

August 12, 2025

To,

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 023
BSE Code: 532926

National Stock Exchange of India Limited

Exchange Plaza, Bandra – Kurla Complex,
Bandra (E), Mumbai – 400 051
Scrip Code: JYOTHYLAB

Dear Sirs,

Sub: Copy of Presentation

With reference to the captioned subject, please find attached herewith a copy of the presentation on the Company's performance for the quarter ended June 30, 2025.

Further, the aforesaid information is also available on the website of the Company at www.jyothylabs.com.

Kindly take the above on your record and disseminate the same for the information of investors.

Thanking you,

Yours faithfully,

For Jyothy Labs Limited

Shreyas Trivedi

Head – Legal & Company Secretary

Encl.: as above

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Jyothy Labs Limited

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Jyothy Labs



CALM under challenge.
CLEAR in vision.
Q1FY26

August 12, 2025



Content Flow

- 01. Overview
- 02. Market Scenario
- 03. Result Highlights
- 04. Brand Performance & Initiatives
- 05. Way forward

OVERVIEW

- Founded in 1983 by a first-generation entrepreneur, our 'Chairman Emeritus' Mr. MP Ramachandran.
- Jyothy Labs is primarily in **Home Care** and **Personal Care segments** which constitute 50% of the Indian FMCG industry.

Our Power Brands



Key Product Categories



Fabric Care



Dish Wash



Household
Insecticides



Personal Care



Rs 2,844 crores Revenue in FY 24-25



3.6 Mn Outlets – Pan India availability



1.3 Mn Outlets Direct Reach



23 Manufacturing Plants



9,900+ Channel Partners



1 – In Fabric
Whitener since
its launch 4
decades ago



2 - Dishwash
(bar and liquid)
category, by
value terms



#2 - Mosquito
repellent coil,
by volume

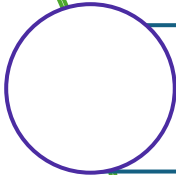
MARKET SCENARIO

- Urban demand stayed soft, while rural showed resilience; consumers stayed value-conscious amid persistent inflation
- Input cost pressures remained, with crude derivatives staying elevated despite a correction in crude oil.
- Modern, E-commerce, and Quick Commerce channels grew, but largely by shifting share from General Trade.
- Competitive intensity rose, with higher grammages, promotions coupled with LUP led growth diluted margin.

RESULT HIGHLIGHTS – Q1FY26 SNAPSHOT



Revenue at Rs 751 Crores increased by 1.4%, volumes grew by 3.6% (CAGR by value - 2 Yr 4.6%, 3 Yr 8.0%, 4 Yr 9.5%).



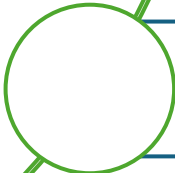
Gross Margin at 48.0% vs. 51.3% in the same period last year



A&P Spend at 58.9 Crores (7.8% of Revenue from Operation) vs Rs 61.6 Crores (8.3% of Revenue from operation) in the same period last year



Operating EBITDA at 16.5% (Rs 124.2 Crores) vs 18.0% (Rs 133.6 Crores) in the same period last year



PAT at Rs 96.8 Crores as against Rs 101.8 Crores, in the same period last year

PERFORMANCE ACROSS CATEGORIES



	Growth (%)			
Q1FY26	3.3%	0.1%	0.7%	-9.7%
Q1FY26 (2Y CAGR)	6.0%	3.5%	5.7%	-4.0%
Q1FY26 (3Y CAGR)	9.9%	5.8%	10.6%	0.5%
Q1FY26 (4Y CAGR)	16.5%	6.8%	8.4%	-10.8%

SNAPSHOT OF COMPANY'S PERFORMANCE

Rs in crores

PARTICULAR/GROWTH	QUARTER ENDED		
	CY	PY	% CHANGE
REVENUE FROM OPERATIONS	751	741	1.4%
OPERATING EBITDA	124.2	133.6	-7.1%
PAT	96.8	101.8	-4.9%

