

Strategy



**CLARITY
AND
CONVICTION**

People



Brands



Annual Report 2014-15

AT JYOTHY LABORATORIES,
WE HAVE ALWAYS CHALLENGED
OURSELVES AND CONSTANTLY
EVOLVED AS A COMPANY. THIS WAS
VINDICATED WITH THE HENKEL
(INDIA) ACQUISITION WHICH WAS A
GAME CHANGER FOR US.

After the Henkel (India) acquisition, we embarked on a journey with the aim to continuously delight our consumers. As we entered newer categories, our products continued to offer superior value to meet the everyday needs of our consumers. We hoped to achieve our objective of consumer delight by improving our organisational capabilities to operate successfully in the business environment and by maintaining a high level of morale and engagement across all ranks of employees.

This clear vision gives us clarity to work towards a common goal with a purpose and strong conviction to achieve it. Our focus is to build strong capabilities and to adapt to

the changing environment. We aim at creating a leaner organisation and streamlining operations and distribution. We will continue to drive engagement simultaneously with our consumers and also our employees and business partners.

We believe in investing in our brands and growing them aggressively to truly powerful icons in their respective categories. With this aim in mind, advertising and marketing becomes a priority as it helps us develop a strong brand positioning and brand recall. To further this, we continue to learn from our consumers and build strong insights in order to innovate and develop relevant products that will meet their demands.

We continue with conviction on the course of innovation and progress we have charted for ourselves. We continue investing in our brands, learning new business lessons as we expand our footprint while building capabilities for our on-ground staff, business partners and employees.

Inside the Report

Chairman’s Statement

12-13

Mr. M. P. Ramachandran shares his thoughts on key strategies implemented during the year.

Sharpened Focus on Brands

24-27

Our keen focus on our Powerbrands helped us achieve higher revenues.

Empowered People

28-30

A culture of high performance and drive helped us bring home several awards.

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For more details Please visit
www.jyothy laboratories.com

JYOTHY LABORATORIES AT A GLANCE

Jyothy Laboratories was founded in 1983 in Kerala with a vision to create an impact by touching the lives of the people. We have now evolved into a company with operations all over the country and are hailed as one of the most trusted brands in the country. We have our strategies in place and we are now moving forward with clarity and conviction to further our brands and their offerings and our ambitions for our people.

HIGHLIGHTS FOR FY 2014-15 (CONSOLIDATED)

NET SALES

₹ **1,505 crores**

PROFIT AFTER TAX

₹ **121.12 crores**

NET GROWTH IN SALES

+14.2%














BY VOLUME

9.6%

BY VALUE

4.6%

CATEGORY-WISE SALES

Category	2014-15	₹ in crores	
		2013-14	% Growth
 Fabric Care	639.14	563.49	13.4% 
 Dishwash	416.65	354.18	17.6% 
 Household Insecticides	235.18	199.00	18.2% 
 Personal Care	141.12	132.42	6.6% 
 Other Products	31.16	30.83	1.1% 
 Laundry Services	42.05	38.48	9.3% 
Total	1,505.29	1,318.39	14.2% 



BUSINESS REVIEW

A snapshot of our business performance

SHARE OF OUR
POWERBRANDS IN REVENUE

88.1%
(₹ 1,289 crores)

GROWTH OF OUR POWERBRANDS

+15.8%

A smiling woman with dark hair is hanging laundry on a yellow clothesline outdoors. She is holding a blue and white striped shirt. The background is a blurred green landscape. The text "CONVICTION IN OUR BRANDS" is overlaid on the right side of the image.

CONVICTION IN OUR **BRANDS**





FABRIC CARE

42%

Contribution to Revenues

30%

Matics

18%

Washing powder

Brand Growth*

15%

Matics

7%

Washing powder

Market Growth*

BRAND

Ujala, Henko, Mr. White, Chek

NEW INITIATIVES IN FY 2014-15

- Henko: LINTelligent launched
- Mr. White & Chek: revamped with new packaging

*Jan - Dec growth taken for comparison with market

CONVICTION IN OUR BRANDS (CONTD.)



DISHWASH

28%

Contribution to Revenues

21.7%
Pril

19%
Exo

Brand Growth*

10.7%
Pril

12.5%
Exo

Market Growth*

BRAND

Pril, Exo

NEW INITIATIVES IN FY 2014-15

- Pril Liquid: introduction of 225 ml SKUs and pouches
- Pril: new variant Kraft Gel launched
- Exo Safai: scrubber relaunch

*Jan - Dec growth taken for comparison with market



HOUSEHOLD INSECTICIDES

16%

Contribution to Revenues

10%

Coil

54%

Liquid

Brand Growth*

-3%

Coil

8%

Liquid

Market Growth*

BRAND

Maxo

NEW INITIATIVES IN FY 2014-15

- Fastest growing insect brand in India
- Innovation of the state-of-the-art LV machine that shifts modes depending on the extent of the mosquito menace at the time

*Jan - Dec growth taken for comparison with market

CONVICTION IN OUR BRANDS (CONTD.)



PERSONAL CARE

09%

Contribution to Revenues

19%
Margo

Brand Growth*

15%
Margo

Market Growth*

BRAND

Margo, Fa, Neem

NEW INITIATIVES IN FY 2014-15

- Margo: national roll-out of new and youthful communication mix to enhance brand appeal

*Jan – Dec growth taken for comparison with market