

Jyothy Laboratories

←→

Bloomberg	JYL IN
Equity Shares (m)	367
M.Cap.(INRb)/(USDb)	161.9 / 1.9
52-Week Range (INR)	554 / 200
1, 6, 12 Rel. Per (%)	3/-17/89
12M Avg Val (INR M)	521

Financials & Valuations (INR b)

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Y/E March	2024	2025E	2026E
Net Sales	27.6	30.3	33.4
Sales Gr. (%)	10.9	10.0	10.1
EBITDA	4.8	5.3	6.0
EBITDA Margins (%)	17.4	17.6	17.8
Adj PAT	3.6	4.0	4.5
Adj. EPS (INR)	9.8	10.9	12.2
EPS Gr. (%)	54.8	11.0	11.9
BV/Sh (INR)	49.2	52.0	57.6
Ratios			_
RoE (%)	21.5	21.5	22.2
RoCE (%)	21.1	21.1	22.5
Payout (%)	43.2	60.0	53.6
Valuation			_
P/E (x)	45.4	40.9	36.5
P/BV (x)	9.0	8.6	7.7
EV/EBITDA	33.5	29.7	26.2
Div. Yield (%)	0.8	1.2	1.2

Shareholding pattern (%)

FII Includes depository receipts

As On	Mar-24	Dec-23	Mar-23
Promoter	62.9	62.9	62.9
DII	13.3	13.9	16.8
FII	16.4	14.7	13.8
Others	7.4	8.6	6.5

CMP: INR441 TP: INR475 (+8%) Neutral

Performance below estimates; focus on volume-driven growth

- Jyothy Laboratories (JYL) reported lower-than-expected revenue and margin in 4QFY24. Revenue grew 7% YoY to INR6.6b, led by 7% volume growth. In FY24, JYL delivered 11%/9% YoY revenue/volume growth.
- Fabric care sustained double-digit growth (10%); JYL focused on value in main-wash and expanded into new territories for the post-wash category. Dishwash growth was slow at 6%; the company focused on driving growth through LUPs. HI declined 10% YoY due to seasonality. Personal care remained the growth driver, clocking 18% YoY growth, led by Margo.
- Gross margin (GM) was up 380bp YoY to 49.5%, of which 160bp was reinvested in A&P (up 30% YoY in 4Q; up 31% in FY24). EBITDA margin improved moderately by 160bp YoY to 16.4% (470bp expansion in FY24).
- We model a 10%/11% revenue/EBITDA CAGR over FY24-26E. With a stable RM basket, we expect the EBITDA margin to sustain at 17-18%.
- We believe a large part of the GM-led earnings growth seen in FY24 will be normalized in FY25. From here on, market share gains and the success of new launches will be critical for JYL's earnings growth. Due to its expensive valuations, we reiterate our Neutral rating on the stock with a TP of INR475 (premised on 40x FY26E P/E).

Miss on growth and margins

- Muted sales growth: JYL registered net sales growth of 7% YoY to INR6.6b (est. INR6.8b). Fabric Care/Dishwashing/Personal Care grew 10%/6%/18% YoY to INR2.8b/INR2.2b/INR0.6b revenue, while HI declined 10% YoY to INR0.7b in 4QFY24. The four-year CAGR for Fabric Care stood at 16%, Dishwash was at 15%, HI at 3%, and Personal Care was 20%.
- Miss on EBITDA margins: GM expanded ~380bp YoY to 49.5% (est. 49.2). However, as a percentage of sales, an increase in staff costs (+50bp YoY to 11%), and ad spending (+160bp YoY to 9%), as well as other expenses (+13% YoY), restricted EBITDA margin expansion to 160bp YoY (contracted 110bp QoQ) to 16.4% (est. 17.1%).
- Segmental profitability: EBIT margins in the Fabric Care/Dishwashing segments expanded 350bp/50bp to 23.0%/18.0%. Personal Care and Household Insecticides' EBIT margins contracted 920bp/480bp YoY to 8.5%/(10.4%) during the quarter.
- APAT rose 32% YoY on higher other income: EBITDA grew 19% YoY to INR1,084m (est. of INR1,170m). PBT increased 31% YoY to INR1,072m (est. INR1,143m). Adj. PAT grew 32% YoY to INR781m (est. INR851m).
- In FY24, JYL's net sales/EBITDA/Adj. PAT increased 11%/52%/55%.

