

## Message from the Chairman Emeritus



**I am confident that both Ms. M R Jyothy, Managing Director and Shri Lakshminarayanan, as the Chairman will lead the organisation to greater heights. I wish them success in the new journey.**



Dear Shareholders,

All of you are aware, me and all the Board members had thoroughly assessed the capability of Ms. M R Jyothy, my daughter, to lead the organisation JLL towards faster growth for the future. She, who was heading the marketing department as Chief Marketing Officer for more than one and a half decade, is appointed as Managing Director of your Company effective from April 1, 2020.

Shri R Lakshminarayanan, who has immense insights in the FMCG sector is being chosen as the Chairman and appointed by the Board effective from April 1, 2020.

I am confident that both Ms. M R Jyothy, Managing Director and Shri Lakshminarayanan, as the Chairman will lead the organisation to greater heights. I wish them success in the new journey.

Myself, embracing the new role, as Chairman Emeritus, with my vast experience of 50 years, shall be a force of guidance and inspiration for your Company in the days to come. I take this opportunity to thank each of our shareholders, investors, business associates and my colleagues in every discipline.

All of you will appreciate the kind of company that we have built in these years. Jyothy brand has been all about trust, transparency, ethical practices and deep

relationships. More importantly, Jyothy Labs brand has always been about addressing the everyday changing needs of consumers with unique and affordable products.

I feel proud to say that, as we live with COVID-19, our products falling under the essential and hygiene category have proved beneficial to the consumers. Our fabric care products are ensuring clean clothes, dishwash products are ensuring clean utensils and household insecticide products are safeguarding from vector illness. It gives me immense satisfaction to be a part of the company which has great relevance. I am also happy to share with you the commendable job done by our talented team in perfecting a neem-based handwash and hand sanitiser infused with neem, with such speed in this hour of need. Given renewed focus on hygiene, there exists a vast opportunity to our Company to serve the consumers.

I once again thank all our stakeholders for their support and guidance. We, as a family, have together built this Company. I am sure that we will continue to be associated and reach greater milestones.

Warm regards,

**M. P. Ramachandran**

Chairman Emeritus

# Message from the Chairman



**The FMCG sector has been relatively less impacted as most of the products are daily essentials, especially in the case of Jyothy Labs.**



Dear Shareholders,

I consider it a rare privilege to have been nominated as the first non-executive Chairman of your Company, and in that capacity, to present to you our Annual Report for 2019-20. I have been closely associated with Jyothy Labs as an Independent Director since 2012 and have always admired their philosophy of valuing people and relationships. I have seen how this results in deeply passionate people who are dedicated to delivering consumer delight in everything they do.

In my professional career of 40 years, 2019-20 was one of the most challenging the world has ever seen. The outbreak of COVID-19 and eventual lockdown have brought a new order to the world. Its social and economic implications are going to be felt for a long time. I offer my deepest sympathies to everyone who has been affected by it and hope that all of us come out of it safe.

The FMCG sector has been relatively less impacted as most of the products are daily essentials, especially in the case of Jyothy Labs. Our core portfolio of soaps, detergents, insecticides and dishwash continues to enjoy buoyant demand. In addition, having plants spread across 23 locations gave us a significant competitive advantage in overcoming the supply chain disruptions.

Through last year, while the urban economy was somewhat stable, the rural markets were weak due to the economic slowdown. This, along with the lockdown due to COVID-19 in the crucial month of March in which demand for soaps and insecticides peak, did impact our sales.

At the same time, I think our ability to respond to the disruption has been noteworthy. Our leadership team, led by the Managing Director M. R. Jyothy, has done a commendable job in terms of launching new products, tapping alternate distribution channels and rolling out digital initiatives. It demonstrates the agility and flexibility with which we respond to the demands of consumers and our trade partners.

I am happy to confirm that, at the time of writing, most of our manufacturing units are back to pre-COVID-19 level. As an Indian Company, it is also a matter of pride for us to support the Prime Minister's 'Vocal for Local' call. We will play our part, through every avenue possible, to help the Nation cope with the crisis more effectively and more humanely.

While the current scenario is challenging, I am confident that, we as a nation and Jyothy Labs as an enterprise, will emerge even stronger with renewed focus on our essential and hygiene portfolio. We will focus on launching smaller unit packs, that are affordably priced, to target the rural markets and consumers who demand value for money. And, as in the past, we will ensure strong financial health by strict management of costs and credit.

I thank our Chairman Emeritus, Shri M. P. Ramachandran Sir, for his extra-ordinary contributions to this Company. We shall continue to practice his founding values and take Jyothy Labs to greater heights. I also thank all our stakeholders for their continued support.

**Stay Safe. Stay Healthy. Stay Strong.**

**R. Lakshminarayanan**

Chairman