



Jyothy labs

Our infinite aspirations

For India,
Since 1983.

Jyothy Labs Limited

(Formerly known as Jyothy Laboratories Limited)

Annual Report 2020-21

As a nation grows, so does its aspirations. The India growth story and the firing up of its aspirations, supported by a large talent pool, are among the most remarkable developments in the world over the past few decades. At Jyothy Labs, we understand the aspirations of the Indian consumer, we nurture them by providing best-in-class consumer products.



In 1982, the Government of India launched a pragmatic programme – informally referred to as 'Operation Forward' – for economic progress and support for the private sector, alongside greater efficiency measures for the public sector. In 1983, we embarked on our very own operation forward, its path illuminated by a single word: Ujala.

Our Company, which started out with five saleswomen and made daily life considerably brighter and happier for its consumers, has since then grown its revenue to ₹ 1,900 Crore in FY 2020-21. Jyothy Labs completely embodies the spirit of "Made in India, Make in India, Made for India", with 6,600+ employees (including off-role employees) and innumerable stakeholders, each of whom is a trusted and valued Jyothy family member.

Forward is the only direction we know. Our advance is guided by visionary leadership, empowered by world-class science and technology, and enriched with that vital human connect by our committed workforce. Our strategy, agility, quality, capability, and integrity have all triumphed in the year of the pandemic, translating to numbers that reinforce our understanding of Indian market and execution expertise.

The India we see today has all the tools and knowledge to surge forward and realise its potential independently. We play our role with pride in the crystallising of this new economic order by continuing to launch innovation-led solutions for our country's specific needs. To all who ask what Jyothy Labs fundamentally is, we say:

"Bharat se hain hum, Bharat jaise hum."

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A History of Meeting Aspirations with Unique Products

At Jyothy Labs, our history is filled with many moments where we have met the aspirations of a growing India with our unique products across our power brands. Our products, with their superior performance, are not just meeting the everyday needs of our consumers, they are enabling them a healthier, safer, more comfortable and happier lives.

Ujala



- **1983** – Launch of the iconic Ujala Supreme in Kerala
- **1997** – Ujala Supreme launched nationally
- **2005** – Launched post wash Ujala Crisp and Shine which gives form and shape to clothes with its unique PolyFx formula
- **2014** – Launched Ujala Detergent Powder in Kerala
- **2020** – Ujala Supreme remains a market leader in the fabric whitener segment since launch with a market share of 82.6%

Maxo



- **2000** – Launched Maxo, high performing mosquito repellent
- **2003** – Maxo awarded the 'AAA Brand Performance Award' by the All India Advertisers Association
- **2015** – Launched unique state-of-the-art Maxo Genius Liquid Vaporiser (LV) machine that automatically shifts modes depending on the timing of mosquito menace
- **2017** – Maxo Genius LV machine voted as product of the year 2017 in the insect repellents category by AC Nielsen
- **2018** – Launched Maxo A-Grade Agarbatti made from 100% natural ingredients to ensure health of consumers
- **2021** – Launched innovative Liquid Vaporiser Refill bottle that fits all machines

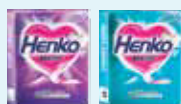


Exo



- **2000** – Launched Exo bar as India's first anti-bacterial dishwash bar featuring Cyclozan in South India
- **2010** – Created differentiation through a unique ergonomic round shape packed in a container to prevent wastage and offer superior value
- **2013** – Exo bar awarded Product of the Year
- **2019** – Launched next-generation Exo Bactoscrub Ginger that eliminates malodour by 99% due to its ginger-powered antibacterial properties
- **2020** – Launched Exo Dishwash Super Gel, a thick multi active concentrate that combines power of bar and shine of liquid and has goodness of ginger and power of Cyclozan
- **2021**
 - Launched Exo Bioh Fresh, a 100% organic vegetable and fruit cleaner
 - Launched alcohol-free Exo Disinfectant All Surface Cleaner, that offers 24-hour protection with 99.9% efficacy against the novel coronavirus, various bacteria and fungi, while giving shine to surface