Financial Parameters

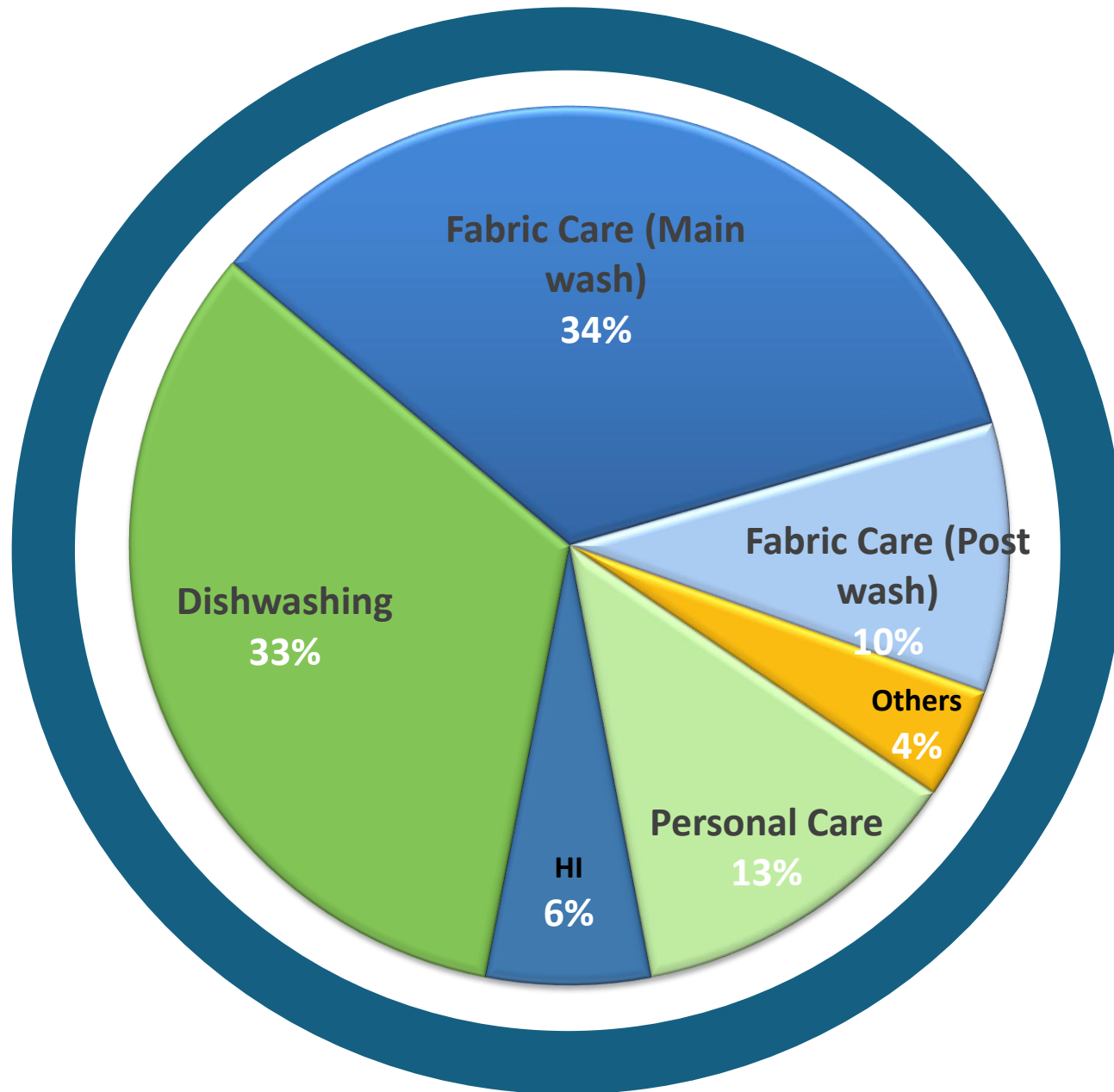
PARTICULAR/GROWTH	QUARTER ENDED	
	CY	PY
GROSS MARGIN	48.0%	51.3%
OPERATING EBITDA MARGIN	16.5%	18.0%
PAT MARGIN	12.9%	13.7%
A&P TO REVENUE RATIO	7.8%	8.3%

EBITDA MOVEMENT

PARTICULARS	Q1
EBITDA % - PREVIOUS QUARTER	18.0%
GROSS MARGIN	-3.3%
EMPLOYEE COST	-
ADVERTISEMENT & SALES PROMOTION	0.5%
OTHER EXPENDITURE	1.3%
EBITDA % - CURRENT QUARTER	16.5%



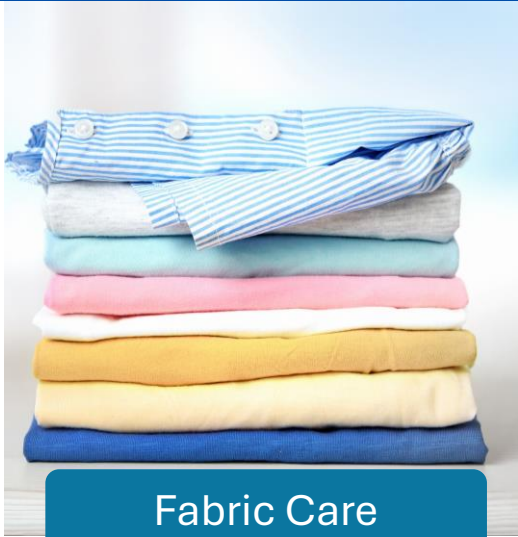
BRAND PERFORMANCE & INITIATIVES



Q1 FY 2026

Category Wise Business Share

CATEGORY APPROACH FOR FY26



FY26 Approach

Lead innovation in post-wash while sustaining value in detergents. Expand our detergent portfolio across price tiers to deliver superior performance and strengthen category presence.

