



**COLGATE-PALMOLIVE (INDIA) LIMITED**

Regd. Office :  
Colgate Research Centre,  
Main Street,  
Hiranandani Gardens,  
Powai,  
Mumbai - 400 076.  
Tel. : 67095050  
Fax : (91 22) 25705088  
www.colgatepalmolive.co.in  
CIN : L24200MH1937PLC002700

September 23, 2020

The Secretary  
BSE Limited  
P.J.Towers- 25<sup>th</sup> floor  
Dalal Street  
Mumbai- 400001

Scrip Code: 500830

The Manager – Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza, C-1, Block – G  
Bandra – Kurla Complex  
Bandra (East), Mumbai 400 051

Symbol: COLPAL  
Series: EQ

Dear Sir(s)/Madam,

Sub: Presentation at Analyst/Institutional Investor Meeting.

Pursuant to Regulation 30(2) of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 and in furtherance to our letter dated September 22, 2020, please find enclosed herewith a presentation made at the Virtual Summit with JP Morgan held today i.e. September 23, 2020.

Kindly take the same on record.

Thanking you,  
Yours Sincerely,  
**For Colgate-Palmolive (India) Limited**

K. Randhir Singh  
Company Secretary & Compliance Officer  
Encl:a/a

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Website. www.colgatepalmolive.co.in e-mail ID. investors\_grievance@colpal.com

