

GODREJ CONSUMER PRODUCTS

INVESTOR PRESENTATION



GODREJ CONSUMER PRODUCTS SNAPSHOT



largest home grown HPC company

US \$1.4 billion

in sales in FY 15

India leading market share in core categories
business

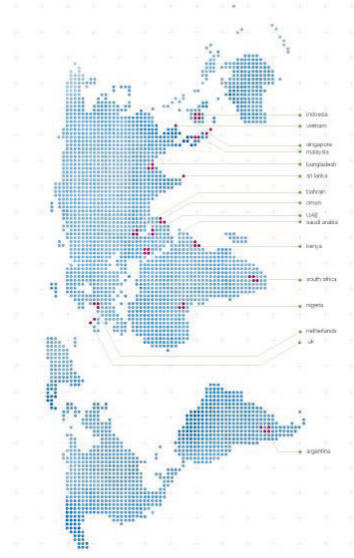


- 1 hair colours
- household insecticides
- liquid detergents
- 2 soap

strong positions in core categories

home care hair care

internationally



acquisitions established a platform for a leading

emerging markets FMCG company

47%

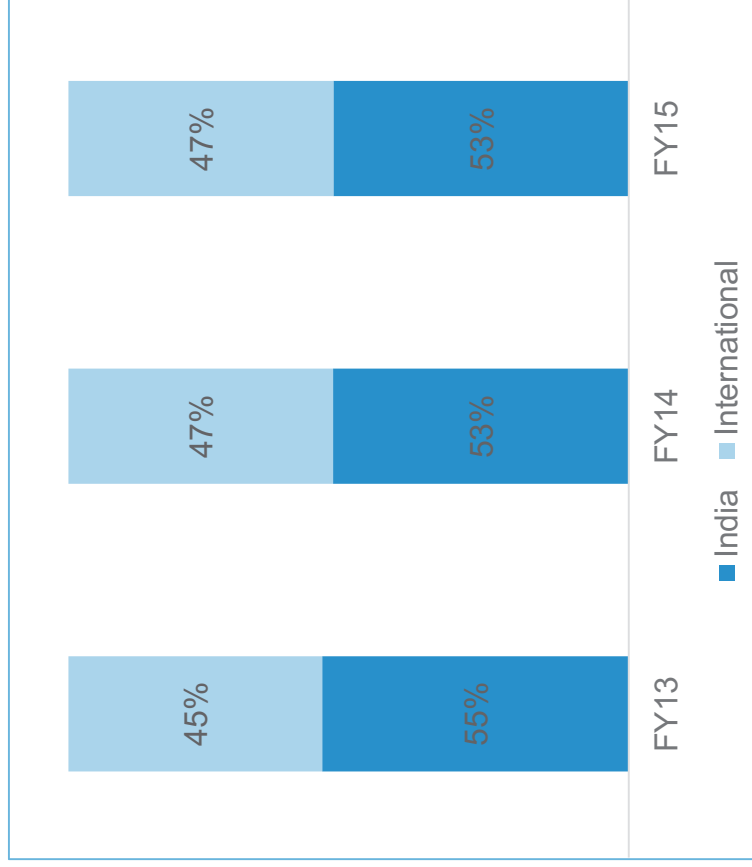
revenues come from international businesses

excellent track record of

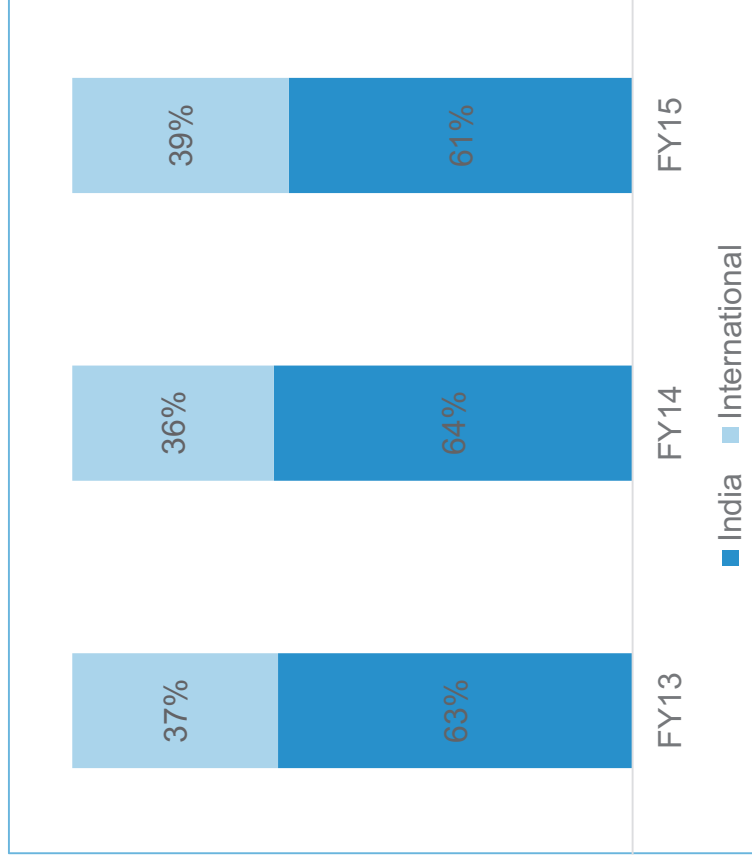
value creation

among FMCG companies in India

**INTERNATIONAL BUSINESS IS CONTRIBUTING NEARLY
HALF OF OUR CONSOLIDATED REVENUES NOW**



REVENUE



EBITDA

WE HAVE LEADING MARKET POSITIONS IN MOST OF OUR GEOGRAPHIES

INDIA

1 hair colours
household insecticides
liquid detergents



2 soaps

SAARC

1 hair colours (Sri Lanka)
hair colours (Bangladesh)
household insecticides (Sri Lanka & Bangladesh)



INDONESIA

1 air fresheners
wet tissues



2 household insecticides

UK

1 stretch marks skin treatment




2 sanitisers


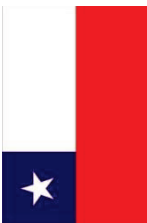
4 sun care
female deodorants

WE HAVE LEADING MARKET POSITIONS IN MOST OF OUR GEOGRAPHIES

LATIN AMERICA


- hair colours*
(Argentina, Uruguay, Paraguay, Bolivia)


- hair colours & colour cosmetics
(Chile)

