



**COLGATE-PALMOLIVE (INDIA) LIMITED**

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

May 15, 2017

The Secretary,  
BSE Limited,  
Dalal Street,  
Mumbai.

Scrip Code: 500830  
Fax: 2272 3121 / 3719 / 2037 / 2041 / 2061 / 2039  
Kind Attn: Mr. S. Subramanian / Mr. Bhushan Mokashi

The Manager – Listing Agreement,  
National Stock Exchange of India Ltd.,  
Exchange Plaza, C-I, Block – G,  
Bandra-Kurla Complex,  
Bandra (East), Mumbai 400051.

Scrip Code: COLPAL  
Series: EQ  
Fax: 2659 8237 / 8238 / 6641 8124 / 2659 8348  
Kind Attn: Mr. Hari K.

Dear Sirs,

**Re: Intimation of Analyst / Institutional Investor Meeting**

We wish to inform you that pursuant to Regulation (30)6 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, a presentation on the Audited Financial Results for the Financial Year 2016-17 is being made today to Analyst / Institutional Investors.

Please find enclosed the aforesaid analyst presentation for your reference. Kindly take the same on record and acknowledge the receipt.

Thanking you,

Yours faithfully,  
Colgate-Palmolive (India) Limited

For Makarand Karnataki  
Associate Director – Legal &  
Company Secretary

Encl: a/a.

# Colgate Palmolive India Ltd



.....since 1937



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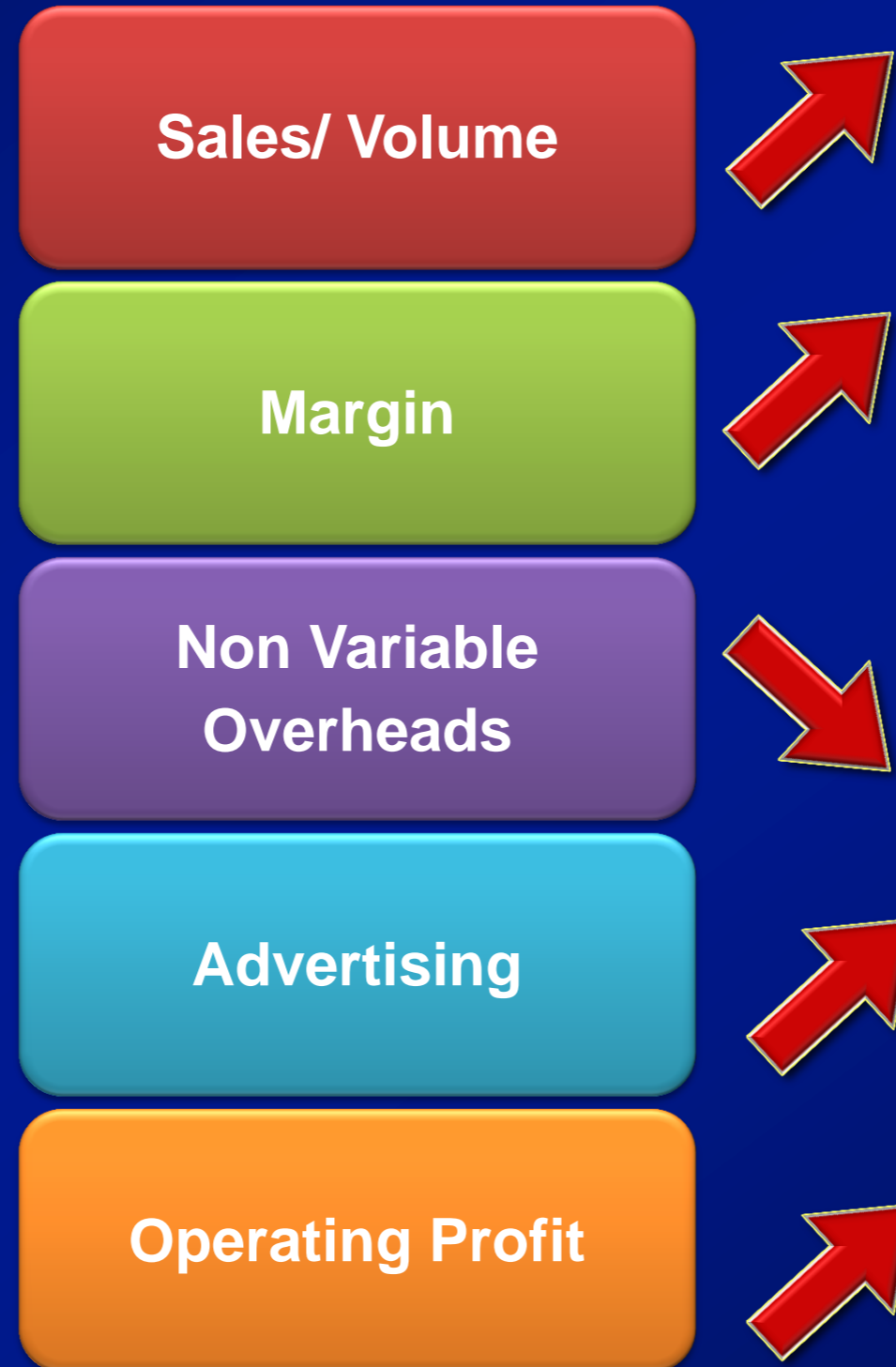
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# Financial Strategy