Henko



- **1994** – Henko detergent launched as a premium offering - Acquired by Jyothy Labs in 2011
- **2014** – Henko Matic LINTelligent launched and created a revolution

Pril



- **1999** – Launched Pril as India's first liquid dishwash, positioned as a superior de-greasing formulation in the premium segment - Acquired by Jyothy Labs in 2011
- **2017** – Launched Pril bar in tamperproof tub
- **2019** – Launched Pril Tamarind with suspended speckles for better shine and easy grease removal

Margo



- **1920** – The original neem soap launched over 100 years ago - Acquired by Jyothy Labs in 2011
- **2019** – Launched Margo Glycerine with the goodness of 1000 neem leaves for deep cleansing and pure glycerine for moisturisation
- **2020** – Launched India's first neem paste face wash with the goodness of 1000 neem leaves
- **2021** –
 - Launched Margo Hand Wash, a natural antibacterial hand wash with the goodness of 1000 neem leaves for 99.9% germ protection
 - Launched alcohol-based Margo Hand Sanitizer infused with Neem extracts for 99.9% germ protection

T-Shine



- **2018** – Launched T-Shine, an organic toilet cleaner
- **2021** – Launched T-Shine Floor cleaner having 100% organic compounds

A History of Infinite Growth Aspirations

The rising aspirations of Indians are opening unprecedented opportunities. At Jyothy Labs, across our history we have had sharp focus on meeting these aspirations with unique products, and alongside growing sustainably. Each of our product are conceptualised after deep research and with long-term focus. This is evident in our six power brands that have grown over the years and command strong market share. As we move forward, we will continue to have sharp focus on intensifying R&D and launching better products to accelerate our growth further.

1983-87 <ul style="list-style-type: none"> Mr. M. P. Ramachandran starts Jyothy Laboratories as a proprietary concern in Kerala Ujala launched and sold house-to-house through a team of six sales people in the Trichur and Malappuram districts of Kerala Start of print and radio advertisements Graduates to a formal distribution system Venture out of Kerala into neighbouring Tamil Nadu 	1992-94 <ul style="list-style-type: none"> Commissioned Chennai factory to make Ujala and Puducherry plant (our first in a backward area utilising government incentives) 	2000 <ul style="list-style-type: none"> Revenue – ₹ 103 Crore PAT – ₹ 38 Crore 	2001 <ul style="list-style-type: none"> Growth Capital raised from marquee investors – Actis, Baring Private Equity, and CLSA
	2002 <ul style="list-style-type: none"> Acquisition of subsidiary, Sri Sai Homecare Private Limited, having a mosquito coil production facility in Hyderabad 	2007 <ul style="list-style-type: none"> Listing on NSE / BSE 	2008 <ul style="list-style-type: none"> Shifted registered office to a new building Ujala House at Andheri East, Mumbai
2009 <ul style="list-style-type: none"> Foray into service sector through new venture – Jyothy Fabricare Services Limited – to provide premium laundry services at affordable price at consumer doorstep 	2010 <ul style="list-style-type: none"> Revenue – ₹ 594 Crore PAT – ₹ 74 Crore No. of manufacturing plants: 14 Reach: 2.2 million outlets pan-India 	2011 <ul style="list-style-type: none"> Acquired controlling stake in Henkel India Limited 	2012 <ul style="list-style-type: none"> Tamil Nadu star R Madhavan signed in as brand ambassador for Maxo Crossed the milestone of ₹ 1,000 Crore in net sales
2013 <ul style="list-style-type: none"> Crossed the milestone of ₹ 100 Crore in net profit 	2014 <ul style="list-style-type: none"> Bollywood actress Shilpa Shetty signed in as brand ambassador for Exo 	2015 <ul style="list-style-type: none"> Bollywood star Madhuri Dixit was signed in as brand ambassador for Henko 	

