

80 SKUs in Toothbrushes and 35 in Toothpaste



PERSONAL CARE



READY-TO-EAT FOOD AND SNACKS



FABRIC CARE

191.23

Networth (₹ Crore)

102.51

Revenue, 2020-21 (₹ Crore)

352

Team size

41.77%

Promoters Holding

128.48

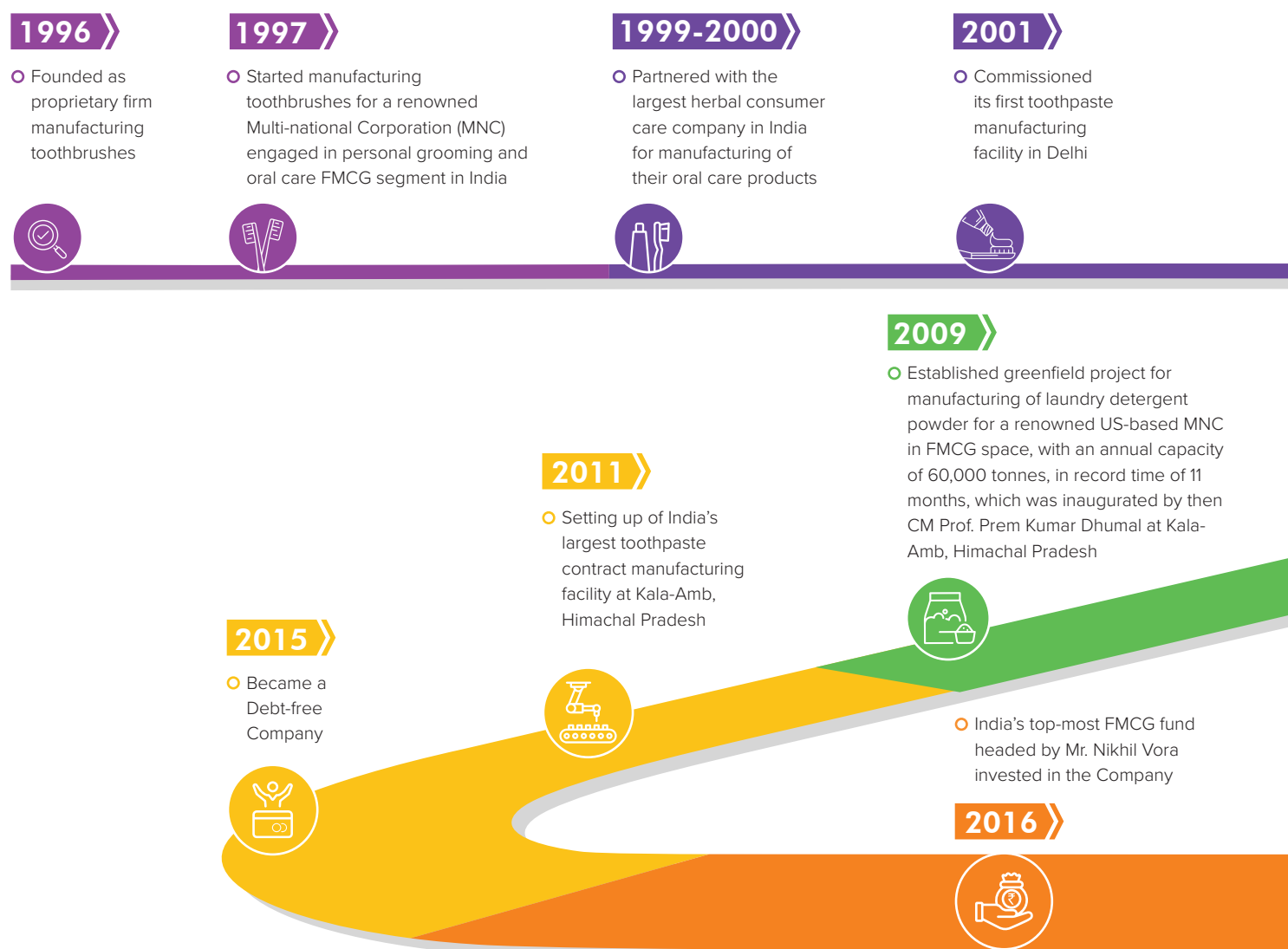
Market capitalization (₹ Crore) as
on March 31, 2021



