



Jyothy labs

Availability.
Accessibility.
Assurance.

**Just why
millions of
Indians trust
Jyothy**

Annual Report 2021-22



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For nearly 40 years, Jyothy Labs Limited (Jyothy Labs henceforth) has emerged the undisputed champion of the Indian consumer in understanding their lifestyle and its cultural underpinnings. A lifestyle characterised by the tendency to put your best self forward no matter the circumstances - to find a way to shine a light through life's many challenges.

Today, as a completely homegrown FMCG brand that caters to a variety of consumer segments across Health & Hygiene, Home & Personal Care, the brand resonates strongly with consumers due to its desire to provide modern, relevant, reliable, and cost-effective products to the people of India. Jyothy Labs has always upheld the trust of the Indian consumer by manufacturing high-quality products that are practical and always offer distinct functional value-adds. We are trusted because our products offer superior performance and enable a healthier, safer, comfortable life. Our products represent our ability and passion to think, innovate, ideate and to improve our products all the time. It is an outcome of our service commitment, an unbroken promise, an uninterrupted hope and an undaunted spirit to always deliver value to our consumer and our nation.


Time and again during the past two years of the COVID era, circumstances have called us on to prove our commitment to our consumers. The pandemic brought risks to health and well-being, triggered overall economic uncertainty and a steady

rise in inflation, impacting cash flows and consumer sentiment.

At Jyothy Labs, we navigated this period with utmost care for our consumers, ensuring business continuity and retaining an attractive price proposition, as well as supporting our people and our communities.

Our journey through it all has only further strengthened our resolve to stand by our consumers.

- By going the extra mile to expand our retail reach, we have ensured steady **availability** of our products, regardless of lockdowns
- By rapidly increasing our operational efficiencies, we have ensured that these events had a minimal impact on our product prices, ensuring our products are **accessible**
- By using the highest quality raw materials and production processes, we have been able to **assure** our consumers of the quality and consistency of our products



Ready availability. Easy accessibility. Unwavering assurance of quality. At Jyothy Labs, we do everything to ensure our consumers always have the best.

It is why millions of Indians trust Jyothy.

About Jyothy Labs

Jyothy Labs is a manufacturer and distributor of market-leading brands of FMCG household products, with a legacy of nearly 40 years of consistent growth and value creation.

OUR PURPOSE

We're built with one intent: bettering lives. And it always will be, because progress is real only when shared

OUR VISION

To create with persistence and leave the world a better place while meeting the needs of our consumers

We are present in Home care (includes Fabric wash & household cleaners) and personal care categories which contributes 50% of total Indian FMCG industry.

NUMBERS THAT MATTER FOR FY 2021-22 (Consolidated Financial)



Market cap*

₹5,400 crore



Revenue

₹2,196 crore



Direct Reach

1 Million Outlets



No. of power Brands

6



Retail reach

2.8 Million outlets pan-India



Manufacturing facilities

22



Sales force

>2,800



Channel partners of Stockists/Sub-stockists

>7,300



Products sold daily

>4.4 Million units

**As on March 31, 2022*

HENKO

- Henko Stain Care
- Henko Stain Care Bar
- Henko Matic (Top Load/Front Load)
- Henko Matic Liquid Detergent

Sirf wash nahin
care



Dishwash

EXO

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



PRIL

- Pril Liquid (Tamarind, Lime, and Kraft variants)
- Pril Bar



Personal care

MARGO

- Margo Original Neem
- Margo Glycerine
- Margo Hand Wash
- Margo Hand Sanitizer
- Margo FaceWash



Household insecticides

MAXO

- Maxo Genius Machine & Liquid Vaporiser
- Maxo Instant Action Machine & Liquid Vaporiser
- Maxo A-Grade Coil



Air care & Others

- Maya Agarbatti
- T-shine Toilet Cleaner
- T-shine Floor Cleaner



Our year at Jyothy Labs

In FY 2021-22, we braved several challenges armed with unique consumer insights and a commitment to shine. We look back on a year that witnessed unprecedented rise in input costs, amid the continuing impact of the COVID-19 pandemic.

We controlled, to a large extent, passing on of the inevitable price rise to the consumer through internal mechanisms that included better operating efficiencies. We continued to support our people and our vendors and channel partners to be able to reliably service our consumers.

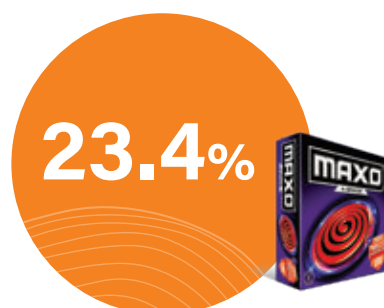
PERCENTAGE MARKET SHARE OF OUR KEY PRODUCTS



Ujala Fabric Whitener*



Ujala IDD (Kerala)*



Maxo Coil*



Maxo Liquid Vaporiser*



Exo Dishwash Bar*



Pril Liquid*

* Source – AC Nielsen (CY - Calendar Year - 2021)