



It all started with 4 drops



Purity. Freshness. Grace. Beauty.  
Elegance. Soft and flowing. Imageries  
that come to mind when one sees  
swans in their various habitats.  
Images and attributes which bear  
striking resemblance to what our  
basket of products and services offer.  
Presenting our annual report - using  
the enigma of swans in a suggestive  
depiction of our various sections.

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## VALUE FOR MONEY

### The Mantra For Customer Satisfaction

Quality has always been a derivative of strong values. When a company has idealistic values toward product attributes, commitment to customers, innovativeness and financial operations – quality faithfully follows! And so it is with Jyothy Laboratories Limited. We offer products that play a holistic role in the day-to-day affairs of Indian households. Products that clean, whiten, refreshes, delights and protects. It is a value proposition that glowed to full glory when we introduced our flagship brand – UJALA – a liquid fabric whitener. A product that has gone on to become a symbol of purity and integrity. Across the length and breadth of the nation, '**Char boondo waala**' became a slogan that was chanted from millions of households.

One by one, our mission of providing simple, reasonably priced, conveniently packaged and easily available goods were phased in. Each an offering that touched the lives of consumers in a binding way. The cyclothrin powered mosquito repellent 'MAXO'. Utensil cleaners under the brand name 'EXO'. Fragrance incense sticks called 'MAYA'. A range of personal care products under the brand name 'JEEVA'.

Today, we pause in our tracks to look back with pride and ahead with confidence. But the pause is brief, for we see a speck on the horizon – the millions of households more who need us!



## CORPORATE IDENTITY

### Profile

- Founded in 1983
- Engaged across the complete FMCG product cycle - management: research, manufacture, marketing and branding
- Marketing a range of daily household and personal care products.
- Headquartered in Mumbai with a nationwide distribution network

### Product segments

- Fabric care
- Household insecticides
- Surface cleaning preparations
- Air care (incense sticks/aroma sticks)
- Personal care products

### Prominent brands

- Ujala (flagship): Liquid fabric whitener
- Maxo: Mosquito repellent
- Exo: Dishwashing soap and dishwashing scrubber
- Ujala Stiff & Shine: Fabric enhancer
- Jeeva: Personal care toilet soap
- Maya: Incense sticks
- Ujala Detergent: Detergent washing powder

### Plants

- 21 manufacturing facilities across 14 locations, Trichur, Wynad, Roorkee, Pondicherry, Chennai, Hyderabad, Bhubaneshwar, Bankura, Guwahati, Baddi, Silvassa, Salem, Jammu and Pithampur proximate to consumer locations
- Most plants are ISO 9001 and ISO 14000-certified

### People

- Network of more than 3,000 distributors
- Motivated team of more than 1,500 marketing and sales members
- Employee strength of over 3,500
- 40 depots to service customer requirements

### Presence

- Pan-India presence across large population clusters
- Products accessible across more than 750,000 Indian households
- Exports to 14 countries including Sri Lanka, Bangladesh, Mauritius, Malaysia, UAE, HongKong and Saudi Arabia.

# 26 years.

A life time for some.

A quarter of a century for many.

Just two-and-a-half decades for us at Jyothy Laboratories.

Of delighting consumers.

Enriching employees.



## CORPORATE INFORMATION

### Board of Directors

#### Executive Directors

M. P. Ramachandran  
Chairman & Managing Director

K. Ullas Kamath  
Deputy Managing Director

M. R. Jyothy  
Whole-time Director

#### Non Executive Directors

Nilesh B. Mehta  
Independent Director

K. P. Padmakumar  
Independent Director

Bipin R. Shah  
Independent Director

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#### Company Secretary

M.L. Bansal

#### Statutory Auditors

S.R.Batliboi & Associates

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#### Solicitors & Advocates

Law & Prudence  
V Lakshmikumar  
Vaish Associates

#### Bankers

The Federal Bank Ltd.  
ICICI Bank Ltd.  
Axis Bank Ltd.