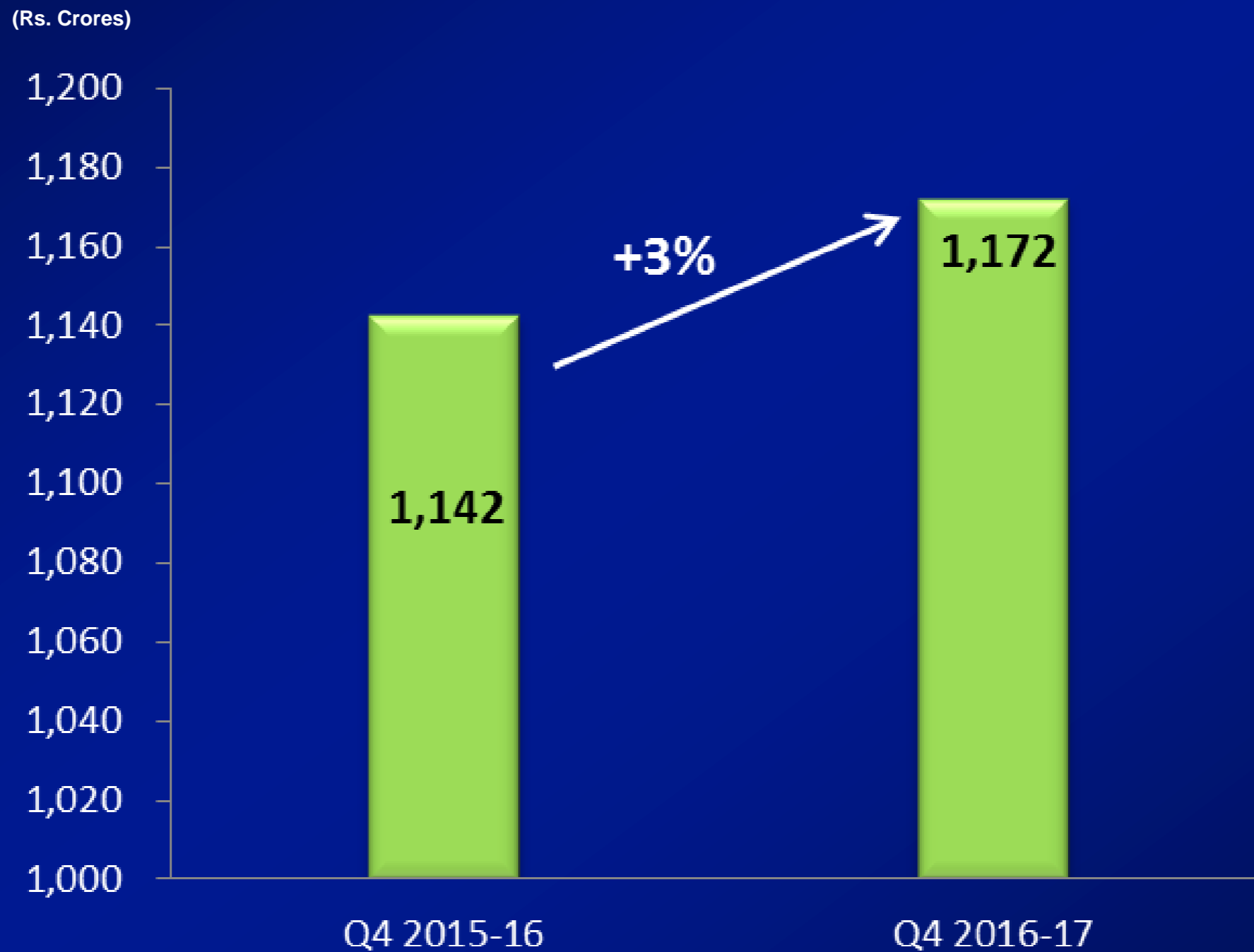


# ***Financial Results***

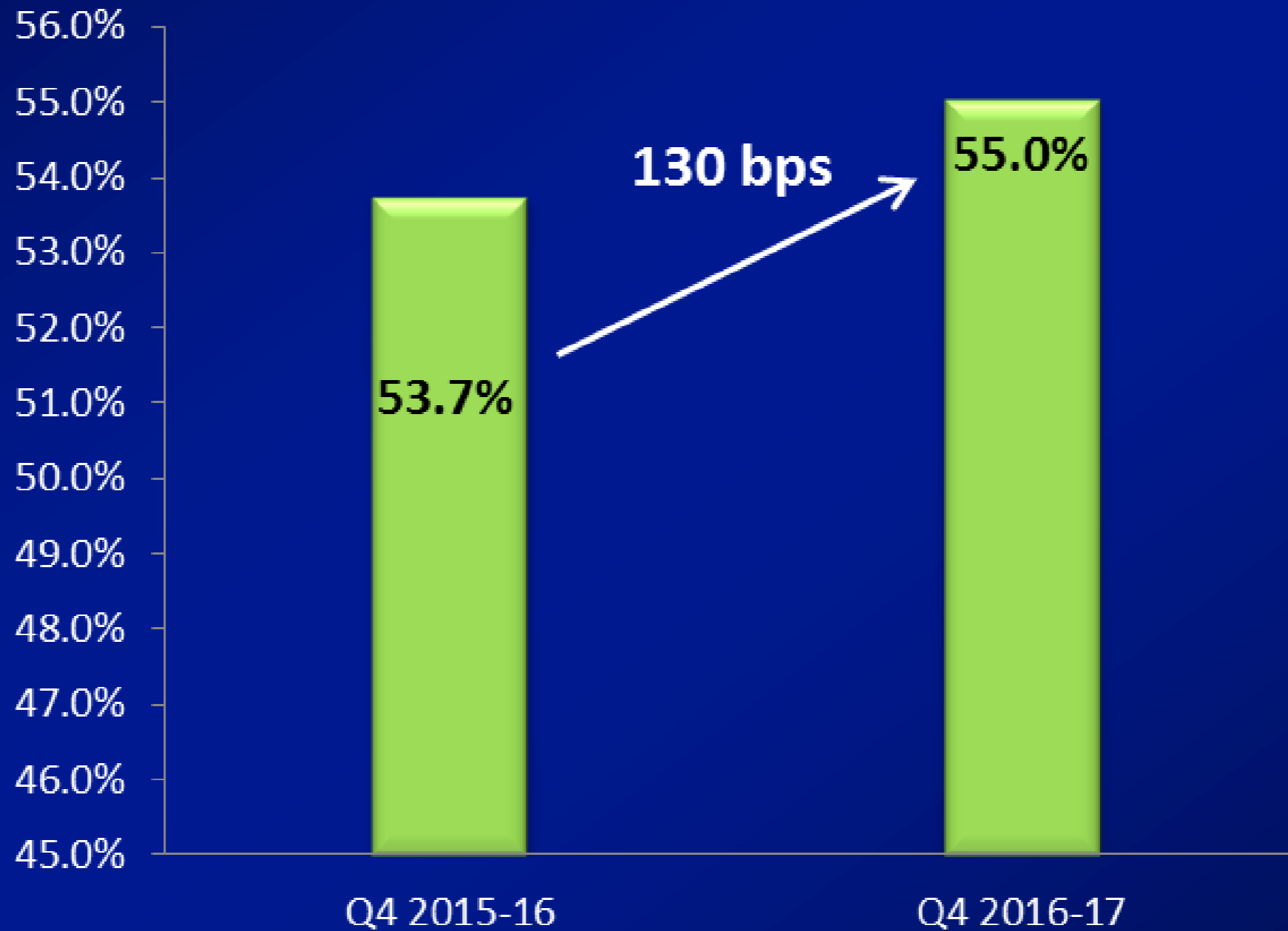