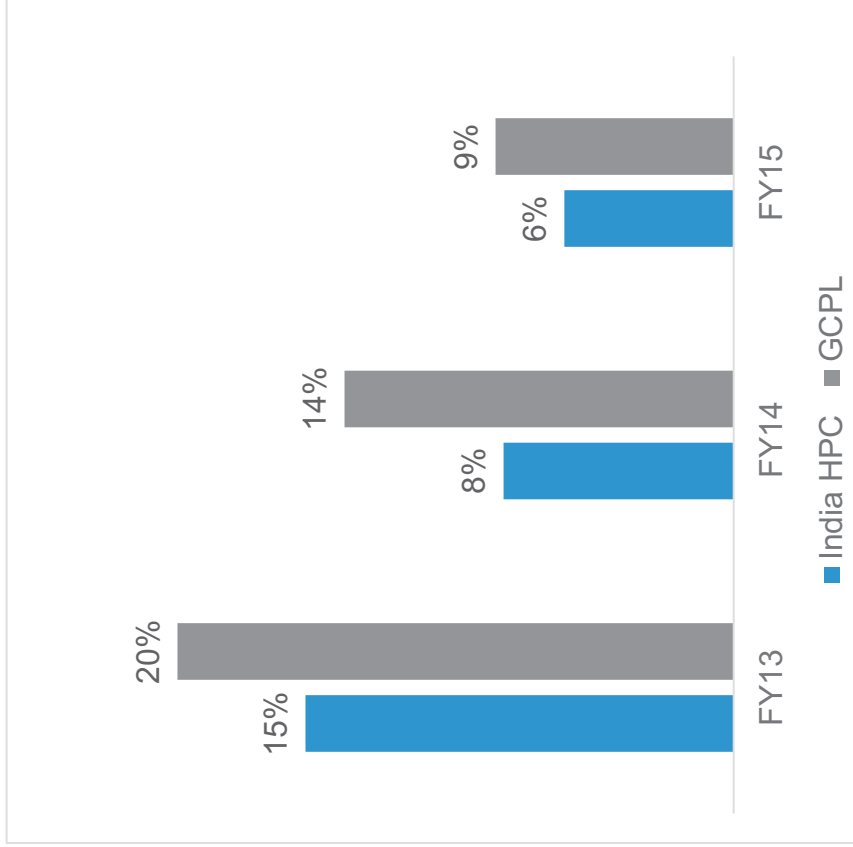
SUB SAHARAN AFRICA

- ethnic hair colours
(14 countries)
hair extensions
(10 countries)

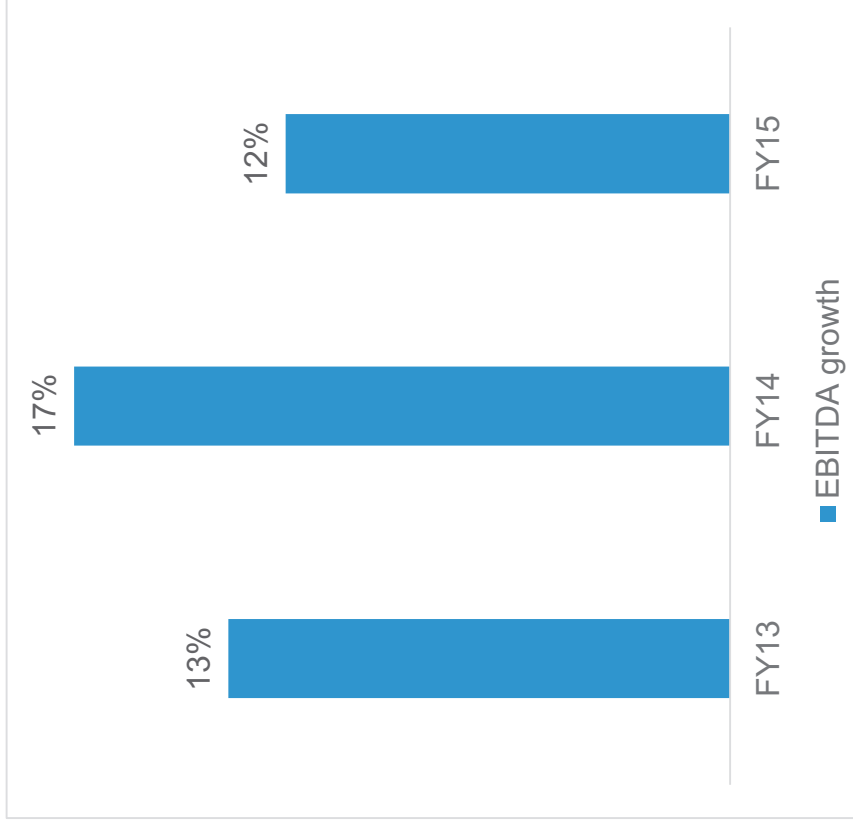

- hair extensions
(1 country)
- caucasian hair colours
(South Africa)

IN INDIA, WE HAVE DELIVERED CONSISTENT, HEALTHY AHEAD OF THE CATEGORY SALES GROWTH

INDIA NET SALES GROWTH*

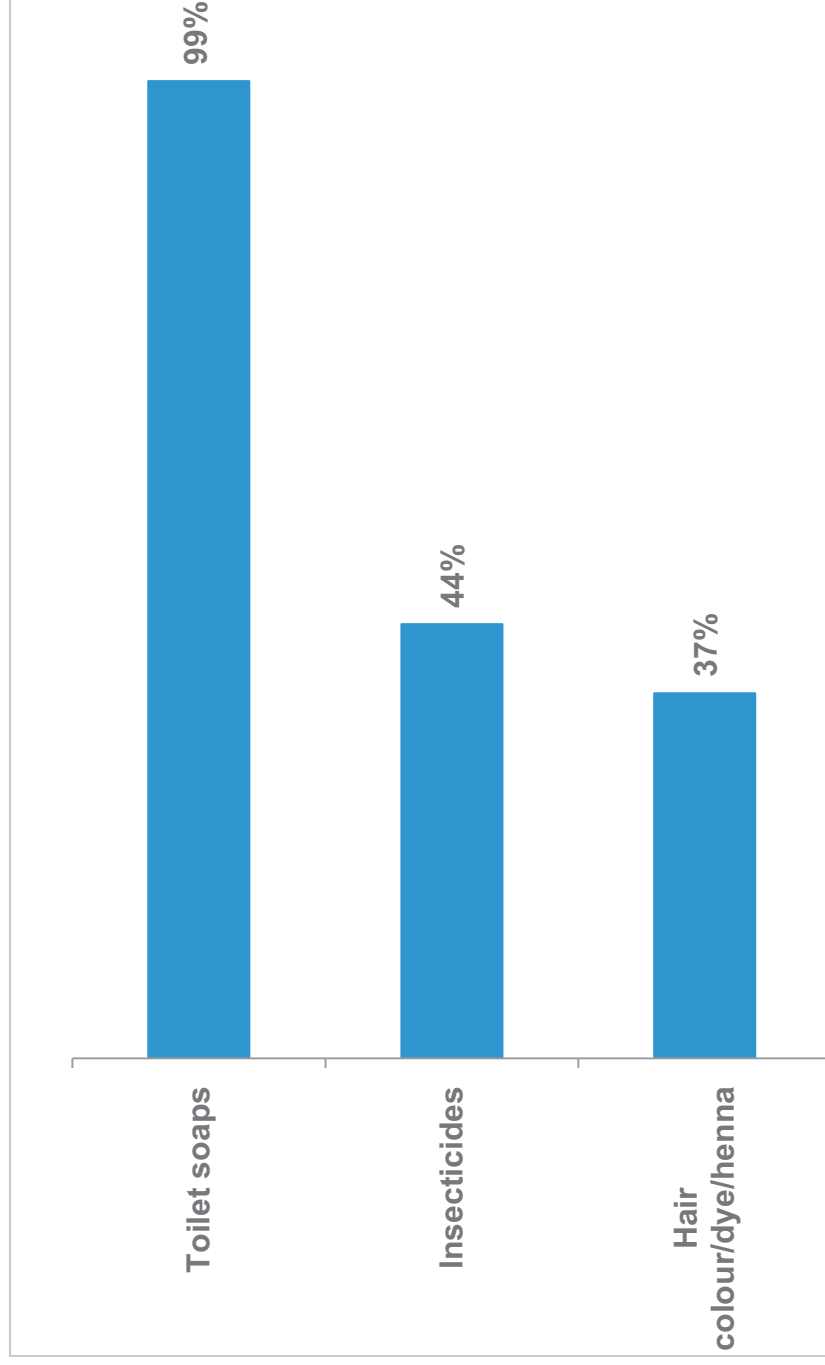


EBITDA GROWTH (%)