# Colgate-Palmolive (India) Limited





# Key Priorities

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Drive  
Sales  
Growth



Maximize  
Earnings



Lead to  
Win



# Key Priorities

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Drive  
Sales  
Growth



Maximize  
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Lead to  
Win





- Build Brands
- Innovation for Growth
- Continue to strengthen GTM



- Build Brands
- Innovation for Growth
- Continue to strengthen GTM

## Our Brand Purpose



EVERYONE  
DESERVES A  
FUTURE  
THEY CAN  
SMILE  
ABOUT



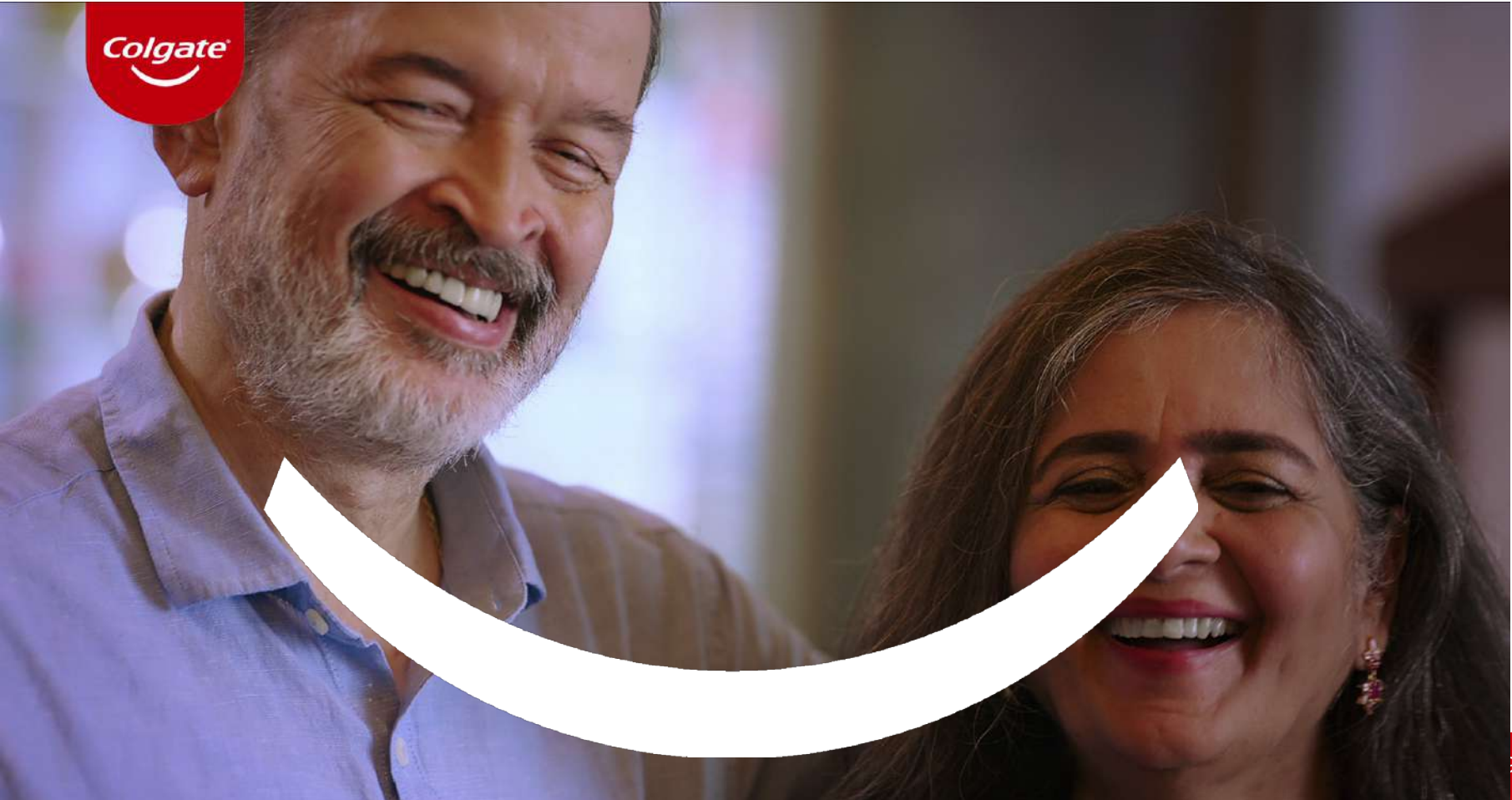


Bringing our philosophy to life



Smile karo aur shuru ho jao

# #Championing Optimism through stories



**Colgate Remarriage** OPT MIX

**35 Sec**

**12.07.20**

# Celebration Real life Heroes – 22 Mn Impressions



*Pappan Singh Gehlot,  
Ensuring safe return for his  
employees*



*Ranjit Singh,  