## ***Q4 2016-17***



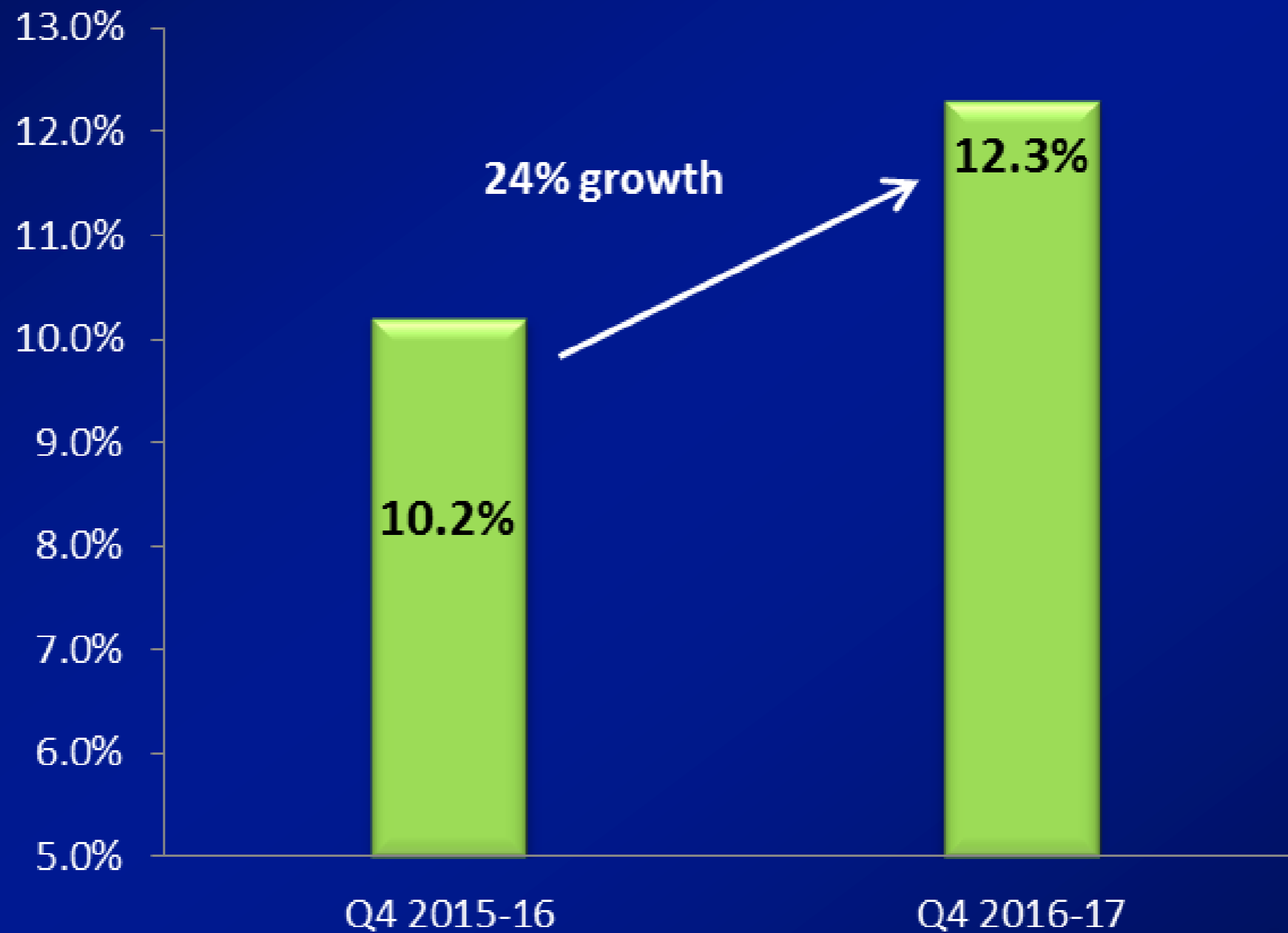
# Net Sales



# Gross Margins

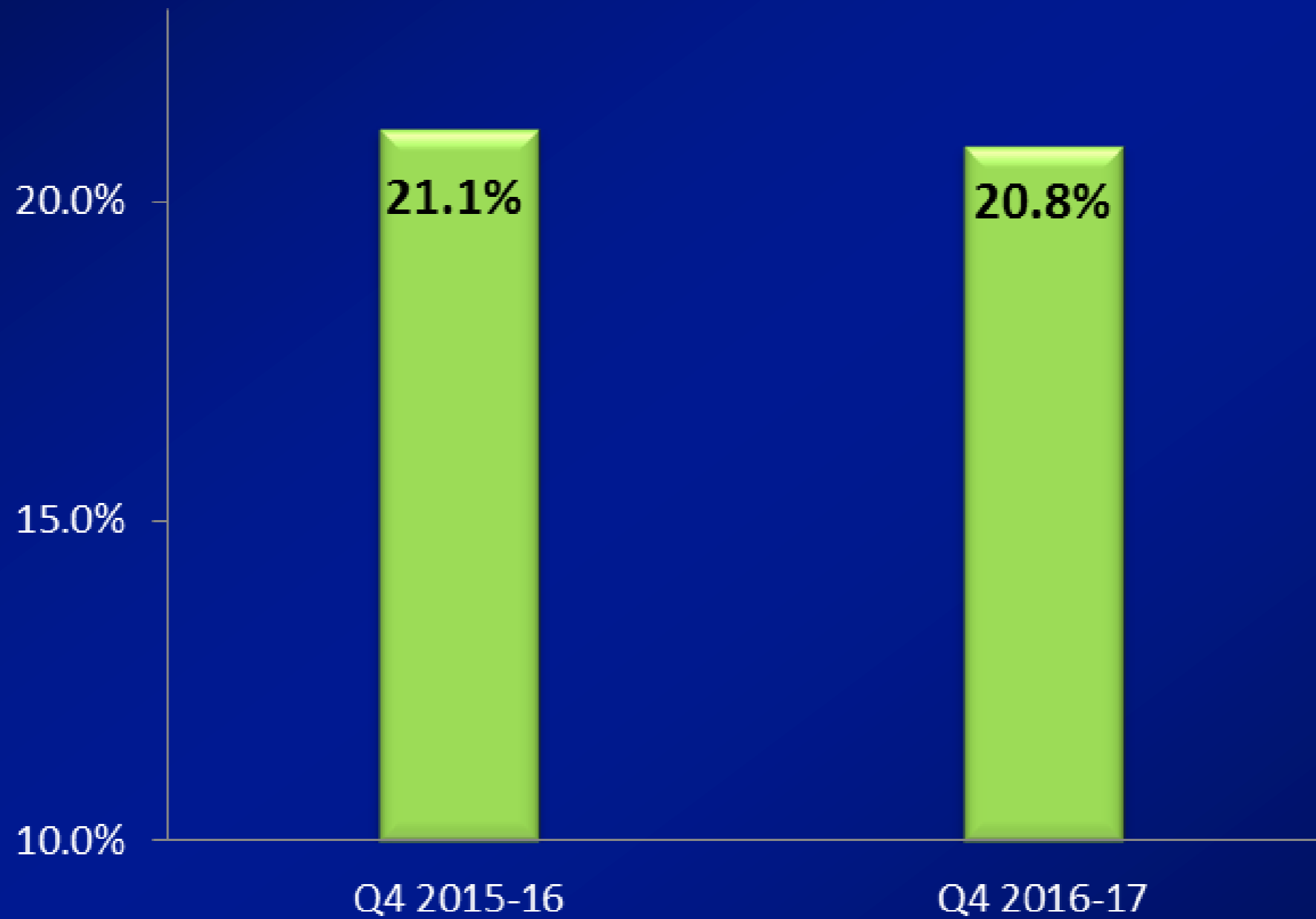