Drive innovation and expand our dishwash portfolio to strengthen brand equity, deliver superior value, and grow market share across formats and price points..

Build on our innovation-led strength to expand into consumer-relevant formats, enhance category presence, and ensure sustainable, value-driven growth in Household Insecticides.

Leverage Margo's 100+ year neem heritage to expand into new personal care formats. Drive innovation and distribution expansion to build a strong presence in the category.

FABRIC CARE



Post Wash:

- Ujala Supreme: Continued TV and digital campaigns with Vidya Balan to drive trials and expand category reach.
- Ujala Crisp & Shine: Sustained ATL campaign featuring Nayanthara and ongoing sampling to drive category adoption in key markets.
- Ujala Young & Fresh: Focused multimedia rollout.

Detergents:

- Ujala Detergent: Continued ATL campaigns with Manju Warrier across powder and liquid formats, with greater focus on driving adoption of Ujala Liquid
- Henko: Highlighted superior value across channels; continued sampling with special focus on e-commerce.
- Morelight & Mr. White: Accelerated liquid detergent play with on-ground activations tapping rising adoption trends.

DISHWASHING: EXO AND PRIL



Exo:

- Sharpened focus on driving market share through Low Unit Packs across geographies. Continued to strengthen the brand's Anti-Bacterial Promise with robust ATL and digital campaigns featuring Shilpa Shetty, complemented by on-ground activations.

Pril:

- Maintained competitiveness across channels on large refill packs through compelling value offers. Continued to build brand salience through high-impact TV and digital campaigns featuring Genelia and Ritesh. Sampling and other trial-driving initiatives supported growth.

PERSONAL CARE



Margo National TV campaign featuring Raashii khanna

- Executed a sustained national multimedia campaign featuring Raashii Khanna, reinforcing the equity of “Ek Achhi Aadat” and Margo’s trusted natural neem positioning. The campaign was complemented by promotional packs and on-ground activations to drive trials and widen reach.
- Portfolio Focus: Sharpened focus on both Margo Original Neem and the new Margo Neem Naturals; strengthening core equity while expanding the franchise. Efforts aimed at enhancing visibility and contribution.

HOUSEHOLD INSECTICIDE: MAXO



- Continued the multimedia campaign featuring Kareena Kapoor, highlighting the unique automatic dispensing feature of the Maxo Genius machine. Parallely, intensified focus on new format launches like Mosquito Aerosols and Anti-Mosquito Racquets, with current efforts centered on scaling distribution to build presence and leverage Maxo's strong equity across formats.



Maxo Genius TVC featuring Kareena Kapoor



Maxo Aerosol New SKU Launch

OTHER MARKETING INITIATIVES SNAPSHOT



Ujala Supreme TVC featuring Vidya Balan



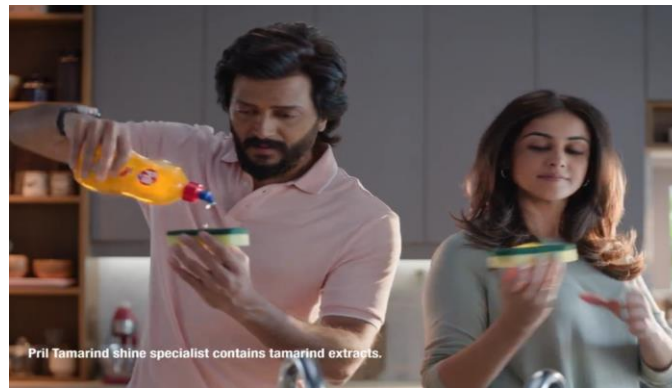
Ujala Detergent TVC featuring Manju Warriar



Ujala Crisp & Shine TVC featuring Nayanthara

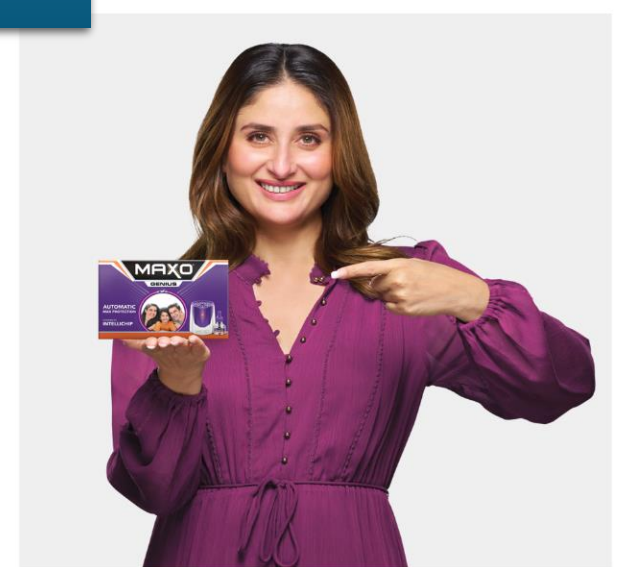


Exo & Pril TV Campaign





The confidence of Celebrities on Jyothy Brands!