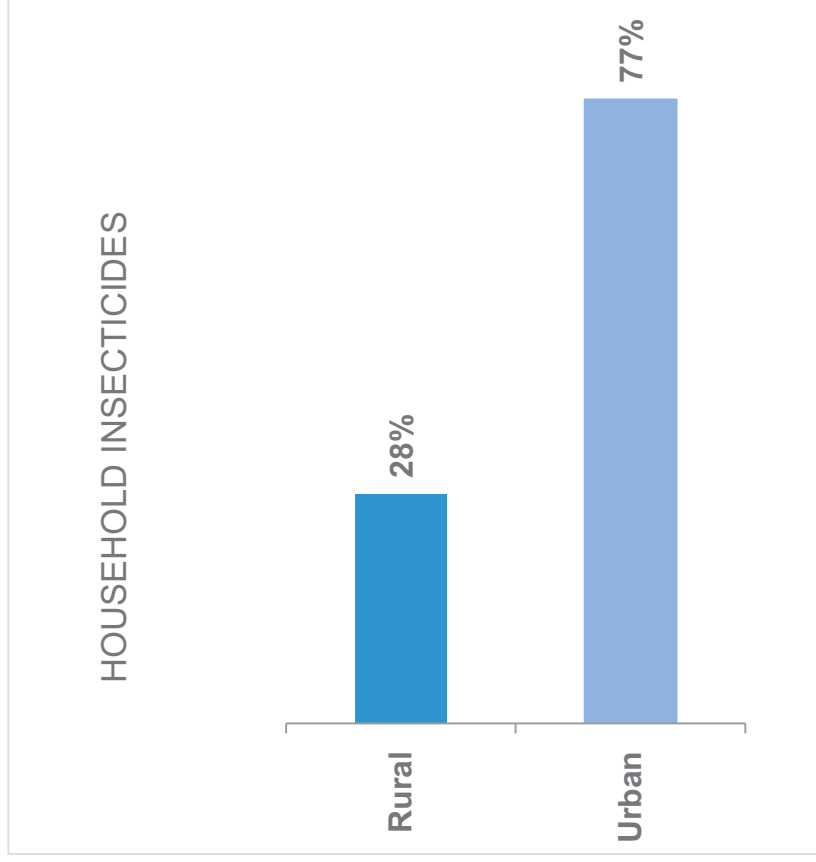
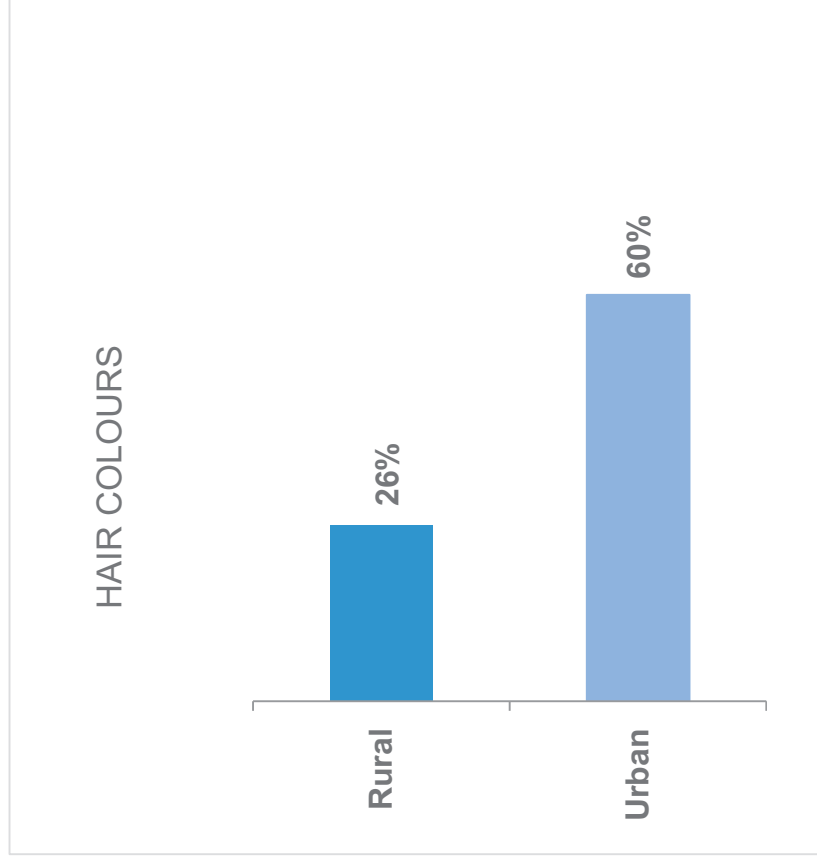
THERE IS SIGNIFICANT HEADROOM FOR GROWTH IN HAIR COLOURS AND HOUSEHOLD INSECTICIDES