Highlights from the management commentary

Management expects an acceleration in volume growth driven by a good monsoon, government welfare measures, and easing inflation. The demand recovery is anticipated in rural India.

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- In FY24, JYL delivered 9% volume growth. The company remained focused on volume-driven growth rather than margin expansion. Thus, reinvestment spending will remain high.
- Direct distribution reached 1.2m outlets in FY24 (vs. 1.1m in FY23) and JYL will aim to add more than 100-112k outlets in FY25.
- Capex will be INR400-500m in FY25; it will be used for media spending on the development of new categories.

Valuation and view

- There are no material changes to our EPS estimates for FY25 and FY26.
- We reiterate our Neutral rating with a TP of INR475 (based on 40x FY26E P/E) as JYL's product portfolio is in the highly-penetrated categories, limiting future volume growth to single digit. JYL's margin expansion beyond 17-18% is also constrained by its focus on mass and rural segments. Therefore, we believe its growth potential is adequately priced-in at its current valuation.

Consolidated Quarterly Performance (INR								(INR m)				
V/F March		FY2	23			FY2	24		FY23	FY24	FY24	Var.
Y/E March	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q			4QE	(%)
Net Sales	5,972	6,592	6,127	6,170	6,871	7,323	6,775	6,600	24,860	27,569	6,837	-3.5
YoY change (%)	14.4	14.0	15.9	13.0	15.1	11.1	10.6	7.0	13.2	10.9	10.8	
Gross Profit	2,380	2,670	2,640	2,821	3,289	3,604	3,371	3,267	10,511	13,531	3,361	-2.8
Margins (%)	39.9	40.5	43.1	45.7	47.9	49.2	49.8	49.5	42.3	49.1	49.2	0.7
EBITDA	599	804	844	913	1,174	1,354	1,186	1,084	3,159	4,798	1,170	-7.4
EBITDA growth %	-7.9	19.9	39.4	59.4	96.2	68.3	40.6	18.7	26.4	51.9	28.2	
Margins (%)	10.0	12.2	13.8	14.8	17.1	18.5	17.5	16.4	12.7	17.4	17.1	
Depreciation	130	130	122	119	120	123	128	129	501	500	134	
Interest	33	35	32	31	11	12	12	13	131	47	10	
Other Income	44	53	153	57	79	132	106	130	395	447	117	
PBT	479	693	842	819	1,123	1,351	1,152	1,072	2,922	4,698	1,143	-6.2
Tax	90	109	169	227	250	311	243	291	595	1,095	292	
Rate (%)	18.8	15.8	20.0	27.7	22.3	23.0	21.1	27.1	19.9	23.3	25.6	
Adjusted PAT	389	584	674	593	873	1,040	909	781	2,327	3,603	851	-8.2
YoY change (%)	-2.9	38.5	90.4	78.0	124.1	78.2	34.9	31.9	54.2	54.8	43.6	

E: MOFSL Estimates

Key Performance Indicators

V/E Manah		FY23						
Y/E March	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
2Y average growth %								
Sales	18.1	14.9	14.3	12.5	14.7	12.5	13.2	10.0
EBITDA	-12.4	-2.3	7.6	20.7	44.1	44.1	40.0	39.0
PAT	-11.7	4.0	29.1	22.0	60.6	58.4	62.6	54.9
% sales								
COGS	60.1	59.5	56.9	54.3	52.1	50.8	50.2	50.5
Other expenditure	29.8	28.3	29.3	30.9	30.8	30.7	32.3	33.1
Depreciation	2.2	2.0	2.0	1.9	1.7	1.7	1.9	1.9
YoY change %								
COGS	21.0	12.5	11.9	4.8	-0.3	-5.2	-2.4	-0.5
Other expenditure	11.4	14.8	14.9	12.9	18.7	20.6	21.6	14.4
Other income	-8.9	1.9	259.1	2.7	80.0	147.8	-30.6	127.5
EBIT	5.4	44.9	82.6	122.0	125.2	82.6	46.5	20.4

