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A person stands on a wooden pier extending into a body of water under a blue sky with clouds. The person's arms are raised, holding a large, glowing yellow sphere. This sphere is composed of a complex network of white lines connecting numerous small white nodes, some of which are highlighted with a blue glow. The sphere is positioned in the upper left quadrant of the image.

It is time  
**to go beyond change**

It is time  
**to transform**

It is time  
**for a new future**

**In 1983**, something remarkable happened for the Indian household. Someone listened closely to the homemakers' desire and changed a dull shade in their life to the brightest spirit lifting white. That change was the beginning of a lifelong relationship with Jyothy Labs. People knew that here was a company that cared. As we grew, we put our imagination and our science to work and created newer and better ways to change the sphere of our consumers' daily life, anticipating their needs, fulfilling them. Our range, quality, and attention to detail made our brands deeply trusted household names across the country. As India's aspirations evolved and expanded, so did our offerings.

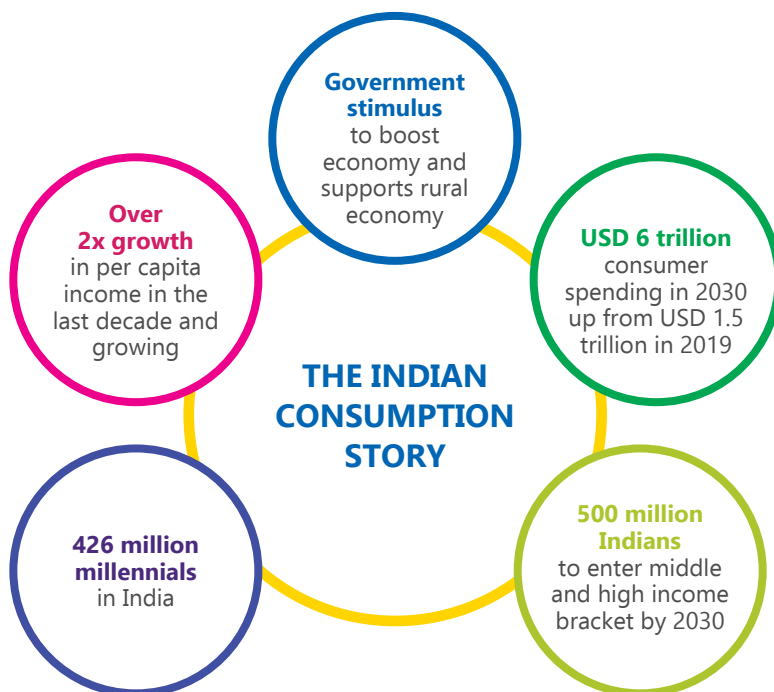
**In 2020**, we are undergoing a transformation, leveraging the vast reserves of on-ground knowledge, enduring stakeholder relationships, and an unassailable reputation built over nearly four decades. Embracing the next generation of dynamic leadership at Jyothy Labs and incorporating state-of-the-art technology at every step of the Company's operations, we are working to shape a new future. Challenges have come in the past and will keep coming, but we are ready for them, adapting to them. We know that this process of succession will take us where we want to be, because all our ambition is guided by our core values. Our stakeholders are our family, and our technology comes with a heart.