No child goes without milk*



*Akshay Kothawale,  
Social service before personal life*

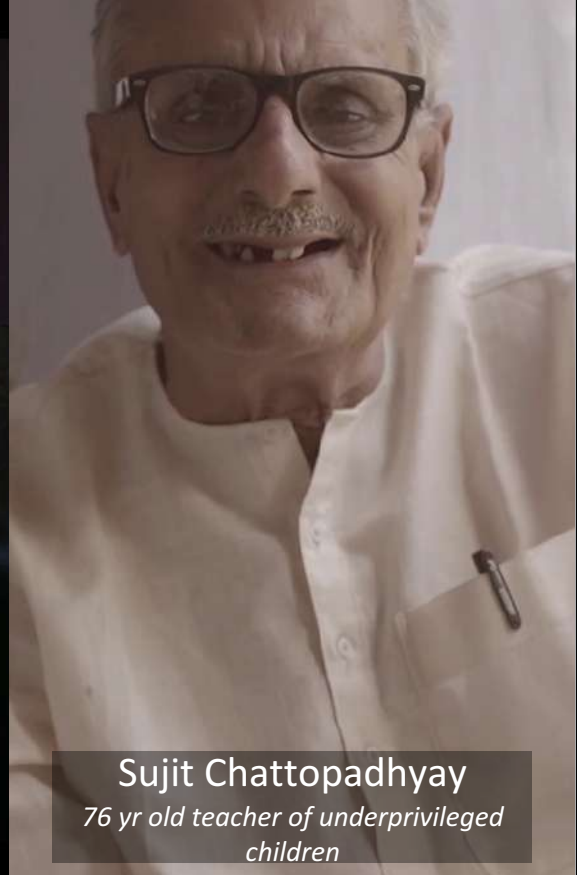
# Celebrating Local Stories of Optimism



**Mariyappan**  
*Paraplegic Olympian & Khel Ratna Winner*



**Deepika Mhatre**  
*Stand up comedian who used to be a maid*



**Sujit Chattopadhyay**  
*76 yr old teacher of underprivileged children*



Colgate®

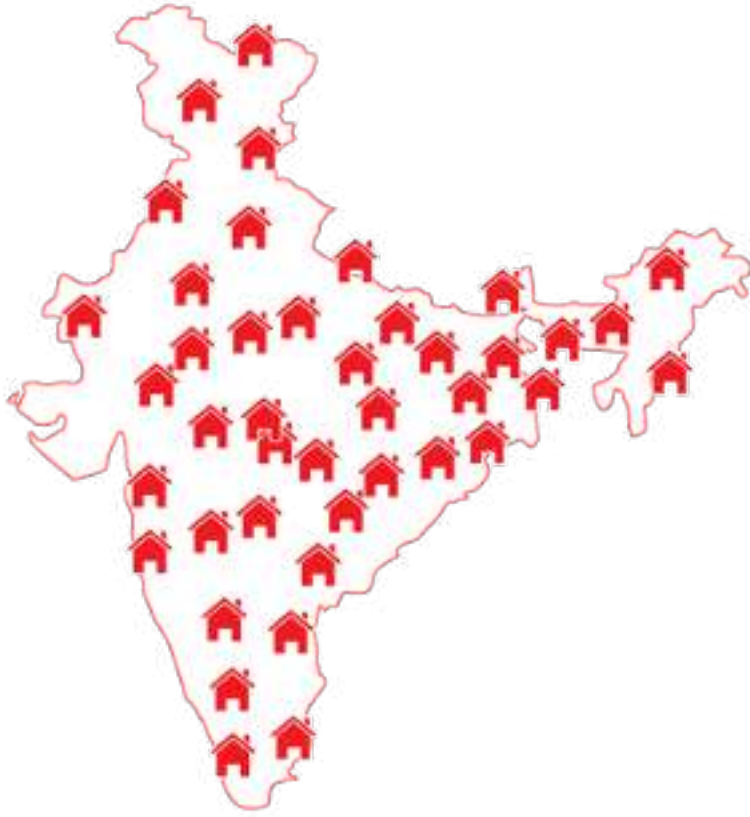
# Official smile partner



Smile karo aur shuru ho jao

# Bought by more & loved more

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*India's #1 Penetrated Brand  
89% households buy Colgate*



*More than 2/3<sup>rd</sup> HHs buy Colgate every  
quarter*



*+70 bps Vol SOM Gains in H1 '20\**



- Build Brands
- Innovation for Growth
- Continue to strengthen GTM



# Strategic outlook to innovation

**UNBEATABLE  
STRONG TEETH**



**FRESHNESS  
REDEFINED**



**PURE MOUTH,  
HEALTHY YOU**



# Whitening is...

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#

1

*Searched Oral Care Concern in India*

*Oral Care Video Content on YT*

*Issue called out in our programs*

Google



YouTube



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*With every 1 in 5 consumers looking for whiter teeth*

*Whitening has huge untapped potential*

# A dazzling opportunity



# An innovation with many 1<sup>st</sup> ever



*Optic brighteners  
(1st time in India Patented Technology)*



*Instant white teeth with 1 brushing*



*Dazzle the shelf with holographic design*



*Premium Pricing*

# Relaunching ZigZag with an anti-bac offering



100 % Anti-Bacterial bristles  
Criss Cross Interdental Access



# Redefining Cleaning, Gently!

## Presenting Colgate **gentle** Series



## Repurposing existing range

# gentle

A blue and white toothbrush with a circular graphic of water bubbles around the head.