E: MOFSL Estimates



Highlights from the management commentary

Performance and outlook

- Management expects an acceleration in volume growth driven by a good monsoon, government welfare measures, and easing inflation.
- The demand recovery is anticipated in rural India.
- JYL has gained market share across its brands.
- It has a continued focus on enhancing direct distribution, higher allocation of resources towards brand building initiatives, and new product launches.
- Direct distribution reached 1.2m outlets in FY24 (vs. 1.1m in FY23) and JYL will aim to add more than 100-112k outlets in FY25.
- The growth was primarily led by 7.2% YoY volume growth in 4QFY24. In FY24, it delivered 9% volume growth. JYL focused more on volume-driven growth.
- South market contributed 38-40% of overall sales.

Costs and margins

- A&P spending increased 30% YoY in 4QFY24 and constituted 9.1% of sales. In FY24, it increased 31% YoY and comprised 8.3% of sales. Management will maintain 8-9% going forward.
- It maintains its EBITDA guidance of 16-17% in FY25.
- ETR will be in the range of 20-23% in FY25.

Segmental details

Fabric Care

- It delivered 10% sales growth in 4QFY24 and 13% in FY24.
- Segment seen healthy growth by maintaining a sharp focus on delivering value in main wash detergents and expanding into new territories for post-wash products.
- Distribution helps in faster growth and expansion across product categories.
- Liquid detergents (Ujala, Henko) has small contribution in the category however, it is growing well.
- Liquid detergents is growing more on modern trade, urban areas and in south market.

Dishwashing

- It delivered 6% sales growth in 4QFY24 and 8% in FY24.
- JYL will continue to enhance the brand equity by driving LUP's, enhanced digital awareness, ground activations to strengthen their position.
- It maintained its market share in the category. It is growing in line with the dishwash category growth.
- Market share in the East has increased to double digits.

Household Insecticides

- The sales declined 9.8% YoY due to seasonality impacting the demand. Winter season in the north (core market) affects the growth.
- Focus on strengthening liquid portfolio by focusing on continued brand investment emphasizing the unique automatic feature of the Maxo machine.
- Maxo Coil and liquid vaporizer market share stood at 23.8% and 8.3% respectively in FY24.
- JYL aims to generate profit from the category in FY25.

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Personal Care

- It delivered 18% sales growth in 4QFY24 and 21% in FY24.
- Neem-based Margo Soap with its natural benefits proposition delivered a robust performance.
- Strengthening the brand equity of Margo to venture into new formats and categories.

Other points

- JYL launched an improved distribution management system across its distribution network.
- Capex will be INR400-500m in FY25; it will be used for media spending on the development of new categories.