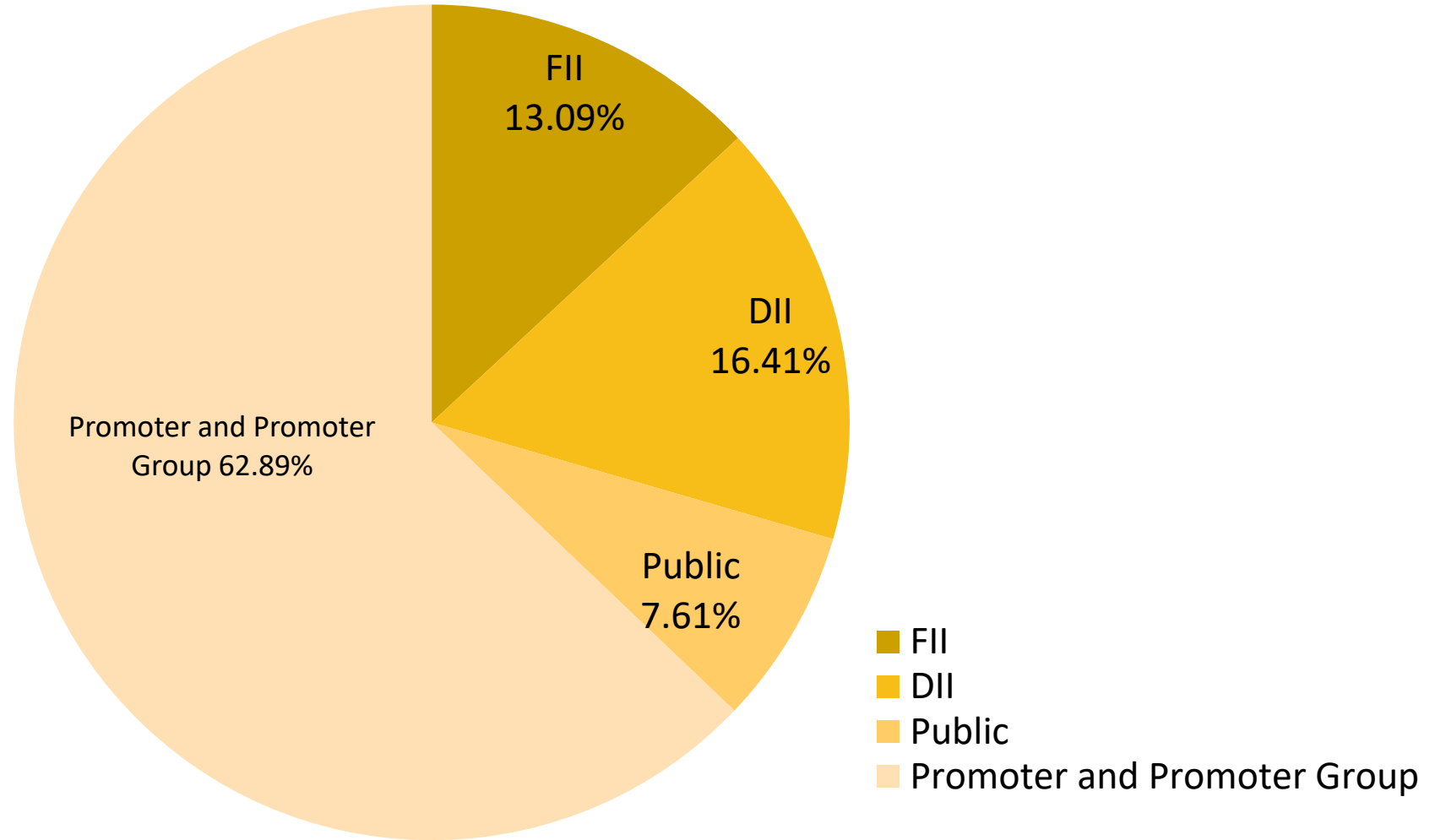


WAY FORWARD

- Demand expected to recover gradually from Q3.
- New launches to accelerate growth, strengthen category play and relevance.
- Channel shifts driving recalibration of packs, pricing, and route-to-market strategies.
- Sustained brand investment to drive recall, reach, and long-term equity.
- Focus on agility and execution to navigate volatility and deliver profitable growth.

SHAREHOLDING PATTERN

As on 30 June 2025



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THANK YOU

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