



From people comes passion,  
from passion comes performance!

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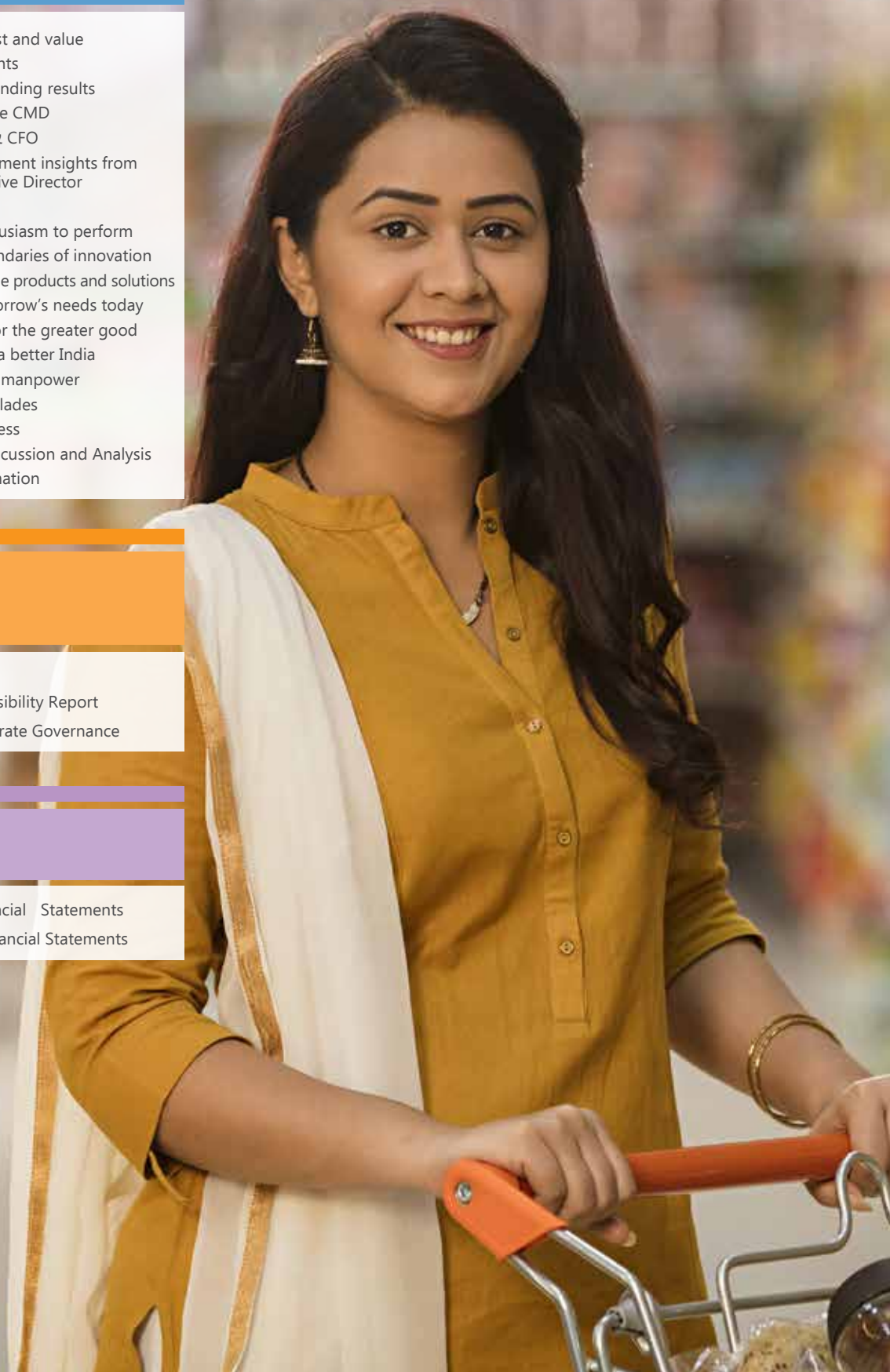
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The whole nation is a family, and profit marches alongside the well-being of the people – that's the thought with which Jyothy Laboratories Limited (JLL) was founded. Over the decades, Jyothy Laboratories Limited has empowered the public, giving them the innovations they deserve. The Company has listened closely to every consumer segment, thus making unique products inspired by people's needs and desires. An ear-to-the-ground approach, backed by world-class technology and logistics, has enabled Jyothy Laboratories Limited to stay in line with the market.