PENETRATION - % OF HOUSEHOLDS



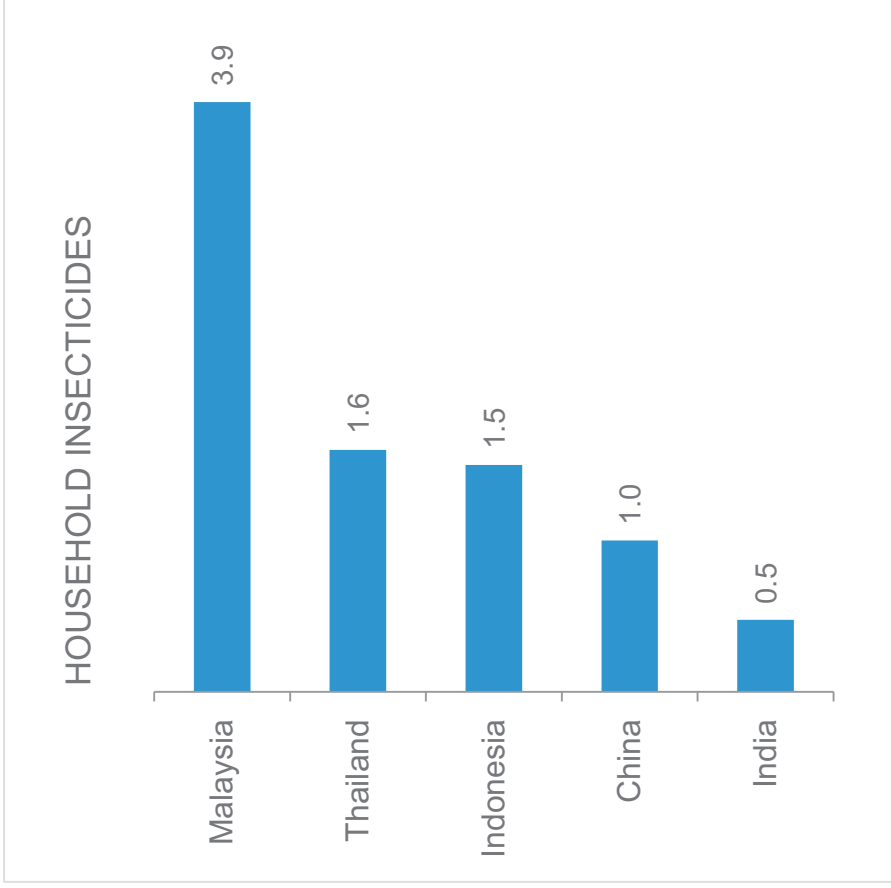
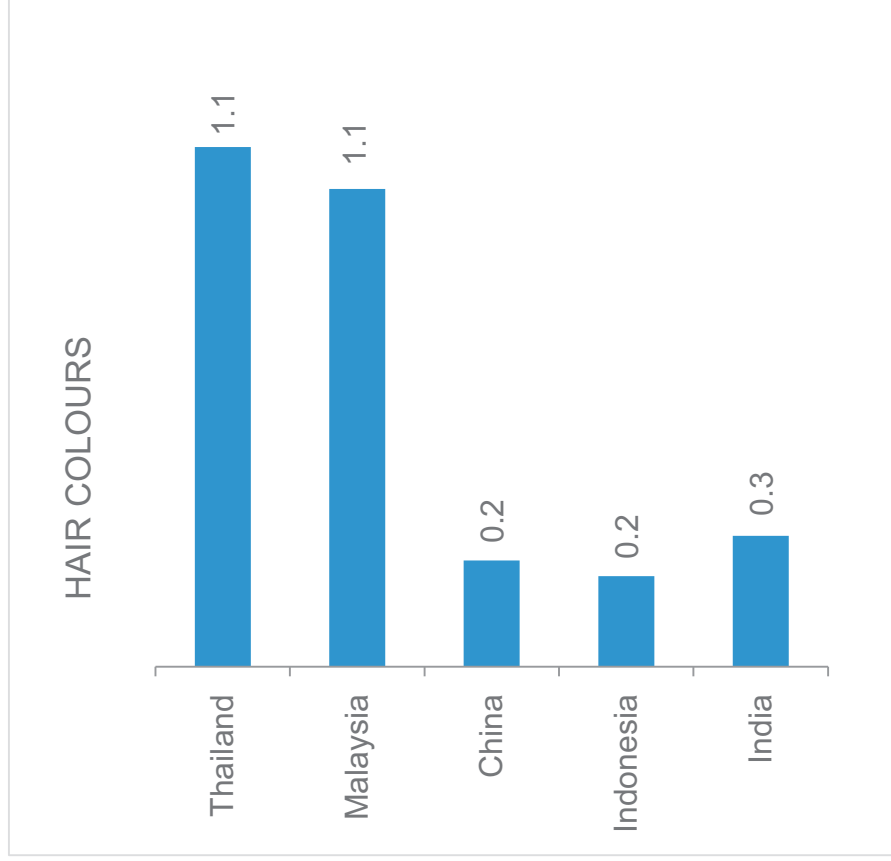
PARTICULARLY A LOT OF POTENTIAL TO INCREASE PENETRATION IN RURAL FOR HAIR COLOURS AND HOUSEHOLD INSECTICIDES

PENETRATION - % OF HOUSEHOLDS



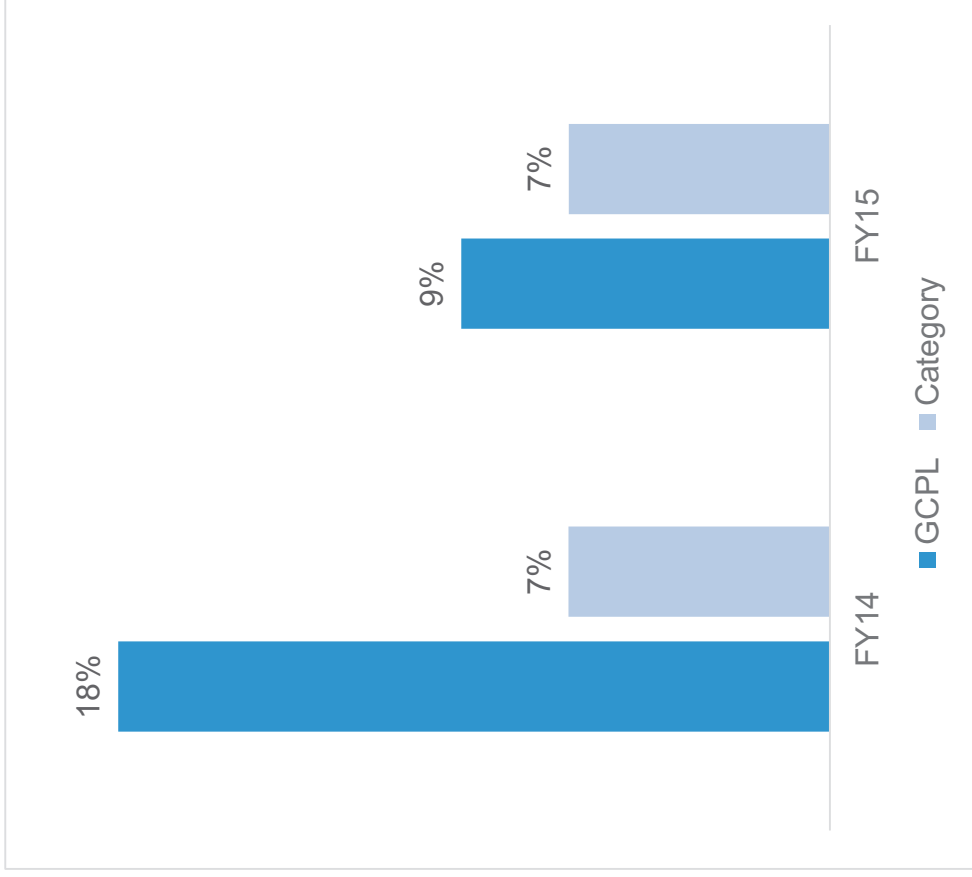
SIGNIFICANT UPSIDE IN DRIVING CONSUMPTION

CONSUMPTION / CAPITA (USD)

