

# Believing in the Power of Relationships...



**With innovation as one of our values,  
We thrive in an ever-changing world.**

In 1983, one man's dream gave birth to Jyothy Laboratories in Thrissur, Kerala. From manufacturing and selling a single product to a household name in the category, Jyothy Laboratories has come a long way. With a hunger that drives us to better people's lives, there's only one way we're looking: forward. We're proud to announce a new identity that contemporizes our presence. Keeping up with the times, we're now Jyothy Labs.



**Jyothy labs**

Seek the light,  
Spread the light!



# The Manifesto

## **INSPIRATION:**

Tamasoma Jyothir gamaya

Light can unravel the hidden  
Light can present an opportunity

Light can weaken weakness  
Light can add to might

Light can dilute the lethargy  
Light can enhance the energy

Light can subdue resistance  
Light can accelerate speed

Light can dispel doubts  
Light can provide clarity

Light can remove ignorance  
Light can bring in knowledge

Light can minimize failure  
Light can shore up success

Light can take away the improbable  
Light can make it possible

Light can clarify problems  
Light can reveal solutions

Light can end misgivings  
Light can make you believe

Light can weed out fear  
Light can instill courage

Light can eradicate loneliness  
Light can show the proximity

Light can save from cold  
Light can add to warmth

Light can extend the end  
Light can create a beginning

Light can renew the old  
Light can produce the new

Light can bring back life  
Light can give eternity!



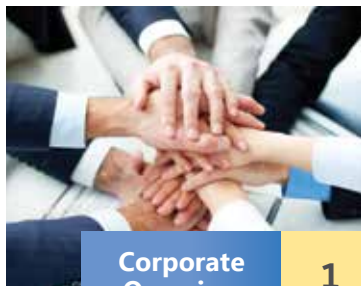
Jyothy Labs shines a light into the consumer's life, even in the corners where nobody looks. With a hunger for constant innovations, we create solutions for the people even before they can identify the problem around them.

The same has been extended into the new brand identity. The shining rays emerging from the centre shows the role of the brand and the blooming flower shows the outcome on the end consumer.

The yellow in the rays is the Color of life. It's the Color emitting positivity, energy and joy further adding the zeal of new beginnings and new creation.

The deep shade of blue represents knowledge, integrity, and stability. The combination of these Colors creates a perfect balance between modernity and rootedness, energy and stability.

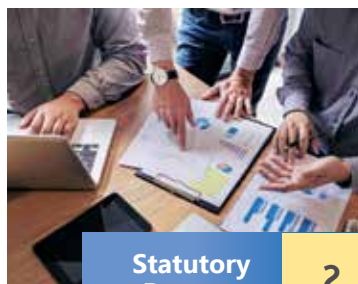
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# A good business targets market share...

## **...but a great business that thinks of stakeholders as family also wins mind share and heart share.**

What helps a business scale new heights? Investors and analysts would say it is the right numbers that matter. We go a step ahead and invest in relationships, and then the numbers will always follow. And relationships, when they are built on the foundation of trust and emotional connect, always endure, making a business sustainable.

This is evident in our consistent performance, rising market share, and most importantly, the satisfaction of our stakeholders. Their connect with us, belief in us, and desire to stay with us makes us one of the most loved and fastest growing companies.

This is where, we, at Jyothy Laboratories Limited (Jyothy Labs), are making a difference.

Welcome to our world,

## **Where every relationship matters and where we believe in the Power of Relationships.**



# WINNING INDIAN HEARTS WITH BLOCKBUSTER PRODUCTS

- Somewhere a wife is happy to get back quality family time, thanks to **better and faster utensil cleaning.**
- Somewhere a professional is confident in **a smart and crisp shirt that gives an executive look and enhances his personality.**
- Somewhere a family is **having a safe and comfortable sleep, while their smart mosquito liquidator adjusts between modes automatically to optimise efficiency.**
- Somewhere a mother is **relieved to ensure the safety of her family with bacteria-free utensils.**
- Somewhere a family is **happy that their clothes remain new even after several washes.**
- Somewhere **a beautiful young girl is happily flaunting her radiant skin.**

**There's one thing common across all these positive feelings - Jyothy Labs.** With our unique offerings across the fabric care, dish wash, household insecticide, personal care and laundry segments, we are improving the lives of millions of consumers and delivering them superior experiences.

# 5

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



## Our Power Brands



### UJALA

- Ujala Fabric Whitener
- Ujala Crisp & Shine
- Ujala IDD



### HENKO

- Henko Staincare
- Henko Matic



### MAXO

- Maxo Coil
- Maxo Genius Machine



### MARGO

- Margo
- Margo glycerine



### EXO

- Exo Dishwash Bar
- Exo Bacto Scrub



### PRIL

- Pril Liquid
- Pril Tamarind

## #1

Jyothy's Ujala Supreme has had an unassailable market leader position for three decades now and enjoys a market share of 80.6%\* in FY 2018-19 in Fabric whitener category

## #2

Jyothy Labs is the #2 brand in the dishwash (bar and liquid) category in value terms

## #2

Jyothy Labs is the #2 brand in the mosquito repellent coil category in volume terms

\*Source: AC Nielsen (Apr'18 to Mar'19)

# RELATIONSHIPS TRANSLATE INTO INCREASING RETURNS

## Financial highlights

Net sales increased by 9.3%\*

**₹ 1,768.9 Cr.**

EBITDA Margin

**16.2%**

Dividend Payout Ratio

**69%**

Non-HI Net Sales increased by 11.3%\*

**₹ 1,544.6 Cr.**

PAT increased by 20.3%

**₹ 193.2 Cr.**

Net Worth increased by 24.9%

**₹ 853.9 Cr.**

Operating EBITDA increased by 8.2%

**₹ 285.8 Cr.**

EPS

**₹ 5.29 Per Share**

Net Debt-Equity Ratio

**0.03**

\*Growth % are based on previous year's GST adjusted sales to show comparable growth.

FY 2018-19

**Brand-wise revenue**