# Transforming with New Aspirations for India

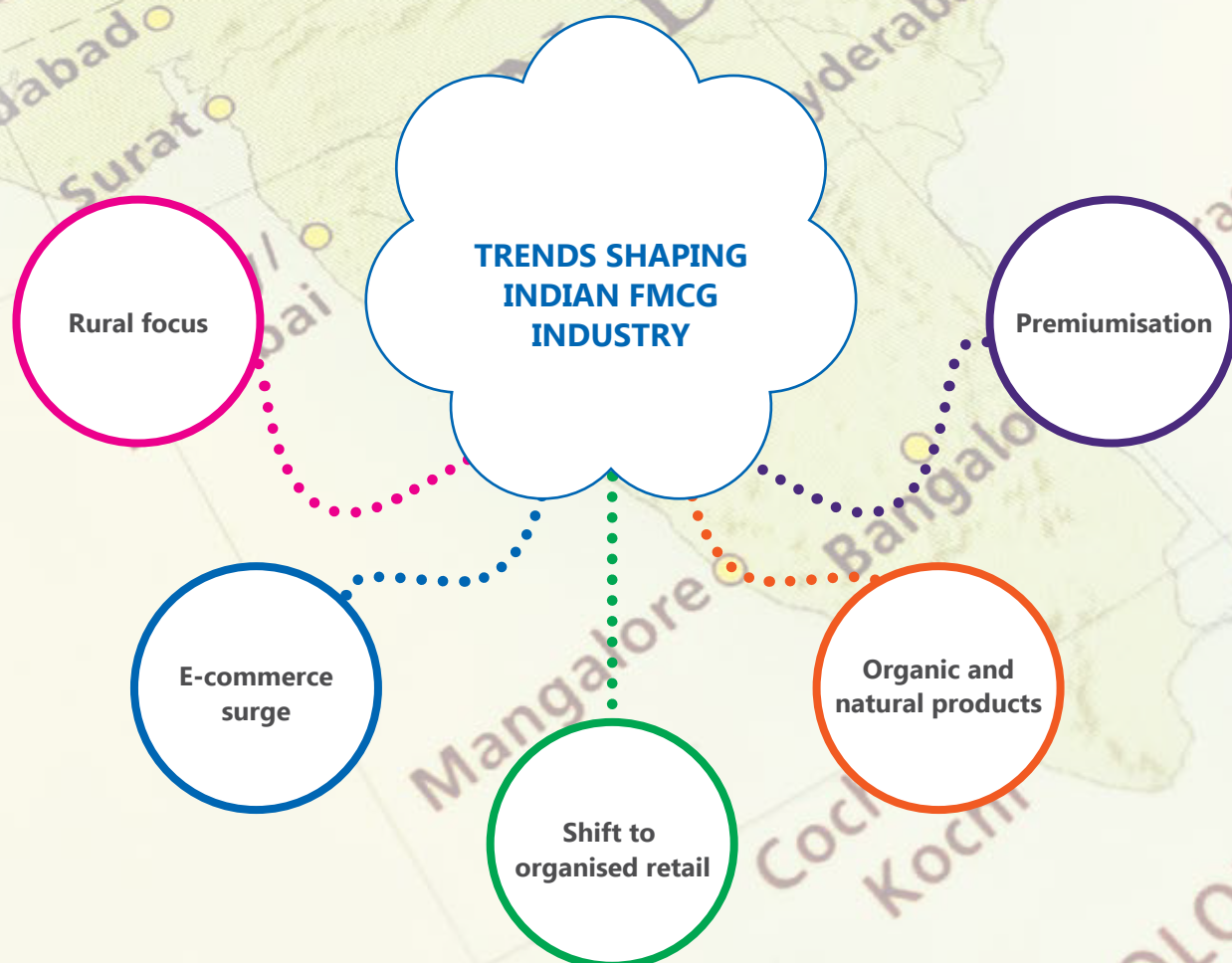
Over the last few decades, FMCG industry in India has been witnessing a period of fast-paced growth on the back of the country's robust consumption story which, despite the inevitable challenges, continues trending upwards. With strong fundamentals such as government policy measures, clearly set economic goals, and unbeatable public optimism, India's growth juggernaut may encounter the occasional speed-breaker but will continue towards its destination of becoming a USD 5 trillion economy while unfolding mega consumption opportunities.

However, this time around, the rules of the game have changed. With faster growth in rural retail, increasing preference of urban consumers for premiumisation, rising health and hygiene awareness, upsurge of modern trade and E-commerce and digitalisation becoming indispensable, the industry is witnessing exciting changes. And this calls for a fresh thinking and new approach. It will be important to revisit and rejuvenate existing business models.