gentle

CLEAN

Effective Daily Care

₹30/-

A white and pink toothbrush with a circular graphic of pink petals around the head.

gentle

SENSITIVE

For Sensitive Teeth

₹50/-

A white and purple toothbrush with a circular graphic of purple petals around the head.

gentle

GUMCARE

Healthier Gums In 4 Weeks

₹75/-



& launching 2 new exciting toothbrushes

gentle

gentle

ENAMEL

Gently Protects Tooth Enamel



₹ 120/-

gentle

ULTRAFOAM



₹ 130/-



# gentle

ULTRAFOAM



Hexagon shape head  
Patented Design



Belgium advanced  
tufting technology



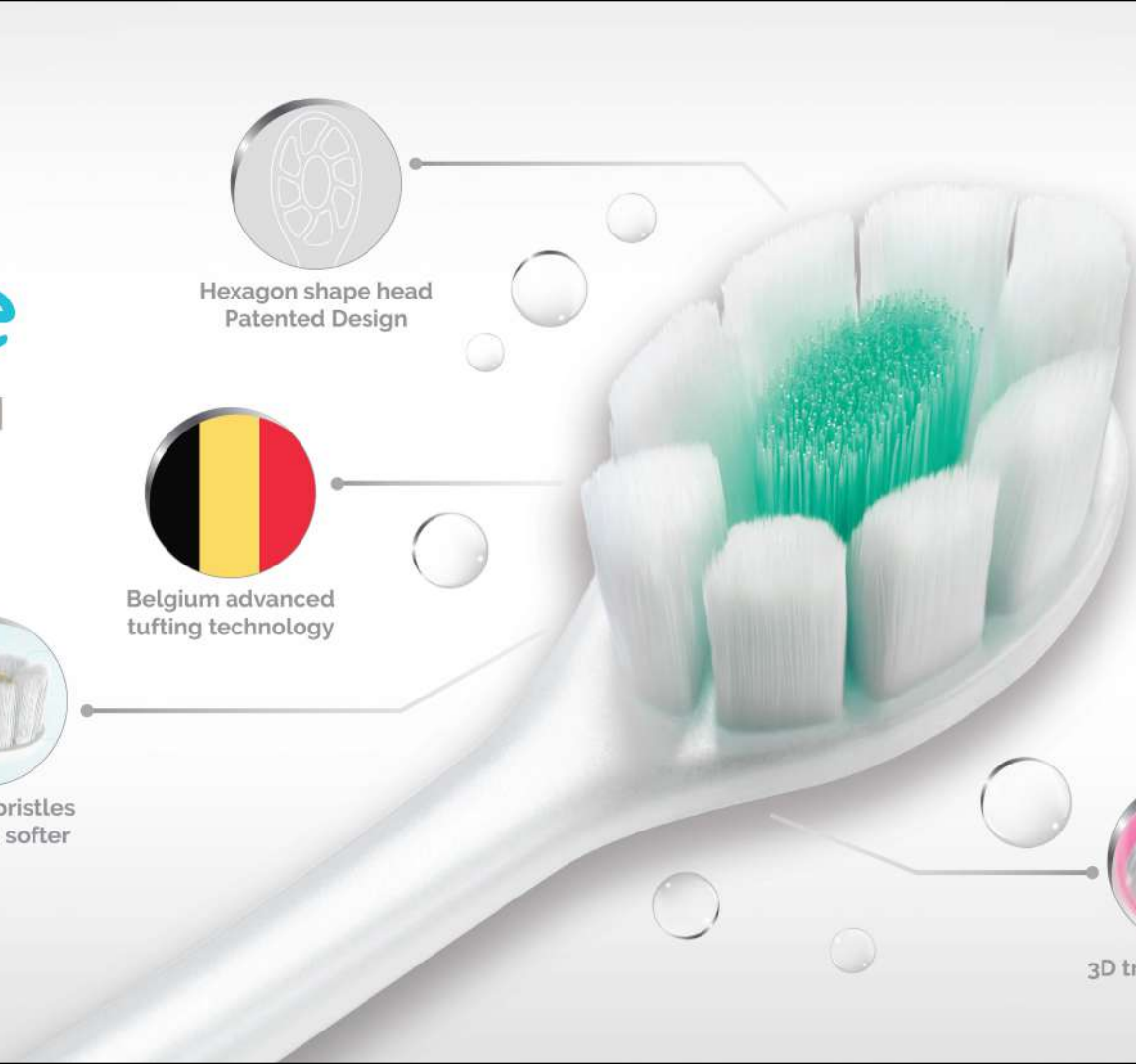
Ultrasoft bristles  
Upto 50% softer



7x denser than  
normal toothbrush



3D trimming profile



The difference is visible...

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**For a superior clean\***



\* VS Colgate Extra Clean toothbrush Creative visualization

Colgate

SWARNA  
VEDSHAKTI



*Taking the Vedshakti  
proposition beyond  
toothpaste*

**A PURE MOUTH MEANS  
A HEALTHY YOU**

Colgate

*Presenting Colgate's 1<sup>st</sup>*

*Oral care Mouth Spray*



Colgate®

VEDSHAKTI  
MOUTH  
PROTECT  
SPRAY

INSTANT GERM KILL\*

With Natural  
Active Power

10g



# Building Vedshakti Offerings





**PALMOLIVE**

BODY BUTTER

Exotic indulgence like never before



# Amplifying Affordability



INR 49/-



INR 199/-



INR 249/-

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Drive  
Sales  
Growth

- Build Brands
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# Winning in Ecom