**2017**

- SAP implementation in record time for any large organisation
- Several awards won in IT
- Tamil Nadu movie star Suriya becomes brand ambassador for Ujala Crisp & Shine

2019

- Jyothy Labs wins the prestigious IMC Ram Krishna Bajaj National Quality Award under Manufacturing sector
- Bollywood actor Raj Kumar roped in as the brand ambassador to launch the new Maxo Genius Machine

2020

- Launched with record speed multiple products – Exo Bioh Fresh, Exo Disinfectant All Surface Cleaner, Exo Bactoscrub Ginger, Margo Facewash, Margo Natural Antibacterial Handwash and Margo Sanitizer – in response to pandemic but with long-term potential

2021

- **Revenue** – ₹ 1,909 Crore
- **PAT** – ₹ 190.7 Crore
- **No. of manufacturing plants:** 23
- **Sales team:** 2,400+
- **Channel partners:** 7,200+
- **Reach:** 2.8 million outlets pan-India

Market share of key products*:

- **Ujala Fabric Whitener** – 82.6%
- **Ujala IDD (Kerala)** – 20.7%
- **Exo Bar** – 12.5%
- **Pril Liquid** – 17.4%
- **Maxo Coil** – 22.9%
- **Maxo Liquid Vaporiser** – 8.8%

* Source – AC Nielsen (CY - Calendar Year)

Geared to grow with presence in right areas

We operate in essential and daily hygiene product categories which are large and amongst the fastest growing in the FMCG space. Our robust and innovative portfolio in this segment along with pan-India distributor network provides infinite opportunities for us to grow in line with the Indian consumer evolving needs.



At Jyothy Labs, we aspire to always offer the best innovation-driven products to meet India's fast growing consumer needs.

Our essential and hygiene portfolio and market opportunities



Aspiring to Make India

Atmanirbhar

We have always translated into action the concept of national self-reliance and local progress by promoting rural development through our manufacturing operations.

In 2020, the Government at the Centre declared its intention to create 'Atmanirbhar Bharat', meaning a self-reliant India. This concept may have made headlines only in the past year, but it has long been the aim of Jyothy Labs since the beginning of our journey. Recent campaigns such as 'Vocal for Local' have spoken of ideas that form the very core of our organisational philosophy. We believe the consumers deserve the best, and that the best household consumer products can be manufactured within the country in a sustainable manner – ensuring sustainable profits, jobs, and resource management.

Alongside business growth, we have always paid attention to employment generation, especially among rural women. They are the unsung heroes of national progress, investing their entire income in the education of their children and the well-being of their families.

To make Indian villages as much a stakeholder in economic development as the cities, we have ensured that all Jyothy Labs factories are established in rural areas and that families from those areas are employed in our operations after training. Through this, we are creating not only jobs but also a whole new generation of skilled workers who can pass on their knowledge to their next

generations, strengthening the fundamentals of the Indian economy.

For the mutual benefit of our business and the community, we continue to add stockists in the rural regions – the year under review saw the addition of 500 Rural Sub-stockists, taking the total number to 5,600.

Our salespersons have their ear to the ground at all times, letting us gather insights about the aspirations of people in rural and semi-rural areas, people whose voices must be heard as clearly as of those in big cities. At the same time, we employ the best of data analytics and other technologies powered by Artificial Intelligence to ensure that our products connect with the discerning urban consumers who have a very wide choice of quality products.

We have proved our resilience during these challenging times, reaping the rewards of close relationships built over the years with all our stakeholders and our investment in the latest smart technology. Blending the strengths of tradition and digitalisation, we are now prepared for the next phase of growth – our opportunities are as limitless as the ambitions of our nation.



Jyothy Labs: Delivering Quality and Value Since 1983

We are finely attuned to the Indian consumers' desire for quality and value. It is our consumers who give us the drive to innovate, letting us into their hearts and minds. It is by listening to them that we have come up with our strongest ideas and translated those into market-disrupting Power Brands.

4 areas where we fulfil aspirations