Key exhibits

Exhibit 1: Consolidated quarterly performance

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Sales (INR m)	1QFY23	2QFY23	3QFY23	4QFY23	1QFY24	2QFY24	3QFY24	4QFY24
Fabric Care	2,511	2,862	2,635	2,553	2,966	3,166	2,948	2,811
Dishwashing	2,093	2,279	2,213	2,062	2,315	2,507	2,361	2,183
Household Insecticides	448	435	434	800	494	450	457	722
Personal Care	694	733	591	524	841	896	723	618
Other Products	225	284	253	230	256	304	286	266
Total	5,972	6,592	6,127	6,170	6,871	7,323	6,775	6,600
Sales salience (%)								
Fabric Care	42	43	43	41	43	43	44	43
Dishwashing	35	35	36	33	34	34	35	33
Household Insecticides	8	7	7	13	7	6	7	11
Personal Care	12	11	10	8	12	12	11	9
Other Products	4	4	4	4	4	4	4	4
Total	100	100	100	100	100	100	100	100
Sales growth (%)								
Fabric Care	39	34	26	20	18	11	12	10
Dishwashing	10	6	10	9	11	10	7	6
Household Insecticides	(38)	(31)	(16)	1	10	3	5	(10)
Personal Care	2	11	12	12	21	22	22	18
Other Products	68	7	4	26	14	7	13	16
Total	14	13	14	13	15	11	11	7
EBIT (INR m)								
Fabric Care	308	433	485	499	656	828	744	647
Dishwashing	275	352	338	361	463	523	425	393
Household Insecticides	(45)	(79)	(69)	(9)	(94)	(79)	(93)	(75)
Personal Care	25	74	90	70	153	98	93	52
Other Products	(10)	(15)	(15)	(8)	5	1	15	(3)
Total	554	765	830	912	1,184	1,370	1,183	1,014
EBIT salience (%)								
Fabric Care	56	57	58	55	55	60	63	64
Dishwashing	50	46	41	40	39	38	36	39
Household Insecticides	(8)	(10)	(8)	(1)	(8)	(6)	(8)	(7)
Personal Care	4	10	11	8	13	7	8	5
Other Products	(2)	(2)	(2)	(1)	0	0	1	(0)
Total	100	100	100	100	100	100	100	100
EBIT margin (%)								
Fabric Care	12.3	15.1	18.4	19.5	22.1	26.1	25.2	23.0
Dishwashing	13.2	15.4	15.3	17.5	20.0	20.9	18.0	18.0
Household Insecticides	(10.0)	(18.2)	(15.9)	(1.2)	(19.0)	(17.6)	(20.4)	(10.4)
Personal Care	3.6	10.1	15.3	13.3	18.2	10.9	12.9	8.5
Other Products	(4.4)	(5.3)	(6.1)	(3.5)	1.9	0.2	5.3	(1.1)
Total	9.3	11.6	13.5	14.8	17.2	18.7	17.5	15.4

Source: Company, MOFSL

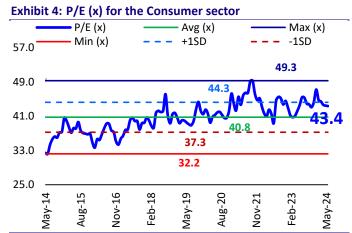
Valuation and view

- There are no material changes to our EPS estimates for FY25 and FY26.
- We reiterate our Neutral rating with a TP of INR475 (based on 40x FY26E P/E) as JYL's product portfolio is in the highly-penetrated categories, limiting future volume growth to single digit. JYL's margin expansion beyond 17-18% is also constrained by its focus on mass and rural segments. Therefore, we believe its growth potential is adequately priced-in at its current valuation.

Exhibit 2: No material changes to our estimation for FY25/FY26

	Ne	ew	0	ld	Chan	ge (%)
	FY24E	FY25E	FY24E	FY25E	FY24E	FY25E
Sales	30,319	33,366	30,457	33,315	-0.5	0.2
EBITDA	5,323	5,951	5,311	5,849	0.2	1.7
PAT	3,999	4,476	4,022	4,458	-0.6	0.4