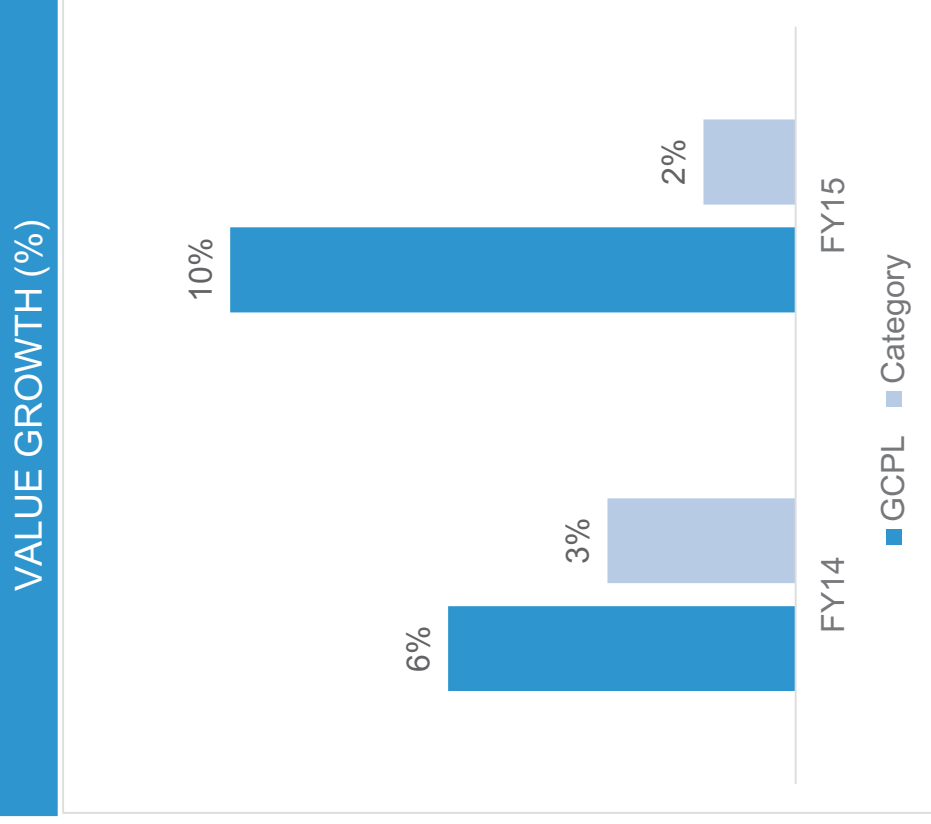


OUR HOUSEHOLD INSECTICIDES BUSINESS CONTINUES TO PERFORM WELL AHEAD OF THE MARKET

VALUE GROWTH (%)

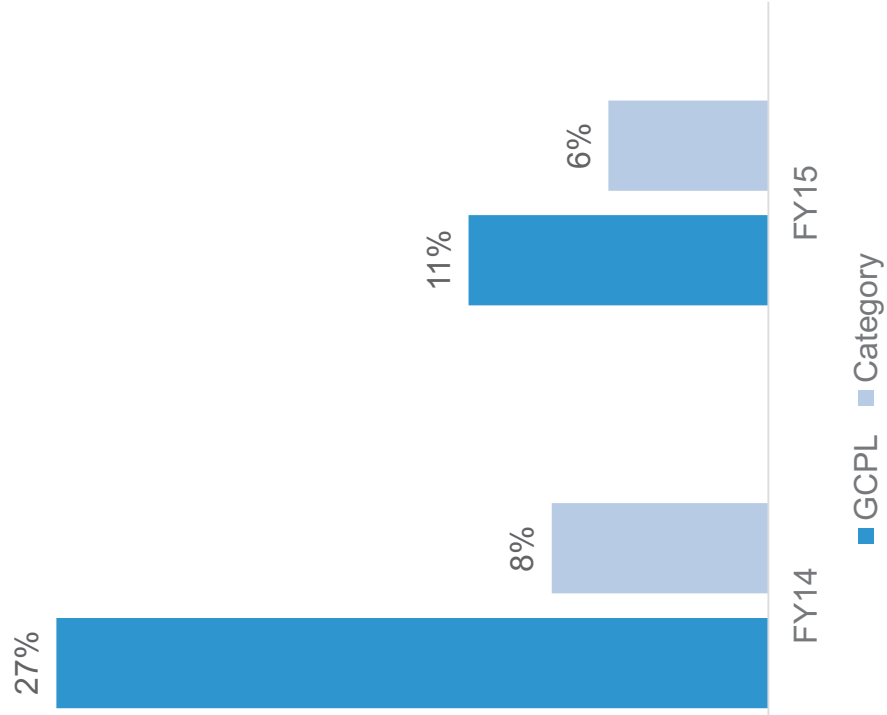


OUR SOAPS BUSINESS TOO, OUTPERFORMED THE MARKET



NEW INNOVATIONS IN HAIR COLOURS ARE DRIVING GROWTH AHEAD OF THE CATEGORY

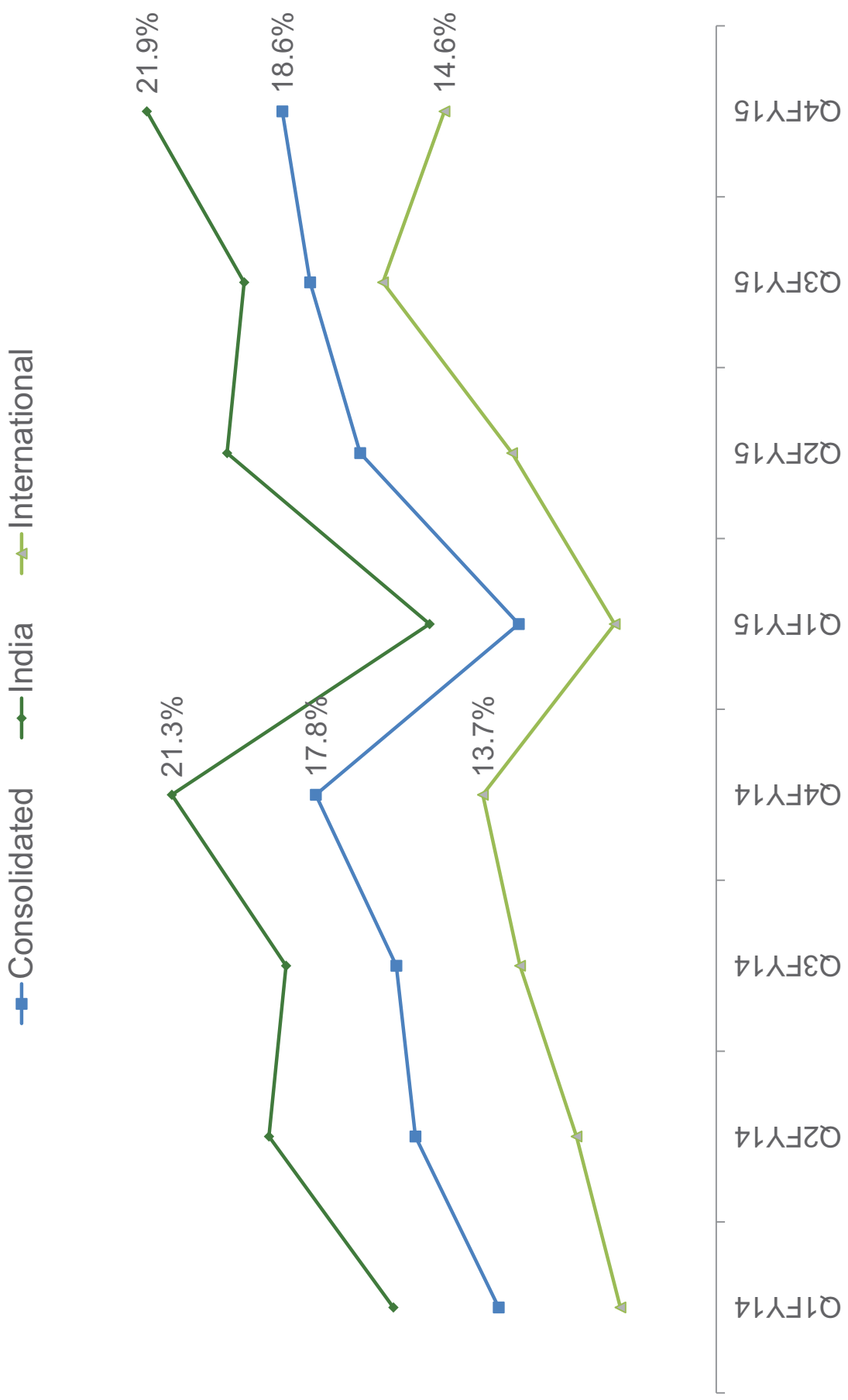
VALUE GROWTH (%)