This is the world of  
Jyothy Laboratories  
Limited where,  
**From people comes  
passion, from passion  
comes performance.**

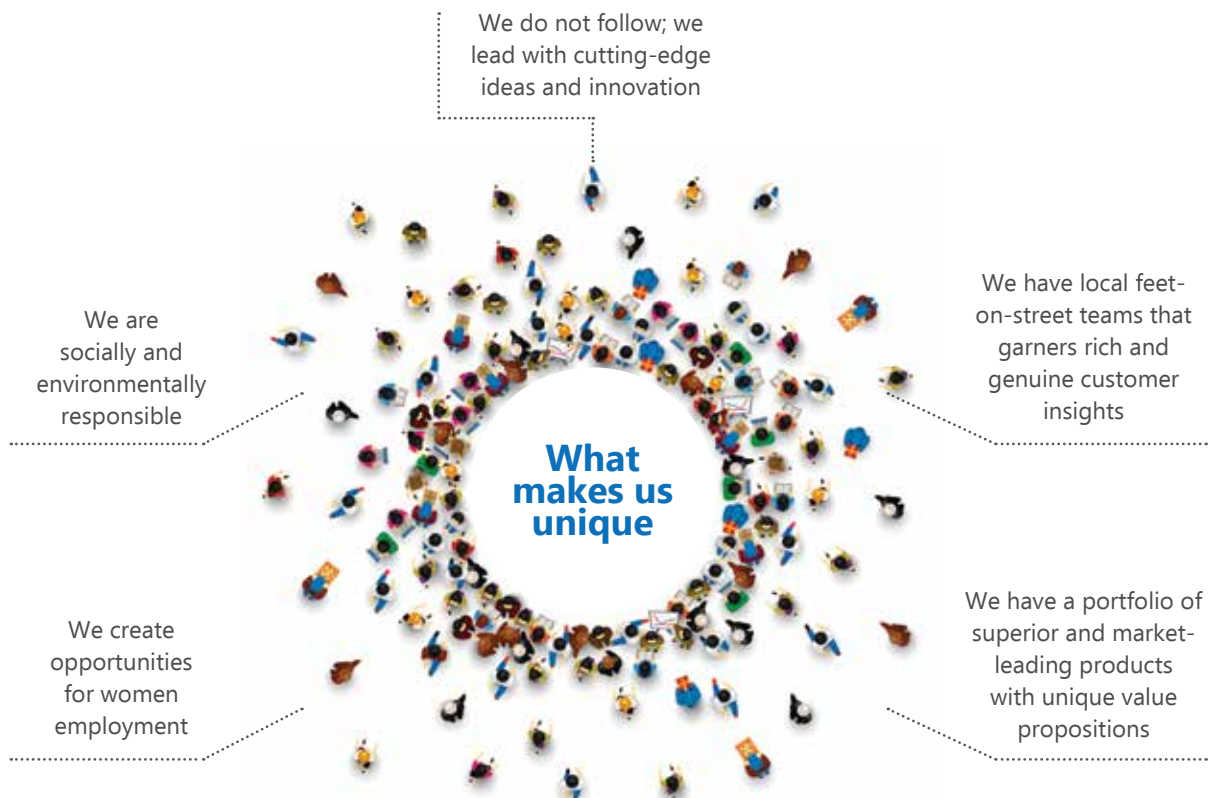
# A promise of trust and value

**Jyothy Laboratories Limited (JLL)** touches the lives of several million Indian consumers with its innovative products, which are sold directly across more than a million outlets.

It is a responsible corporate entity that contributes to nation-building by creating rural employment, with a special focus on women.

Its operations and programmes are designed to promote environmental sustainability.

It is committed to consistently servicing the interests of diverse stakeholders.