Source: Company, MOFSL Source: Company, MOFSL

Financials and valuations

Consolidated - Income Statement

								(,
Y/E March	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
Total Income from Operations	18,136	17,112	19,091	21,965	24,860	27,569	30,319	33,366
Change (%)	8.4	-5.6	11.6	15.1	13.2	10.9	10.0	10.1
Gross Profit	8,429	8,103	8,987	9,135	10,511	13,531	14,644	16,182
Margin (%)	46.5	47.4	47.1	41.6	42.3	49.1	48.3	48.5
Personnel Expenses	2,076	2,193	2,325	2,475	2,644	3,005	3,365	3,670
% of Sales	11.4	12.8	12.2	11.3	10.6	10.9	11.1	11.0
Other Expenses	3,542	3,398	3,517	4,178	4,709	5,728	5,956	6,561
% of Sales	19.5	19.9	18.4	19.0	18.9	20.8	19.6	19.7
Total Expenditure	15,325	14,601	15,946	19,483	21,702	22,771	24,996	27,415
% of Sales	84.5	85.3	83.5	88.7	87.3	82.6	82.4	82.2
EBITDA	2,811	2,511	3,145	2,482	3,159	4,798	5,323	5,951
Margin (%)	15.5	14.7	16.5	11.3	12.7	17.4	17.6	17.8
Depreciation	306	529	556	582	501	500	535	572
EBIT	2,505	1,982	2,589	1,901	2,657	4,298	4,788	5,379
Int. and Finance Charges	352	329	192	118	131	47	52	55
Other Income	278	203	185	187	395	447	479	512
PBT after EO Exp.	2,430	1,818	2,346	1,969	2,992	4,788	5,215	5,836
Current Tax	454	189	440	378	595	1,095	1,216	1,361
Tax Rate (%)	18.7	10.4	18.7	19.2	19.9	22.9	23.3	23.3
Reported PAT	2,051	1,706	1,994	1,620	2,397	3,695	3,999	4,476
Adjusted PAT	1,976	1,667	2,142	1,591	2,327	3,603	3,999	4,476
Change (%)	10.5	-15.6	28.5	-25.7	46.2	54.8	11.0	11.9
Margin (%)	10.9	9.7	11.2	7.2	9.4	13.1	13.2	13.4
Consolidated - Balance Sheet Y/E March	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	(INR m) FY26E
Equity Share Capital	367	367	367	367	367	367	367	367
Total Reserves	12,898	11,919	13,918	14,068	15,123	17,716	18,710	20,787
Net Worth	13,265	12,286	14,286	14,435	15,123	18,083	19,077	21,154
Minority Interest	-215	-291	-379	-407	21	19	19	19
Deferred Liabilities	-928	-1,027	-962	-907	-845	-594	-594	-594
Total Loans	2,809	2,830	1,169	1,265	0 + 3	1,062	0	0
Capital Employed	14,932	13,798	14,114	14,387	14,665	18,570	18,502	20,578
Gross Block	12,046	13,050	13,556	13,764	14,125	13,715	14,215	14,415
Less: Accum. Deprn.	1,040	1,558	2,089	2,546	2,962	2,462	2,997	3,569
Net Fixed Assets	11,006	11,492	11,467	11,218	11,163	11,253	11,218	10,846
Capital WIP	143	245	101	76	155	134	123	123
Total Investments	1,044	0	0	0	0	1,915	0	0
Curr. Assets, Loans&Adv.	6,301	5,598	7,029	8,027	8,454	10,108	13,450	16,859
Inventory	1,974	2,251	2,786	2,972	3,019	2,835	4,245	4,671
Account Receivables	1,534	1,224	944	1,431	1,378	2,014	1,516	1,668
Cash and Bank Balance	964	289	1,938	2,112	2,835	1,661	4,837	7,380
Loans and Advances & Others	1,830	1,834	1,361	1,512	1,222	3,599	2,853	3,140
Curr. Liability & Prov.	3,563	3,537	4,483	4,933	5,107	4,840	6,289	7,250
Account Payables	2,134	1,450	2,143	2,364	2,143	2,761	3,032	3,337
Other Current Liabilities	715							
Provisions	715	1,299 788	1,520	1,767 802	2,037 927	1,756 324	2,196	2,745
Net Current Assets			820				1,061	1,168
	2,738	2,061	2,546	3,093	3,347	5,268	7,161	9,609
Appl. of Funds	14,932	13,798	14,114	14,387	14,665	18,570	18,502	20,578

E: MOFSL Estimates

(INR m)