THE PIONEERS OF STRUCTURED CONTRACT MANUFACTURING IN INDIA

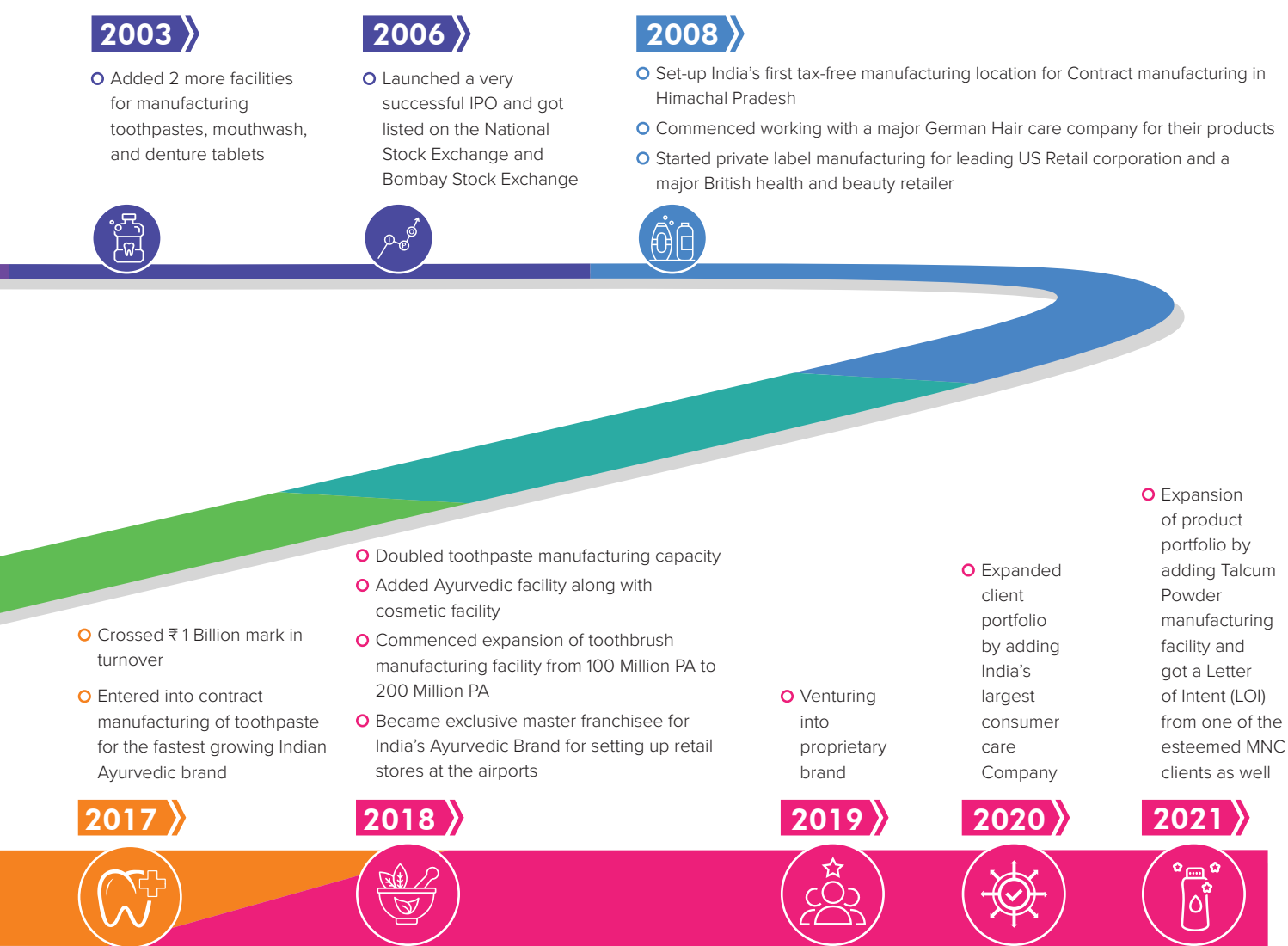
We are one of the top 10 toothbrush manufacturers in the world and the largest integrated oral care products' contract manufacturing Company in India. With our state-of-the-art production facilities, we follow world-class production quality standards and have been certified with Good Manufacturing Practice (GMP), International Organization for Standardization (ISO) and Sedex Members Ethical Trade Audit (SMETA).

WE ARE 25 YEARS YOUNG!