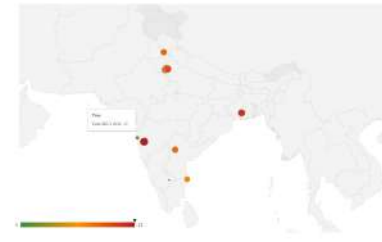
*Made for Ecom packs*



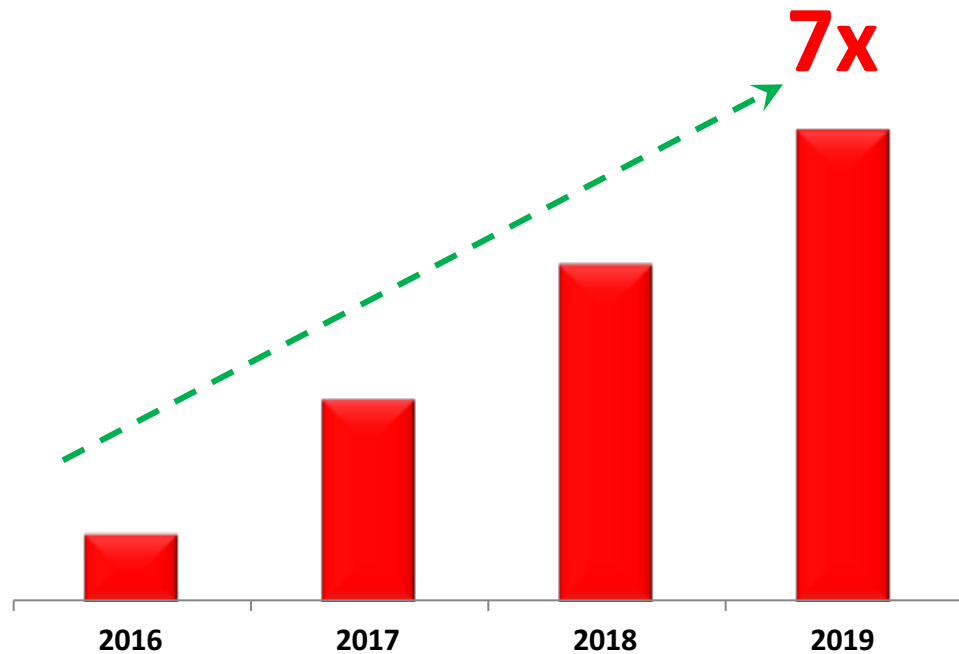
*Continued partnerships*



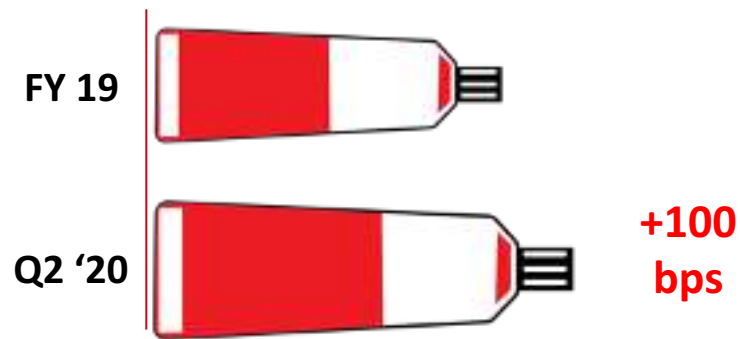
*Analytics for real time actionables*



# Winning in Ecom



*Colgate E-commerce Business*

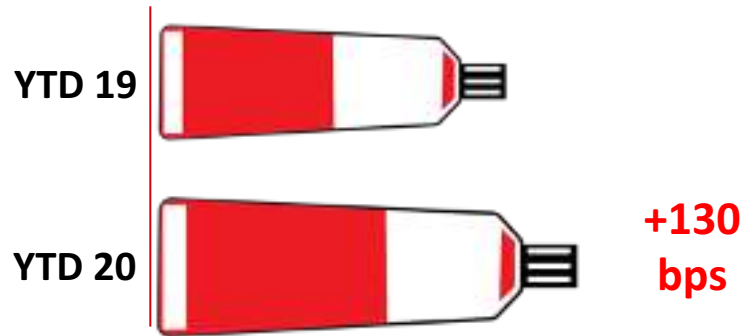


*Colgate E-commerce SOM*

# Winning in Modern Trade



*Outstanding shelf presence even in COVID*



*Colgate Modern Trade SOM  
108 idx to AI \$SOM*

# Key Priorities

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Sales  
Growth

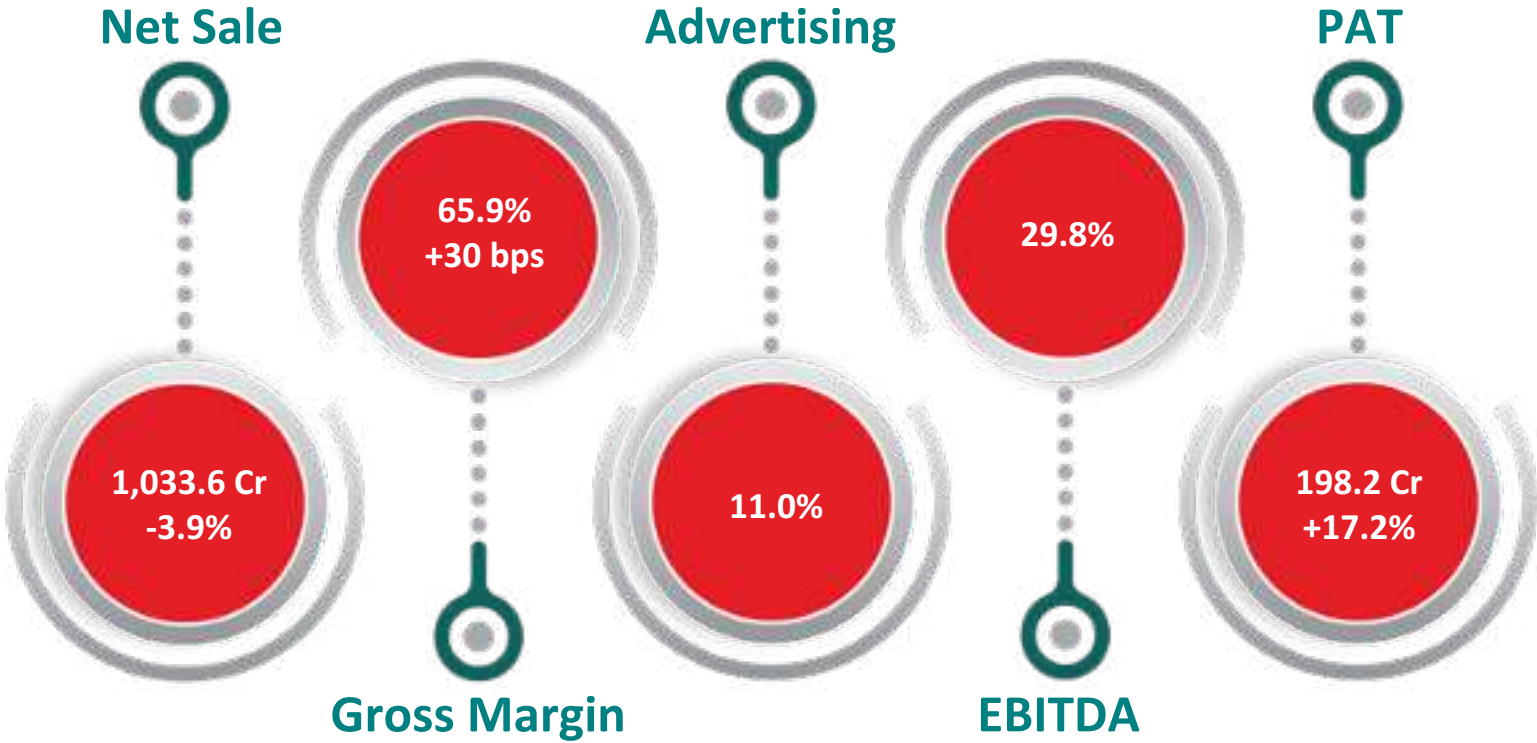


Maximize  
Earnings



Lead to  
Win







# Key Priorities

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# People – Our response to COVID