Godrej Expert
crème hair
color features in
Nielsen
Breakthrough
Innovation
Report 2014

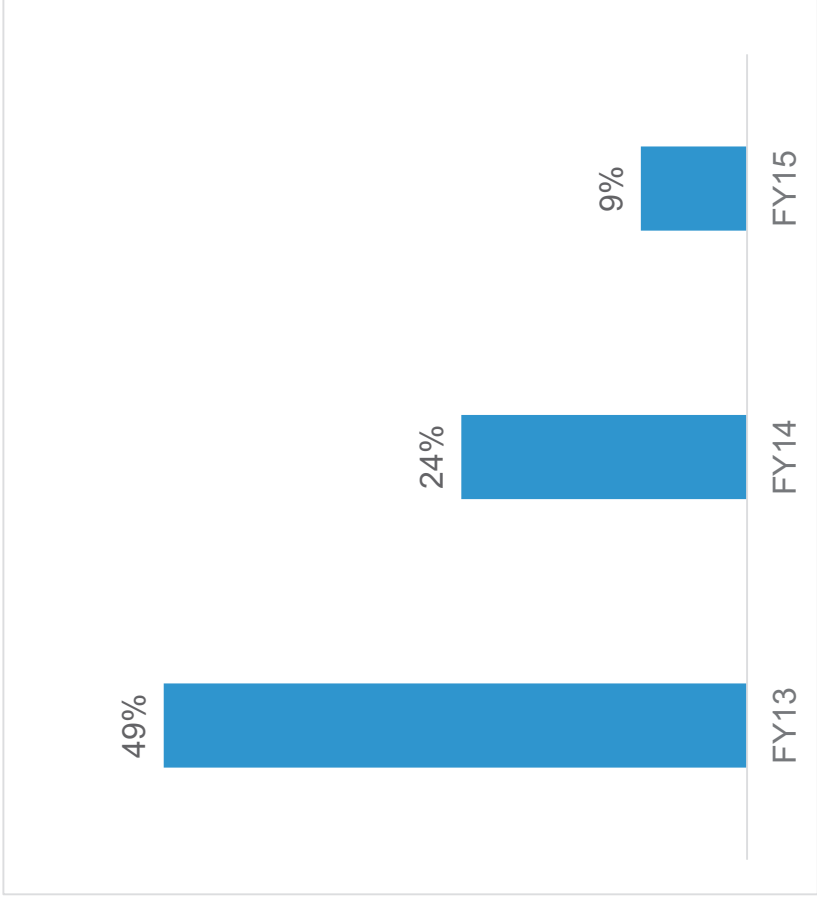


IMPROVEMENT IN EBITDA MARGINS

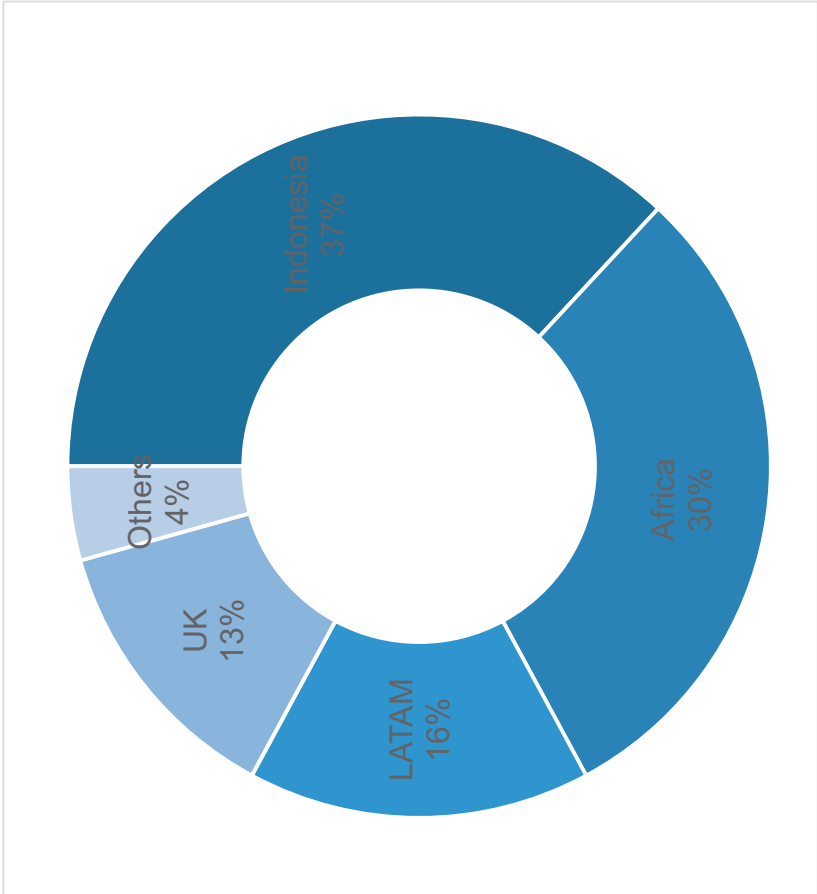


OUR INTERNATIONAL BUSINESS IS SCALING UP WELL

INTERNATIONAL NET SALES GROWTH



INTERNATIONAL SALES BREAKUP*



* FY15

WE ARE ACTIVELY CROSS POLLINATING THE PORTFOLIO

Hair Colour

INDIA



Hair colour creme in sachet
(Argentina)

SOUTH AFRICA



Renew hair colour
(India)

INDIA



Hit Magic, paper based mosquito repellent
(Indonesia)

NIGERIA



Good knight coils & aerosols
(India)

INDIA



Aer air fresheners
(Indonesia)

Air Fresheners

OUR INNOVATION PIPELINE CONTINUES TO REMAIN ROBUST



Godrej Expert crême hair color becomes the highest selling crême color by units within 20 months of its launch



Good knight Fast Card becomes INR 100 crore brand in less than a year

GCPL FORAYS INTO FACE WASH CATEGORY WITH INNOVATIVE PACKAGING AT DISRUPTIVE PRICES



PREMIUMISING OUR HAIR CARE PORTFOLIO

An Oil based hair colour with Henna in a crème format



BBLUNT: OUR FORAY IN PREMIUM HAIR CARE IN INDIA

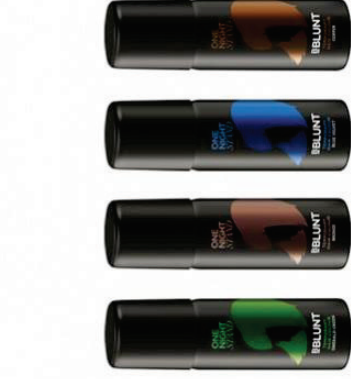
PREP

Shampoo-conditioner systems for every hair type.
Prepare your hair for great styling.