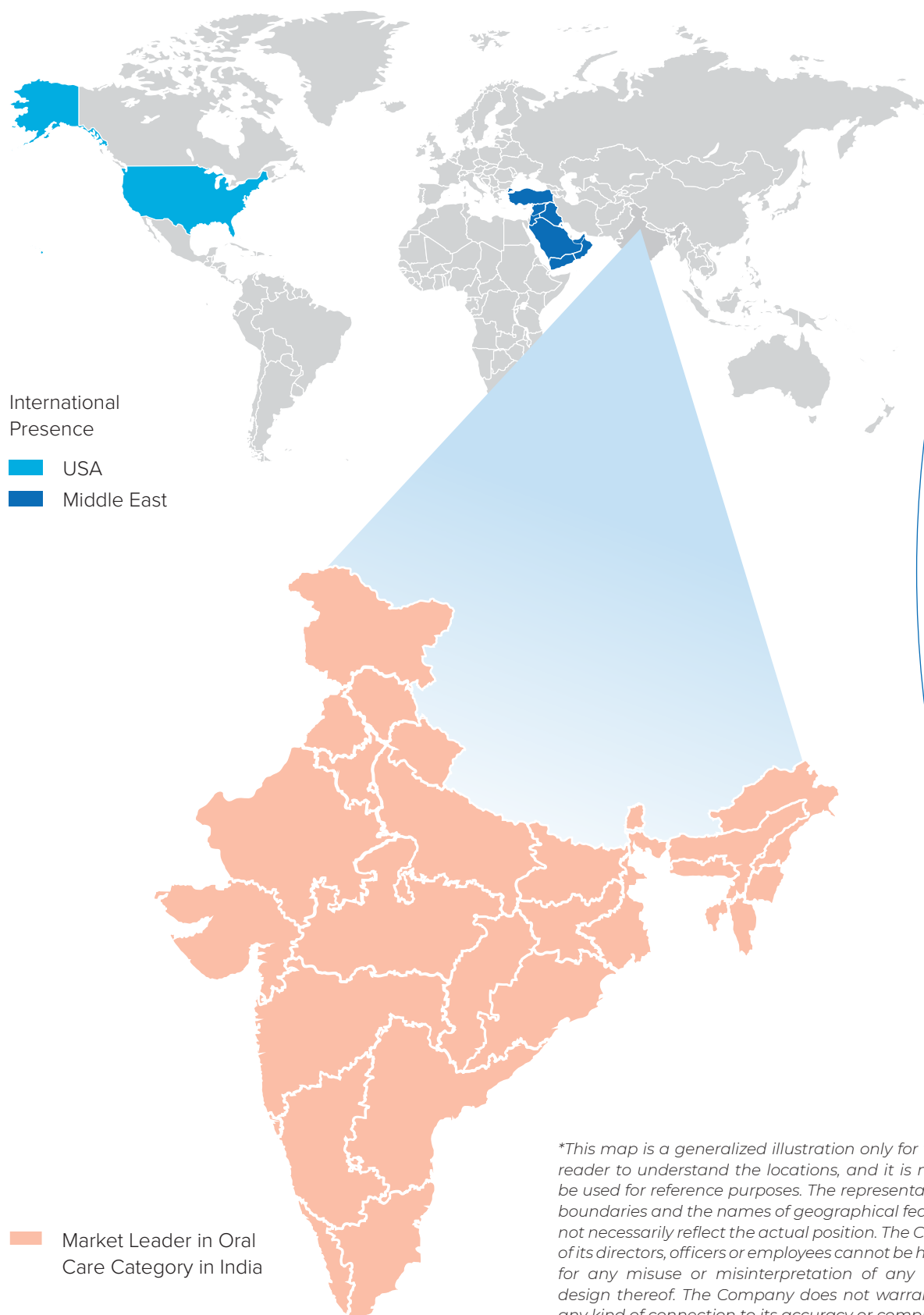


Extrapolating our capabilities in the oral care space, we are on our way to cater to any production requirement in the FMCG space to become the most preferred contract manufacturer for a complete range of FMCG products in India. We have already commenced this transformation by concentrating our efforts in the personal care and ready-to-eat food segments.

At JHS, we take immense pride in having the only manufacturing facility in India that reconciles three completely different manufacturing competencies viz. toothbrush, toothpaste, and mouthwash under one roof.



OUR MARKET FOOTPRINT



**This map is a generalized illustration only for the ease of the reader to understand the locations, and it is not intended to be used for reference purposes. The representation of political boundaries and the names of geographical features/states do not necessarily reflect the actual position. The Company or any of its directors, officers or employees cannot be held responsible for any misuse or misinterpretation of any information or design thereof. The Company does not warrant or represent any kind of connection to its accuracy or completeness.*

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No. of clients in
domestic private label
manufacturing



04

International clients
in USA and Middle
East for private label
manufacturing



**OUR
MARKET
PRESENCE**

Leader

Market Leader in Oral
Care Category in India



Expansion

Building up presence in
Northern and Southern
India through decentralized
FMCG contract
manufacturing facilities; A
unit in Himachal Pradesh
coming up for manufacturing
Talcum Powder in personal
hygiene segment

OUR BUSINESS MODEL

There are two types of business models we operate in

- Contract manufacturing
- Private labelling

A private label business model is one in which a retailer buys products from a supplier who manufactures them using their own materials and then labels them with the retailer's logo.

On the other hand, for in Contract manufacturing the formulation is also provided by the retailer.

Both business models offer incredibly fast ways for retailers to build a product without investing in facilities or sometimes even formulations and product development. At JHS, we help the FMCG brands right from sourcing the raw material to placing it on the retail shelves.