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Financials and valuations

Ratios								
Y/E March	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
Basic (INR)								
EPS	5.4	4.5	5.8	4.3	6.3	9.8	10.9	12.2
Cash EPS	6.2	6.0	7.3	5.9	7.7	11.2	12.3	13.7
BV/Share	36.1	33.5	38.9	39.3	42.2	49.2	52.0	57.6
DPS	6.0	0.0	4.0	2.5	3.0	3.5	5.4	5.4
Payout (%)	134	0	83	70	57	43	60	54
Valuation (x)								
P/E	82.7	98.0	76.3	102.7	70.2	45.4	40.9	36.5
Cash P/E	71.6	74.4	60.6	75.2	57.8	39.8	36.0	32.4
P/BV	12.3	13.3	11.4	11.3	10.5	9.0	8.6	7.7
EV/Sales	9.1	9.7	8.5	7.4	6.5	5.8	5.2	4.7
EV/EBITDA	58.4	66.1	51.7	65.5	50.8	33.5	29.8	26.2
Dividend Yield (%)	1.3	0.0	0.9	0.6	0.7	0.8	1.2	1.2
FCF per share	7.2	3.5	10.3	4.9	8.6	2.7	13.3	12.2
Return Ratios (%)								
RoE	16.0	13.0	16.1	11.1	15.6	21.5	21.5	22.2
RoCE	13.7	12.6	14.7	10.8	15.7	21.1	21.1	22.5
RoIC	15.7	13.6	16.6	12.7	17.8	25.0	25.9	31.0
Working Capital Ratios								
Asset Turnover (x)	1.2	1.2	1.4	1.5	1.7	1.5	1.6	1.6
Inventory (Days)	39.7	48.0	53.3	49.4	44.3	37.5	51.1	51.1
Debtor (Days)	30.9	26.1	18.0	23.8	20.2	26.7	18.3	18.3
Creditor (Days)	80.2	58.7	77.4	67.3	54.5	71.8	70.6	70.9
Working Cap. Turnover (Days)	35.7	37.8	11.6	16.3	7.5	47.8	28.0	24.4
Leverage Ratio (x)								
Current Ratio	1.8	1.6	1.6	1.6	1.7	2.1	2.1	2.3
Interest Cover Ratio	7	6	13	16	20	91	92	98
Debt/Equity	0.2	0.2	0.1	0.1	0.0	0.1	0.0	0.0
Consolidated - Cash Flow Statement								(INR m)
Y/E March	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY25E
OP/(Loss) before Tax	2,430	1,815	2,346	1,969	2,992	4,698	5,215	5,836
Depreciation	306	529	556	582	501	500	535	572
Interest & Finance Charges	314	304	161	82	54	47	52	55
Other income	-25	-21	232	-36	-197	-507	-479	-512
Direct Taxes Paid	-418	-386	-327	-313	-567	-1,095	-1,216	-1,361
(Inc)/Dec in WC	409	-527	1,055	-259	502	-3,095	1,283	95
CF from Operations	3,016	1,715	4,022	2,025	3,286	547	5,390	4,685
CF from Operating incl EO	3,016	1,715	4,022	2,025	3,286	547	5,390	4,685
(inc)/dec in FA	-383	-415	-257	-214	-122	432	-489	-200
(Pur)/Sale of Investments	112	1,061	0	0	0	-1,915	1,915	0
Others	37	4	45	29	65	303	-127	512
CF from Investments	-234	650	-212	-185	-57	-1,181	1,299	312
Issue of Shares	4	0	0	0	0	0	0	0
(Inc)/Dec in Debt	-610	41	-1,669	100	-1,250	1,062	-1,062	0
Interest Paid	-342	-212	-281	-74	-104	-47	-52	-55
Dividend Paid	-182	-2,656	0	-1,469	-918	-1,555	-2,399	-2,399
Others	-2,055	-211	-212	-224	-235	0	0	0
CF from Fin. Activity	-3,185	-3,039	-2,161	-1,667	-2,507	-540	-3,513	-2,454
Inc/Dec of Cash	-403	-674	1,649	174	723	-1,174	3,176	2,543
Opening Balance	1,367	964	289	1,938	2,112	2,835	1,661	4,837
Closing Balance	964	289	1,938	2,112	2,835	1,661	4,837	7,380
								L Estimates

E: MOFSL Estimates

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NOTES

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Explanation of Investment Rating							
Investment Rating	Expected return (over 12-month)						
BUY	>=15%						
SELL	<-10%						
NEUTRAL	< - 10 % to 15%						
UNDER REVIEW	Rating may undergo a change						
NOT RATED	We have forward looking estimates for the stock but we refrain from assigning recommendation						

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