# Advertising



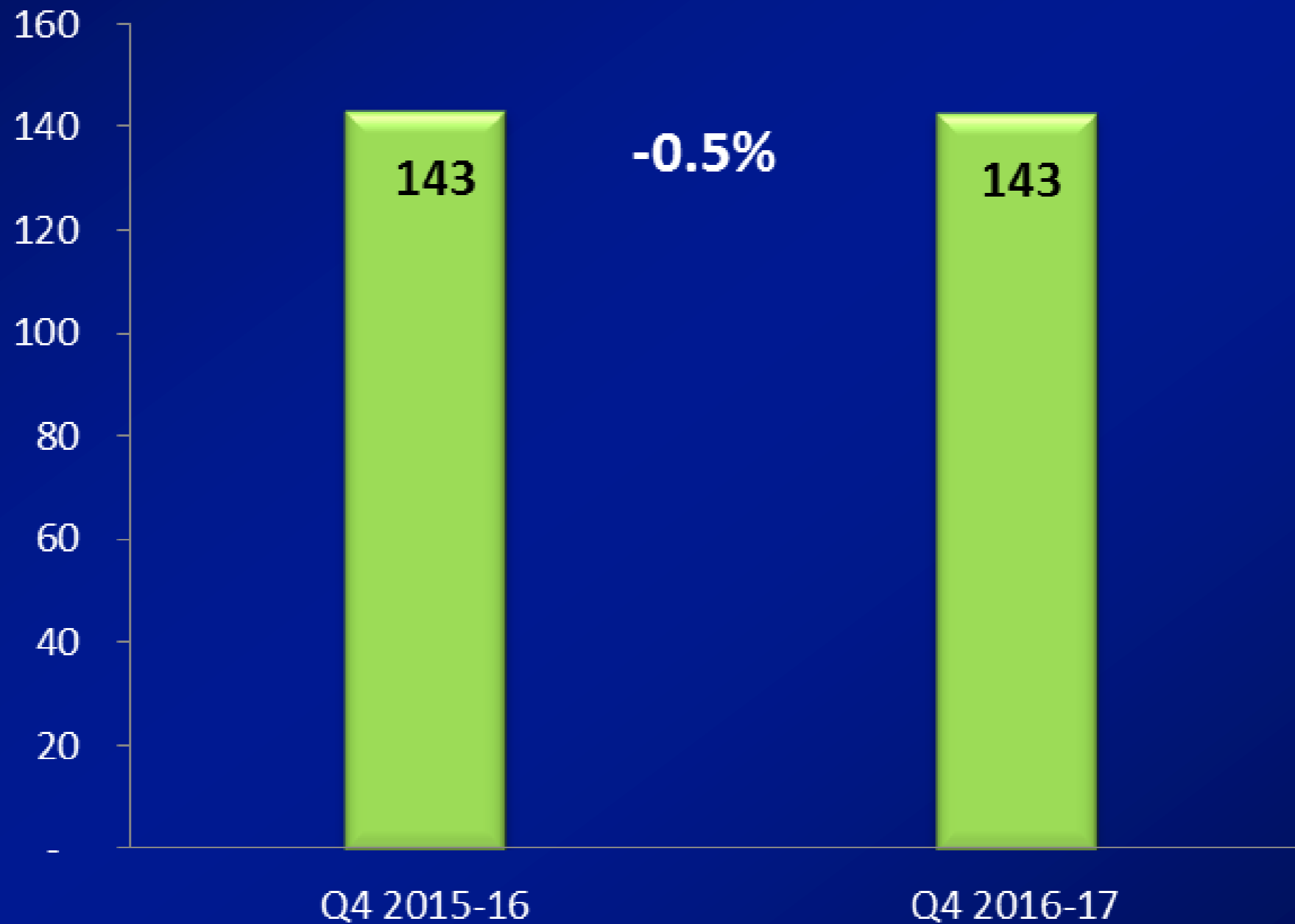


# ***EBDITA***



# Profit After Tax

(Rs. Crores)