STYLE

Styling products and tools bringing salon smarts into your hands. Switch up your look - do it your way.



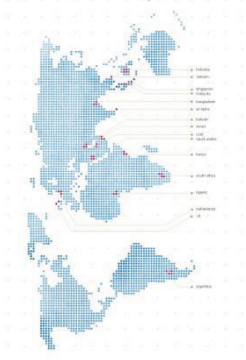
TRANSFORM

Hair colour and hair extensions. For makeovers, short-term, long-term or just a few hours.

OUR SIX KEY PRIORITIES



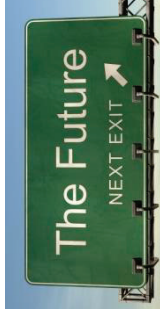
1 Core category leadership



2 International growth



3 Innovation and renovation



4 Future ready sales system

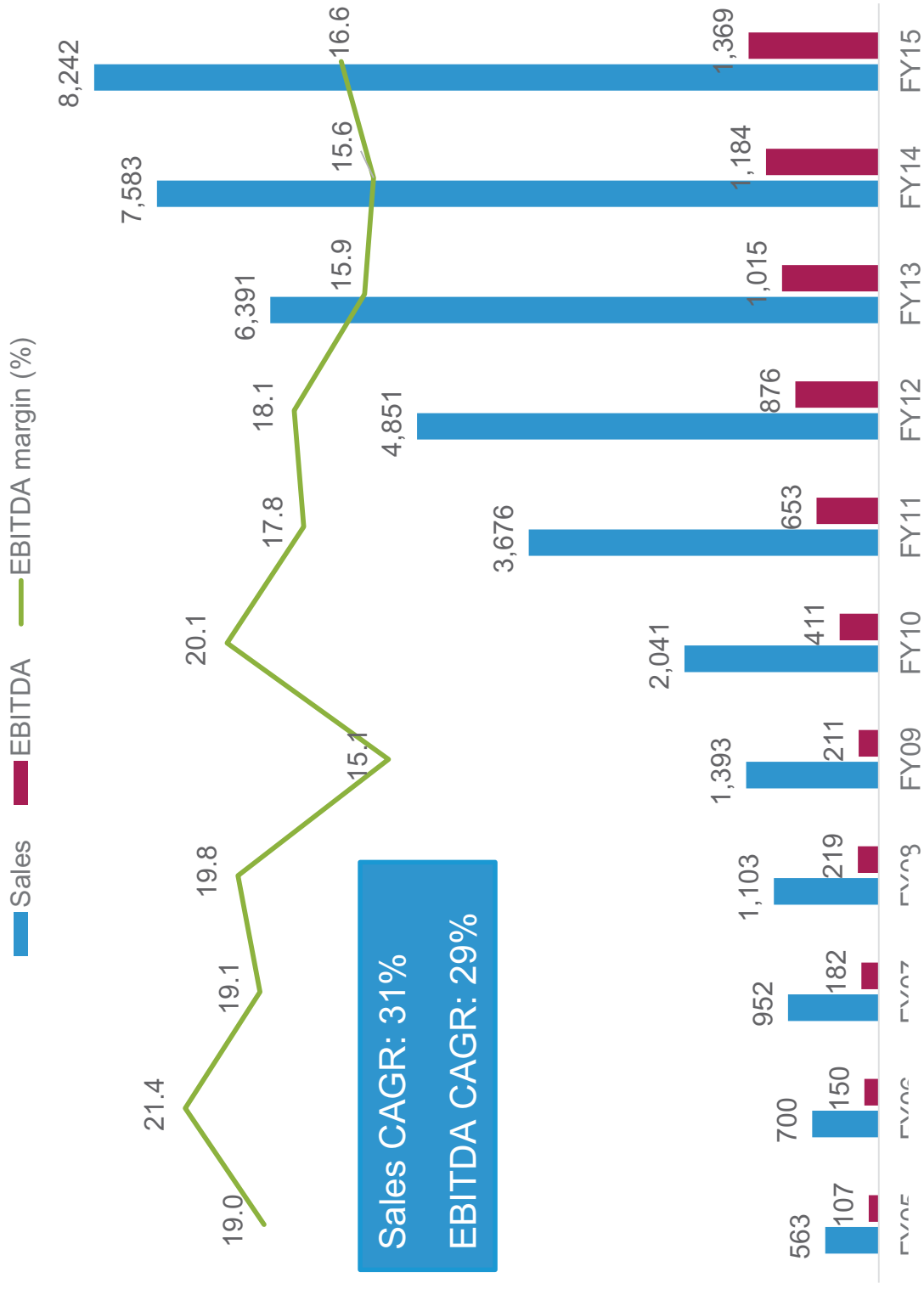


5 Best in class supply chain



6 Agility and high performance culture

WE HAVE CONSISTENTLY DELIVERED STRONG PERFORMANCE



Note: Values in INR crs

4Q FY2015 SNAPSHOT

4Q FY2015 PERFORMANCE OVERVIEW

4Q FY2015				
Growth	Consolidated	India	International	
Net Sales	8%	10%	7%	
Net Sales – Organic*	8%	10%	6%	
Net sales - Organic constant currency*	12%	10%	14%	
EBITDA	13%	13%	15%	
EBITDA – Organic**	12%	13%	11%	
EBITDA - Organic constant currency**	15%	13%	20%	
Net profit	12%	13%	12%	

* Excludes inorganic sales of INR 9.1 crores from Ghana and Frika for 4QFY15

** Excludes - Darling trademark licensing fees, Ghana and Frika profitability aggregating to INR 4.4 crores for 4QFY15

BUSINESS SNAPSHOT

STRONG RECOVERY IN DOMESTIC BUSINESS ALONG WITH EXPANSION IN MARGINS

Growth well ahead of the category
across three categories



Continue to drive premiumisation strategy and cost
efficiencies



New launches witnessing good success and
driving penetration in relatively underpenetrated
categories



BUSINESS SNAPSHOT

INTERNATIONAL BUSINESS PERFORMANCE REMAINS STRONG AND ON TRACK

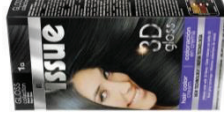
Indonesia business continues its strong growth despite macro headwinds



Africa business – strong outperformance in Darling business; new product rollouts such as household insecticides, wet hair care products to leverage existing distribution capabilities



Significant margin improvement in **Latin America**; business holding up market share amidst tough competition



UK business recovers driven by competitive performance of our owned brands along with some improvement in the sales of distributed brands