## The power of Jyothy Laboratories Limited today

**2.8**  
million+



Outlets where our products are available

**5**

Product categories of fabric care, dish wash, household insecticides, personal care, and laundry services

**6** **Power Brands**  
Ujala, Henko, Maxo, Margo, Exo, and Pril



**25**



Manufacturing plants across 21 locations in India

**1,000+**

Sales team members



**₹7,105 cr**

Market capitalisation as on March 31, 2018




# 2017-18 Financial Highlights



## Financials

↑	<b>Net sales</b> <b>₹ 1,763.8 Cr</b> 6.5% over 2016-17
↑	<b>EBITDA</b> <b>₹ 270.8 Cr</b> 5.4% over 2016-17
↑	<b>Gross Margin</b> <b>49.4%</b> 170 basis points 2016-17
↓	<b>Profit after Tax</b> <b>₹ 178.9 Cr</b> 12.4% over 2016-17

## Shareholders

	<b>Market Capitalisation</b> <b>₹ 7,105 Cr</b> As on March 31, 2018
	<b>Dividend per share</b> (on proposed expanded capital base) <b>₹ 0.50</b>
	<b>Total dividend payout</b> <b>₹ 18.18 Cr</b>

## Customers

	<b>GST benefits passed on</b> <b>6-10%</b> prices reduced across various categories
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## Community

	<b>Spent on CSR activities</b> <b>₹ 5.09 Cr</b> across various categories
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Note:

1. Above financial numbers are based on consolidated financial statement.
2. Growth percentage are based on previous year GST adjusted sales to show comparable numbers.
3. PAT Growth % is lower due to the reversal of tax of ₹ 65 Cr on set-off of losses in 2016-17 (Merger of Jyothy Consumer Products Marketing Limited with JLL).

## Key operational highlights, 2017-18

## Key brand activities



Restaging of Margo, Exo, and Pril



Launched new products:  
T-Shine in Kerala



New campaigns launched for  
Ujala IDD, Ujala Crisp & Shine,  
Ujala Fabric Whitener, Exo  
Dishwash Bar, Exo Bactoscrub,  
Pril Liquid

\*Growth percentage are based on previous year GST adjusted sales to show comparable numbers

## Brand franchise performance \*



**Ujala**

0.8% growth



**Henko**

11.5% growth



**Exo**

8.7% growth



**Pril**

11.2% growth



**Margo**

26.2% growth



**Maxo**

-0.2% growth



**Our market  
capitalisation grew  
523% in the past  
10 years**



# Meeting each challenge with passion to deliver outstanding results

**2017-18**  
was probably one of the  
most challenging years in  
recent times...

Apprehensions ahead  
of Goods and Services  
Tax implementation  
impacted Q1-2017-18  
demand from  
distributors.



The impact:  
In Q1-2017-18, our  
revenues fell by  
15% and EBITDA  
margins declined  
by 690 basis points.



**...but we were ready with  
counter-strategies, and  
successfully overcame the  
impact of the first quarter dip  
in the following quarters.**

1. 

**We**  
acted fast  
to be GST-  
ready

We trained our people and trade partners, and adopted a new management information system and transaction recording system to be completely aligned on the day GST was introduced

2. 

**We**  
engaged proactively with  
Trade

We engaged one-to-one with all our vendors and customers to be GST compliant. We hand-held them through the entire process to ensure that our supply chain ecosystem was back on track. We identified wholesalers and large retail stores willing to go formal and helped them adopt the new system

3. 

**We**  
hit full-planned  
capacity  
utilisation in  
our Guwahati  
plant

We undertook robust planning and assigned our capable manufacturing team to make this happen. We completed the project ahead of schedule by March 31, 2018, in a record time of nine months, which was necessary to be eligible for financial incentives

4. 

**We**  
strengthened  
our  
brands

We restaged Margo, Exo, and Pril brands. We launched new campaigns for Ujala Supreme, Ujala IDD, Ujala Crisp & Shine, Exo Dishwash Bar, Exo Bactoscrub, Pril Liquid

## Result:



### Sales rebounded and revenues

for Q2, Q3, and Q4 of 2017-18 grew by 9.6%, 15.9%, and 17.2% respectively over the corresponding quarters in the previous year



### Profitability

improved and EBITDA margins for Q2, Q3, and Q4 of 2017-18 increased to 16.4%, 16.1%, and 17.1% respectively