# Summary Q4 2016-17

Net Sales

+3% growth

Gross Margin

+130 bps increase

Advertising

+24% growth

EBITDA

21% to sales

PAT

-0.5% decline



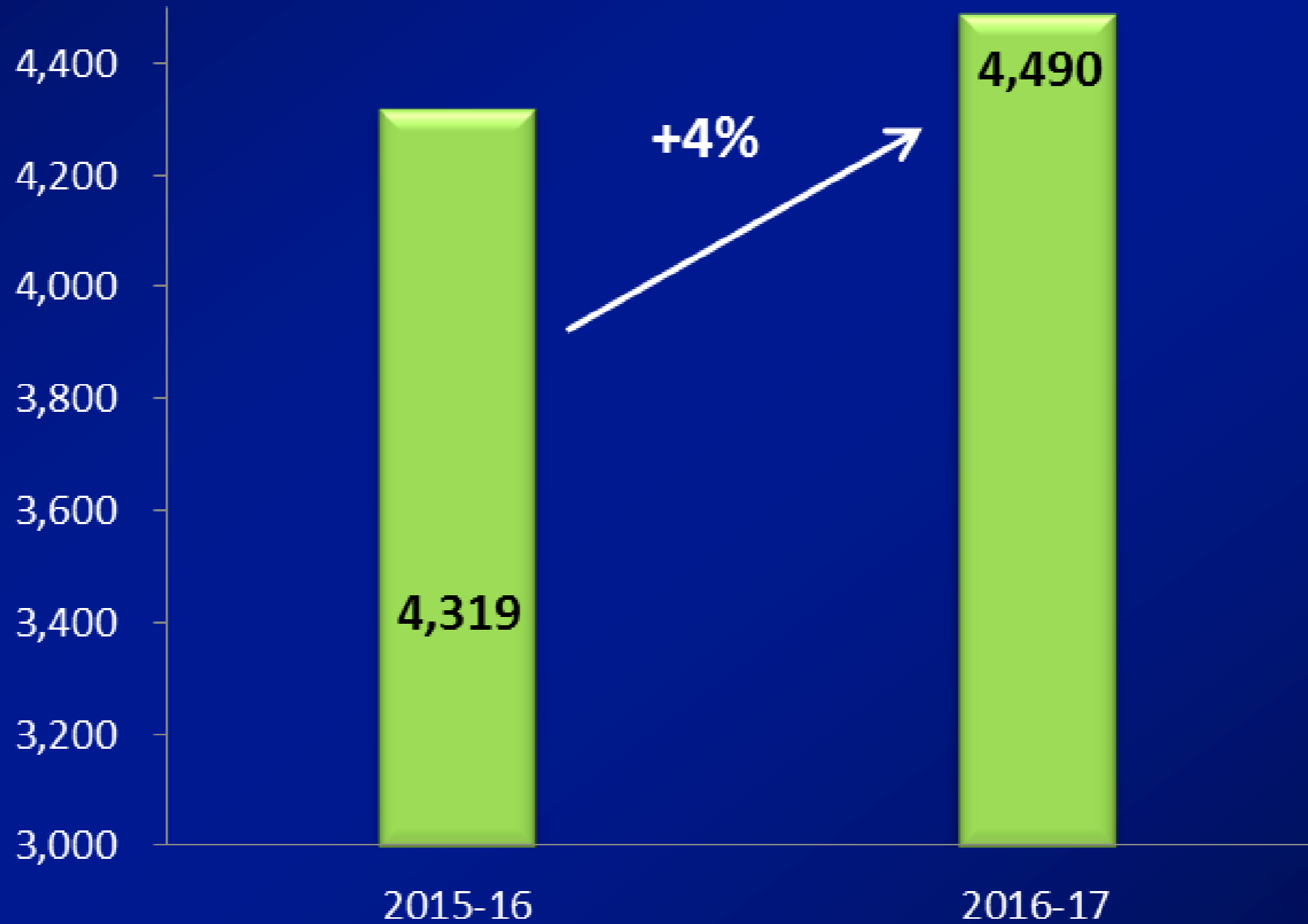