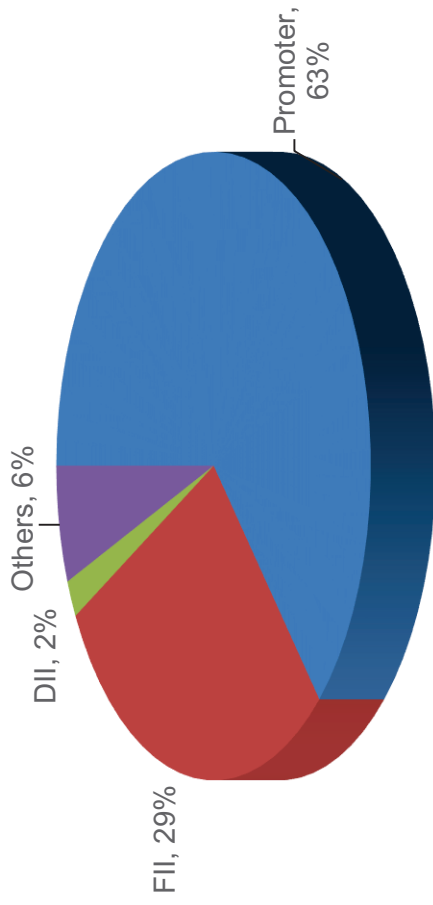
4Q FY2015 REPORTED PERFORMANCE SNAPSHOT

	India			Consolidated		
	4Q FY14	4Q FY15	YY	4Q FY14	4Q FY15	YY
	Sales	1,033	1,134	10%	1,924	2,083
Gross Profit	534	639	20%	1,001	1,151	15%
Gross Margin (%)	51.7%	56.4%	470 bps	52.0%	55.3%	330 bps
EBITDA	220	248	13%	342	387	13%
EBITDA Margin (%)	21.3%	21.9%	60 bps	17.8%	18.6%	80 bps
Net Profit	167	188	13%	236	266	12%
Net Profit Margin (%)	16.2%	16.6%	40 bps	12.3%	12.8%	50 bps

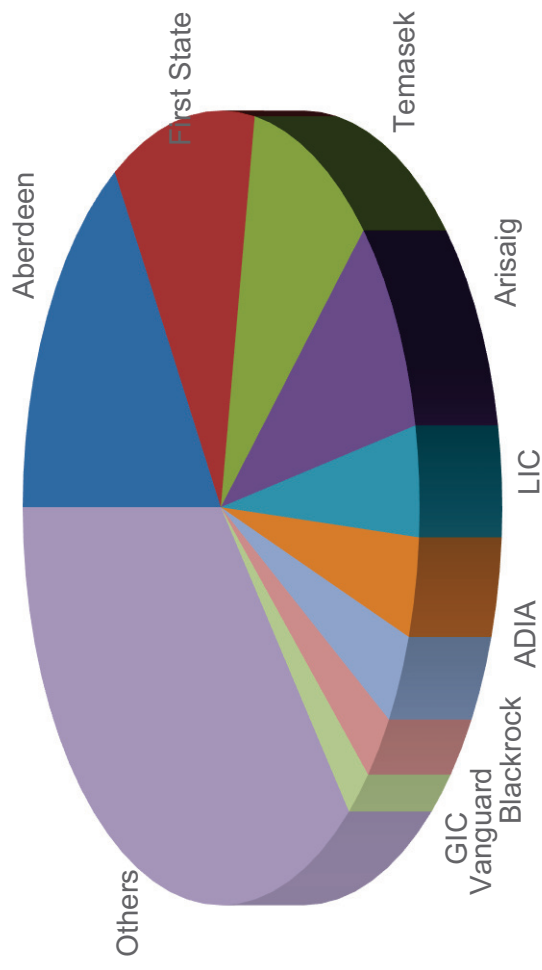
WAY AHEAD

- Expect competitive, consistent and ahead of the category growth rate across businesses
- Benign commodity cost environment to aid margin expansion
- Macro environment headwinds in few of the countries we operate in
- Currency volatility – ZAR, IDR, Argentine Peso

STOCKHOLDING PATTERN



MAJOR INVESTORS



As on March 31, 2015

THREE OF OUR BRANDS FEATURED IN THE MOST TRUSTED BRANDS 2014

3 of our brands ranked in 100 Most Trusted Brands 2014 by Brand Equity

- Goodknight
- Cinthol
- Godrej No.1



Cinthol Ranked 11th
Godrej No. 1 Ranked 15th
Godrej Expert Powder Hair Colour Ranked 26th

PERSONAL CARE

Goodknight Ranked 1st
HIT Ranked 8th
Godrej Aer Ranked 11th
Jet Ranked 12th

HOUSEHOLD CARE

WE HAVE BEEN CONSISTENTLY RECOGNISED AS A GREAT PLACE TO WORK

GREAT
PLACE
TO
WORK®

GCPL ranked

#1 in India FMCG

#7 in India overall

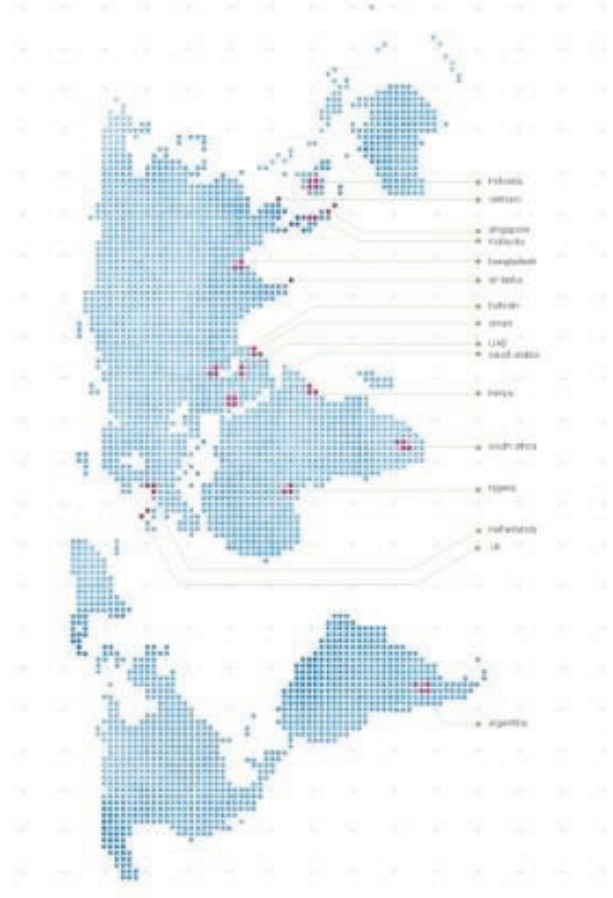
Among 25 best work places in **Asia**

AON Hewitt

GCPL ranked

Among **Best Employers In India - 2015**

OPPORTUNITIES GOING FORWARD



Domestic Business

- Drive penetration and consumption in core categories
- Expand into adjacencies
- Drive margin improvement through cost saving initiatives and better product mix

International Business

- Drive margins through scale up of international business and cost saving initiatives
- Cross pollination initiatives to harness distribution and product technology strengths

CONTACT US @

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THANK YOU FOR YOUR TIME AND CONSIDERATION