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Access to the underprivileged:

- Ration kits
- Oral Health packs



Partnering with Govt on Suraksha Stores initiative



Sanitiser support for frontline warriors

# Leading to win

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Lead with  
**OUR HOME**



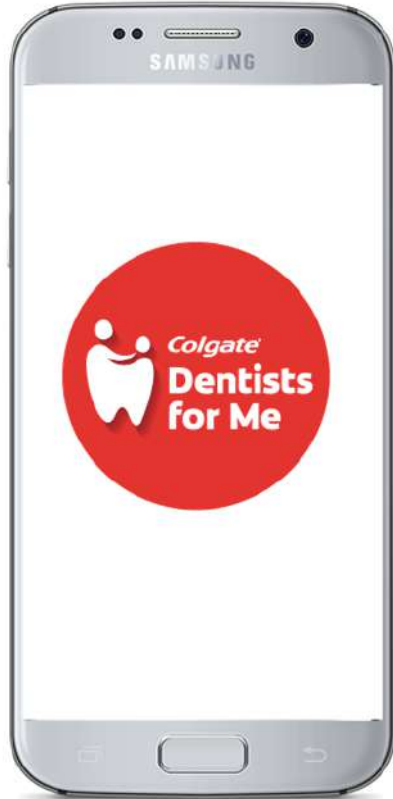
Help  
**EVERY HOME**  
Thrive



Take Care of  
**PLANET HOME**

*Focused commitment on where we can  
make the greatest difference*

# Dentist Support – Anytime, Anywhere



80,000 Patient Registrations & counting

# People – Providing foundational support

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*To Provide Foundational Support to millions of Indians*



*e-BSBF  
Bringing Oral Health education  
to children*



Smile karo aur shuru ho jao