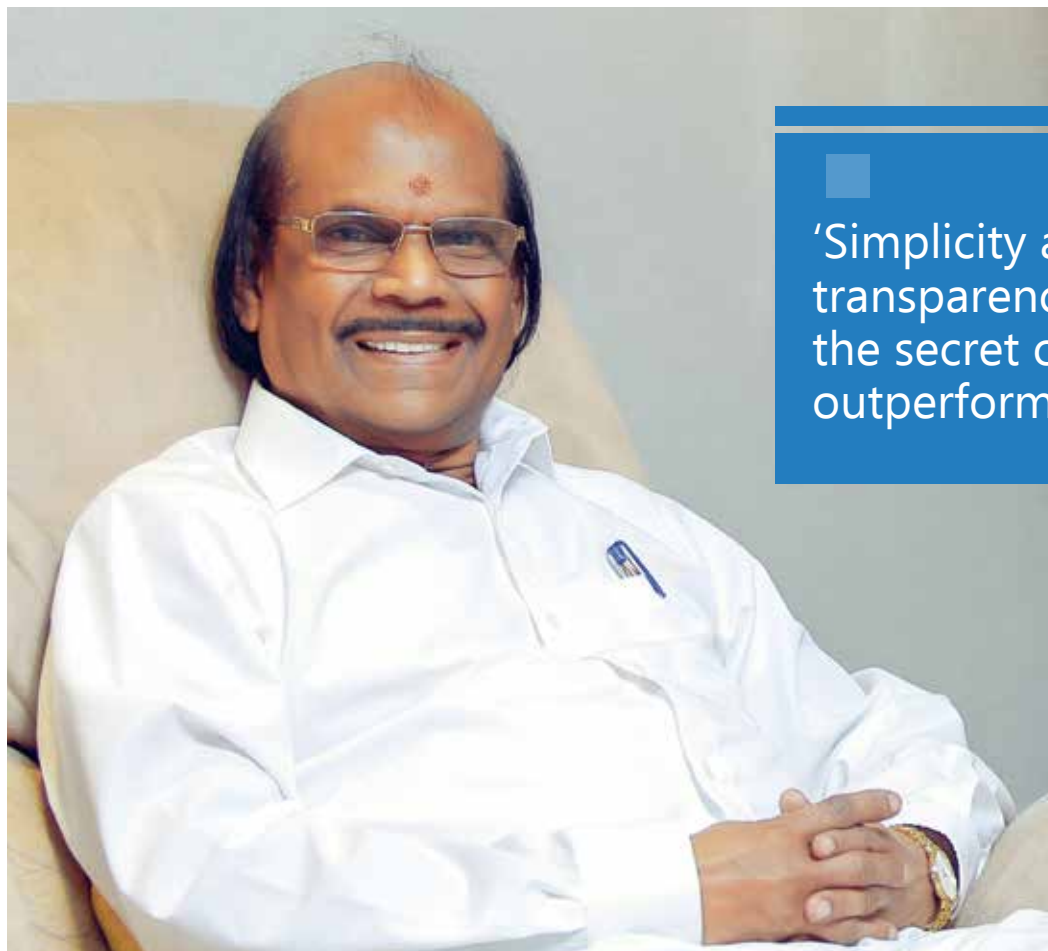


### Revenues

from top six power brands increased 7.2% for the whole year



## A message from the Chairman and Managing Director



'Simplicity and transparency is the secret of our outperformance'

### Dear Shareholders,

Every year brings its own challenges as well as opportunities. The policy of JLL is to respond with innovation and differentiation of its products and services.

It is often said 'When you want one year of prosperity, grow grain; but, if you want a hundred years of prosperity, groom people'. And so, we have done. Taking an unconventional approach, we built an organisational culture centred around the strong values that bind JLL's family and yet have an air of professionalism. If I were to describe the Company, I would rather put it this way – we are a family of professionals who respect and value each other. It is this simple philosophy of family values, where we respect, value and empower our people, that is the secret of our sustainable outperformance and not any management jargon.

It is a result of this culture that even in an ever-evolving and challenging market scenario, where the entire FMCG industry's performance was impacted, we continued to move northwards. The year, initially, began on a tough note. The fading impact of demonetisation and cautious approach taken by trade channels ahead of Goods and Services Tax (GST) implementation affected our sales and profitability. But we recovered rather swiftly and recorded strong quarter-on-quarter growth.

Again, it was not any big managerial strategies that made the difference. Rather, it was the simple efforts by our people. When GST was implemented, not only were we prepared, but we also actively pursued with all partners to go formal and worked closely with them, hand-holding them throughout. Within a short span, we were able to successfully realign and formalise the entire supply chain ecosystem.