# ***Financial Results***

## ***FY 2016-17***

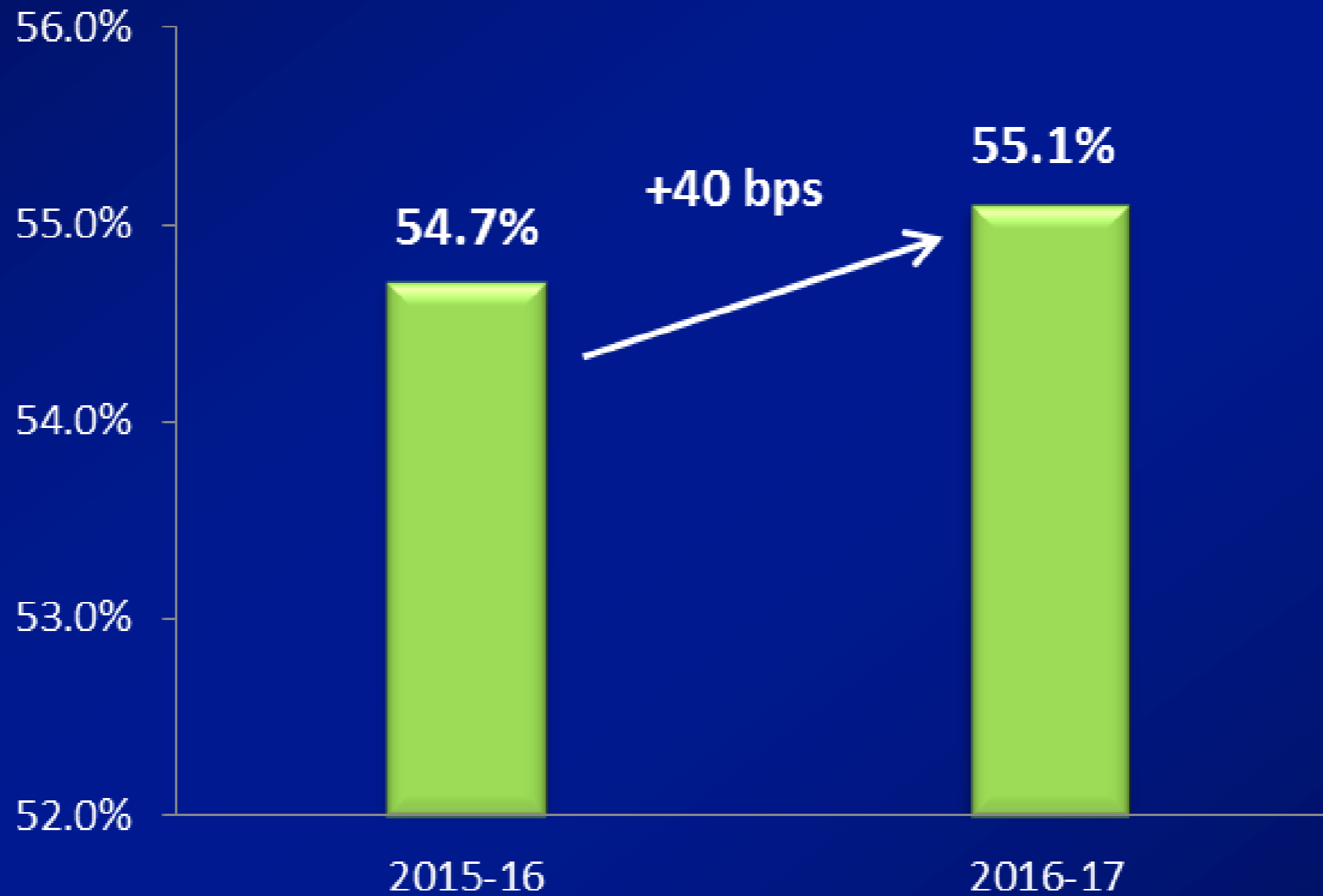


# Net Sales

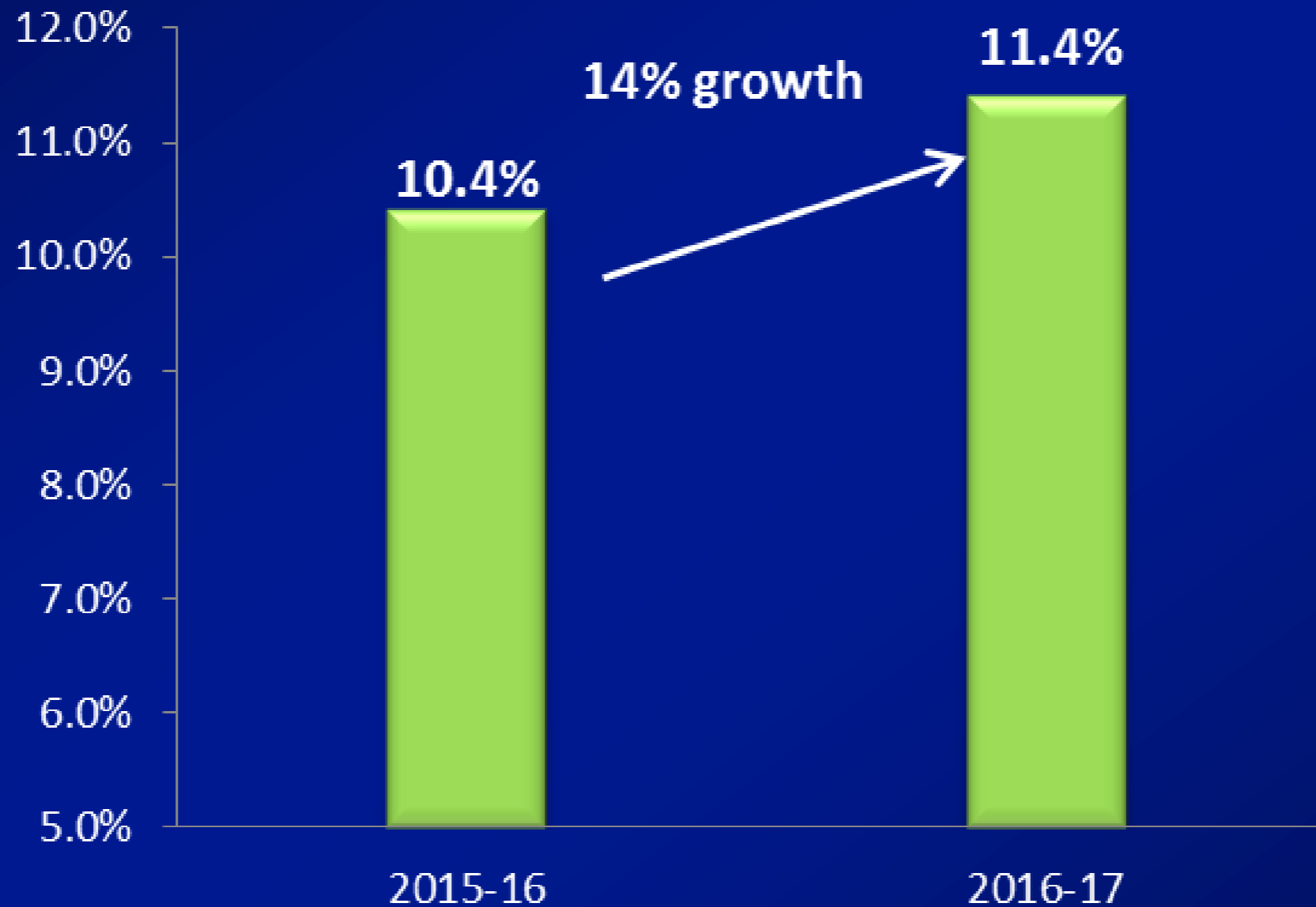
(Rs. Crores)