## THE GREAT INDIAN CONSUMPTION STORY AND TRENDS SHAPING IT







(Note: Refer to Management Discussion and Analysis page 44 for more information on FMCG industry and trends)

## THE JYOTHY LABS TRANSFORMATION

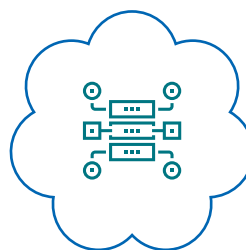
**At Jyothy Labs, we recognise the significance of transformation happening and have responded to it in a meaningful manner.**

On one hand, we are expanding our premium range to cater to the rising aspirations of urban populace and on the other, we are coming up with more value-for-money products and smaller packaging for price-conscious rural consumers. We are focussing on and ramping up production of essential and hygienic products in our portfolio keeping in mind their growing need for health and hygiene as the nation fights against COVID-19 pandemic. We are investing in new-age technologies and data analytics to enhance productivity of sales, manufacturing and other operations to empower our people, and to unleash the power of data. We are expanding physical distribution as well as building new-age partnerships to reach consumers through the channel they prefer and also ensure last-mile delivery.

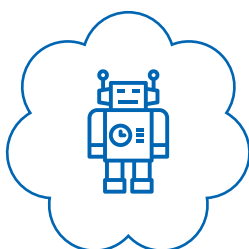
Most importantly, the rising leadership at Jyothy Labs belongs to the same generation as the millennial Indian consumers whom we want to serve and keep with us for life. With our new-age thinking aligned with that of the new-age Indian consumers, we are well positioned for the next decade of growth.

**TRANSFORMING TO STAY AHEAD OF CHANGE**

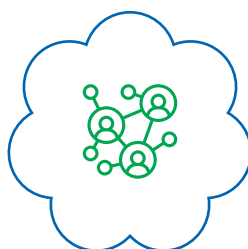
New-age leadership  
with new-age thinking



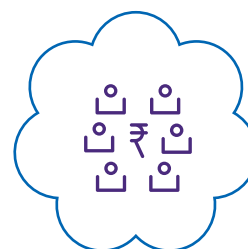
Organisation-  
wide digitisation



Focus on artificial  
intelligence, robotics  
and data analytics



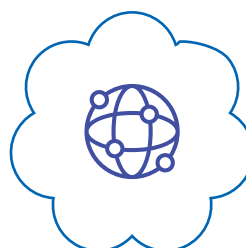
Physical network  
expansion for deeper  
penetration



New-age partnerships  
(modern trade and  
E-commerce)



Social media  
engagement



Explore global  
opportunities

# Jyothy Labs: Transforming Lives Through Innovation

**We always ask:  
How can we give them more?  
Finding answers to that question  
has been the key to our  
sustained success.**

At Jyothy Labs, we understood the power of innovation decades before the word entered the everyday Indian vocabulary. Our very first offering, Ujala Fabric Whitener, transformed the day for the Indian woman. Since then, we have innovated continuously, creating solutions even before consumers could articulate a problem, transforming their lives.





## 5 ways in which we touch consumers



### OUR POSITION

#### No. 1

In fabric whitener (Ujala Supreme) since its launch three decades back

#### No. 2

In dishwash (bar and liquid) category by value terms

#### No. 2

In mosquito repellent coil (by volume)

### ALWAYS WITHIN REACH, ALL ACROSS INDIA

#### 2.8 Million

Retail outlets stock our products

#### 0.86 Million

Retailers direct reach

#### 6,100+

Stockist/Substockist


#### +3 Million

Units of our products are sold daily


#### 27

Manufacturing plants at 23 locations


### CONTRIBUTING TO NATION – 'VOCAL FOR LOCAL'



We are made in India.  
We make in India.  
We make for India.  
We are Jyothy Labs.



We at Jyothy Labs take pride in our roots of being Indian at the core. We have been serving the Indian consumer since 1983 with top quality products which are designed to become life changing solutions. Our only pursuit since inception is to contribute in nation building. Jai Hind!

 **Jyothy Labs**  
#vocalforlocal

## Our Power Brands



### MAXO

- Maxo A-Grade Coil
- Maxo A-Grade Liquid Vaporiser
- Maxo Genius Liquid Vaporiser
- Maxo A-Grade Agarbatti



### UJALA

- Ujala Supreme
- Ujala Crisp & Shine
- Ujala Detergent



### EXO

- Exo Dishwash Bar
- Exo Green Scrubber
- Exo Dishwash Super Gel
- Exo Safai Steel Scrubber
- Exo Powder