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#### Registered Office

UJALA HOUSE  
Ramkrishna Mandir Road  
Kondivita, Andheri (East)  
Mumbai – 400 059.

#### Registrars & Share Transfer Agent

Link Intime India Private Limited  
C-13 Pannalal Silk Mill Compound  
L. B. S. Marg, Bhandup (West)  
Mumbai – 400 078.

## Report Junction MILESTONES

2003

Award for Maxo by the All India Advertisers Association

- Launches Exo Liquid in South India
- Launches Ujala Stiff & Shine in South India

- Acquires trademark and copyright for the More Light and Ruby brands
- Got listed in NSE/BSE

- Commissions the Pondicherry plant, our first in a backward area utilising government incentives

- Launches Ujala all over India

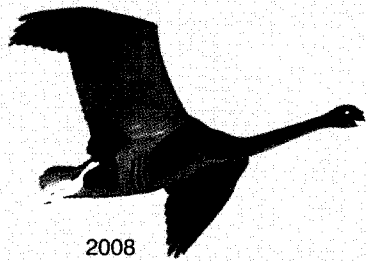
- Launches Nebula, an oil based anti-bacterial washing soap in Kerala

1983

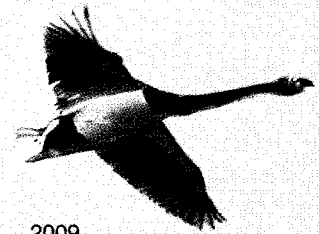
M. P. Ramachandran starts Jyothy Laboratories as a proprietary concern in Kerala

- Ujala is launched

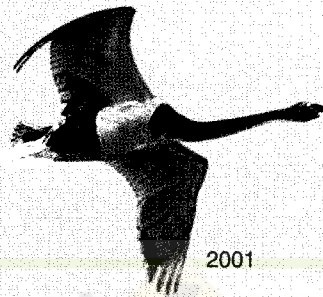
- Ujala is sold house to house through a team of six sales people in the Trichur and Malappuram districts in Kerala



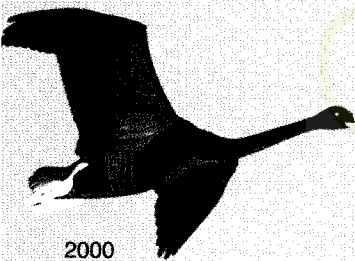
2008



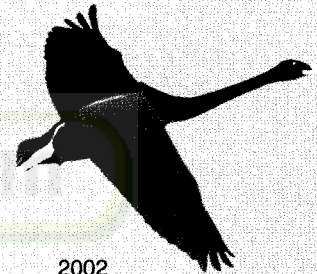
2009



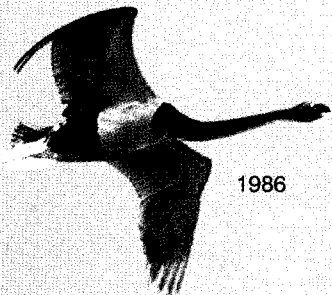
2001



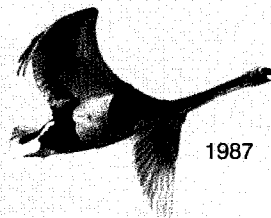
2000



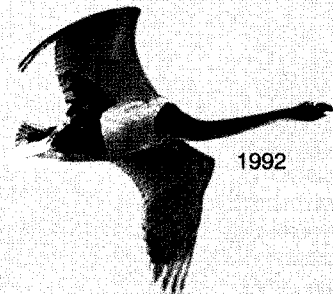
2002



1986



1987



1992

## CMD'S VALUE STATEMENTS

Always Aiming Ahead



“

We understood that providing Value was all about making products easily available at affordable prices, to enable the common man and especially the rural masses find Value for their hard earned money

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