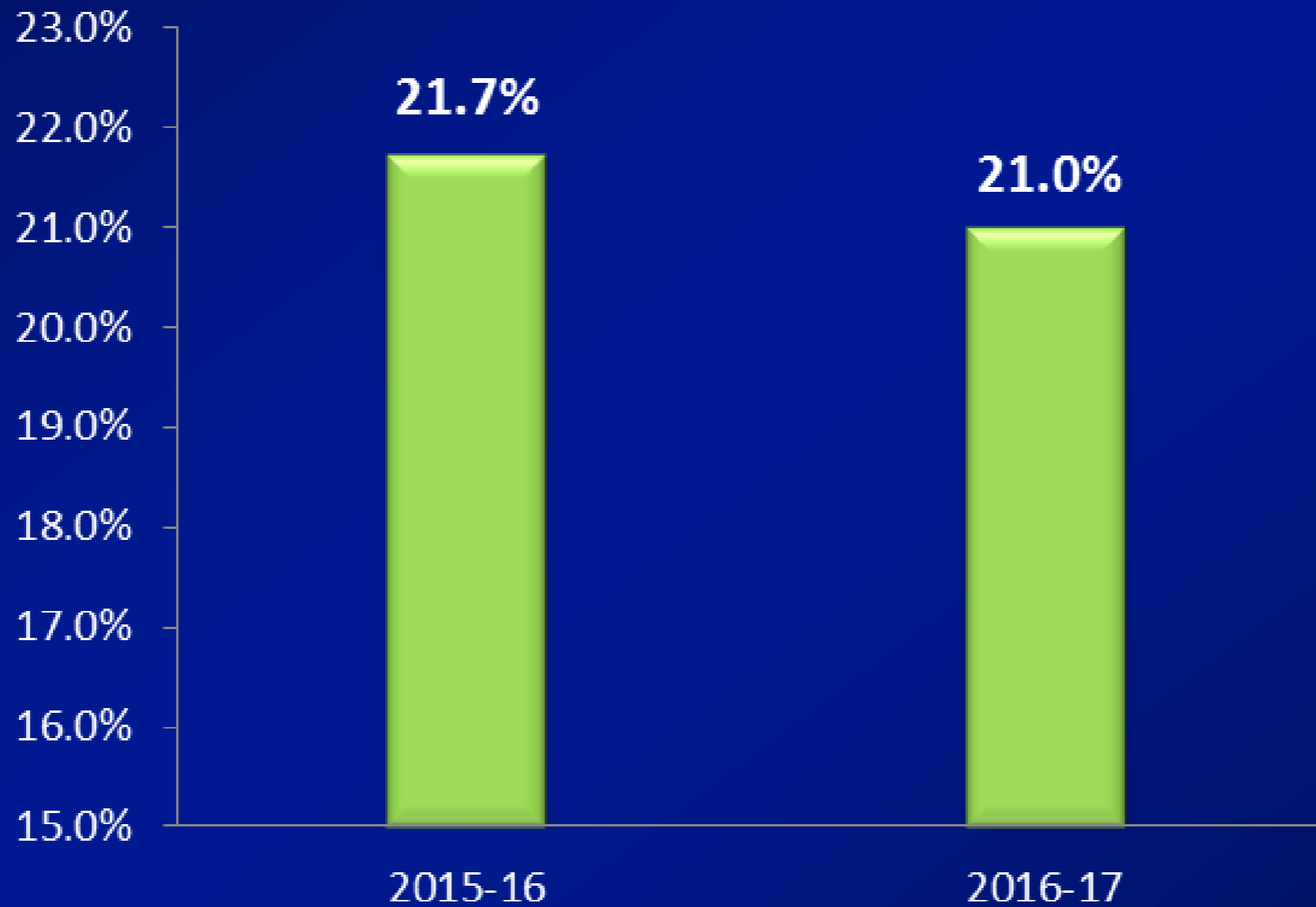
# Gross Margins



# Advertising



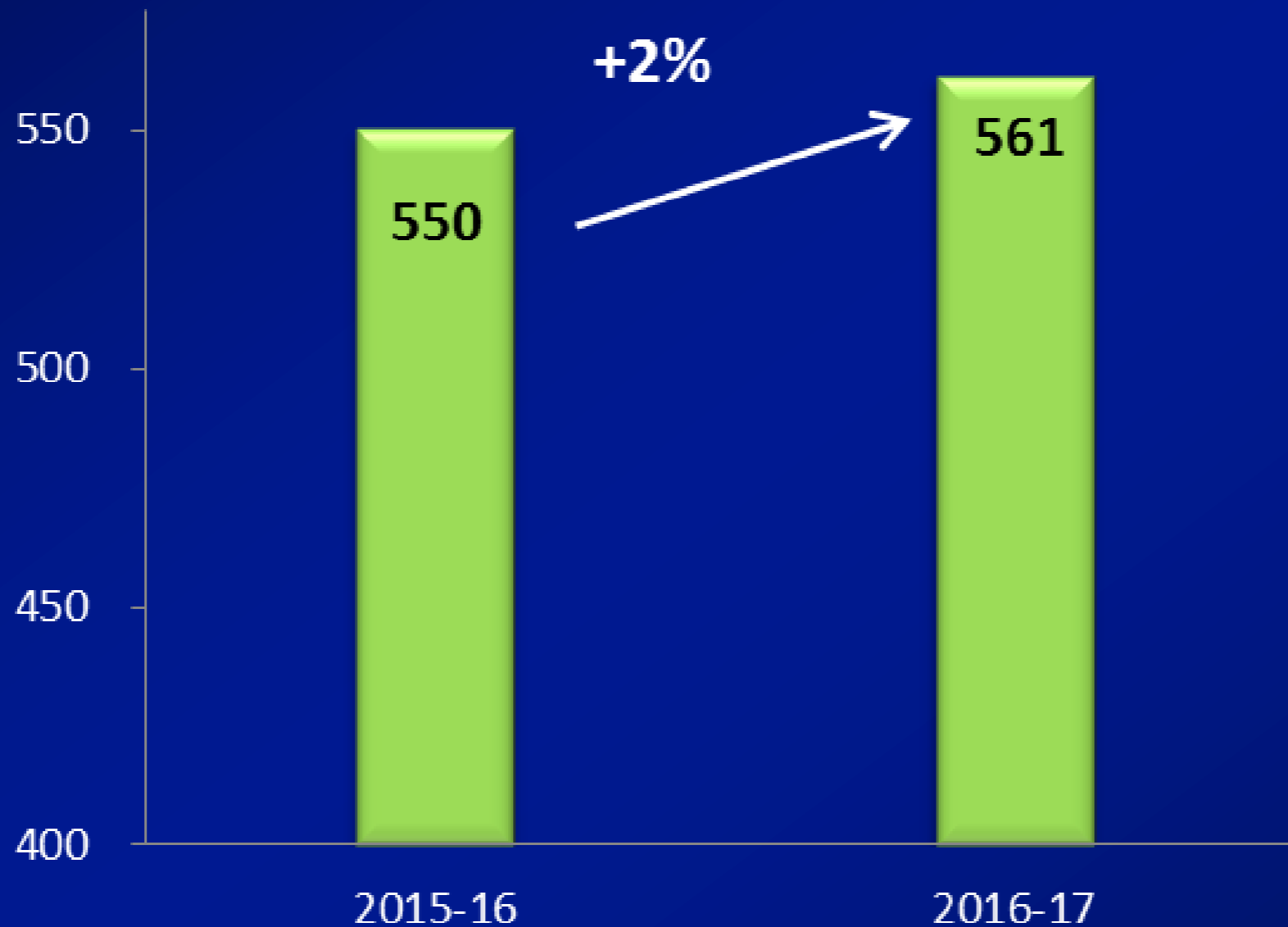
# ***EBDITA***





# Profit After Tax

(Rs. Crores)



*\*PAT before tax reversals for 2015-16 & 2016-17 respectively*

# Summary FY 2016-17

Net Sales

+4% growth

Gross Margin

+40 bps increase

Advertising

+14% growth

EBITDA

21% to sales

PAT

2% growth

*(Before tax reversals)*



***It has been a challenging  
environment***



# *Continuous focus on our strategic initiatives*



# ***Key Strategic Initiatives***

- **Engage to build our brands**
- **Innovation for growth**
- **Effectiveness & Efficiency**
- **Leading to Win**



# Toothpaste Volume Market share



2.9X

Competitor 1

Competitor 2

Competitor 3



# Toothbrush Volume Market share



# India's Most Trusted Brand

## 6<sup>th</sup> year in a row!

**F**or the first time in 17 years, people's trust declined across business, media, government, and NGOs. This was the conclusion of a *Harvard Business Review* story based on Edelman Trust Barometer's latest survey reports. Even as the survey was conducted late last year, from October 13th to November 16th (till a week after demonetisation), India emerged as the most trusted nation in terms of institutions amidst a "global implosion of trust". It may be 'meta' to use one survey to introduce another, but the results of Brand Equity's Most Trusted Brands 2016 prove brands too regain lost faith.

Either that or consumers are really God, right down to forgiving. How else to explain Samsung's rise from 16 to 2 in a year of rampant bad publicity? Nestle's Maggi won consumers back; it 'lead' the roller coaster ride of '5 to 95 to 25' over three years.

For all the chatter around *Swadeshi* and Baba's word over all things common-sensical, this survey also proves how difficult it will be to shake Colgate no matter how much *Kanti* (shine) their herbal toothpastes promise. Messaging and social media apps like WhatsApp and Facebook debuting in the Top 100 signals their potential to control narratives.

This report is also a reality check for any Bansal, Bezos, or Bahl, who plans to beat Biyani in the Indian retail race. Big Bazaar soared from 27 to 14 this year; even as Amazon, Flipkart, and Snapdeal languish outside the Top 100. Trust doesn't come in a package deal with high valuation, we guess.

That said, this year's results prove nothing is irrevocable. Not even consumer trust. And therefore, there's still hope for brands whose pride suffered a fall through 2016.



### MOST TRUSTED BRANDS 2016

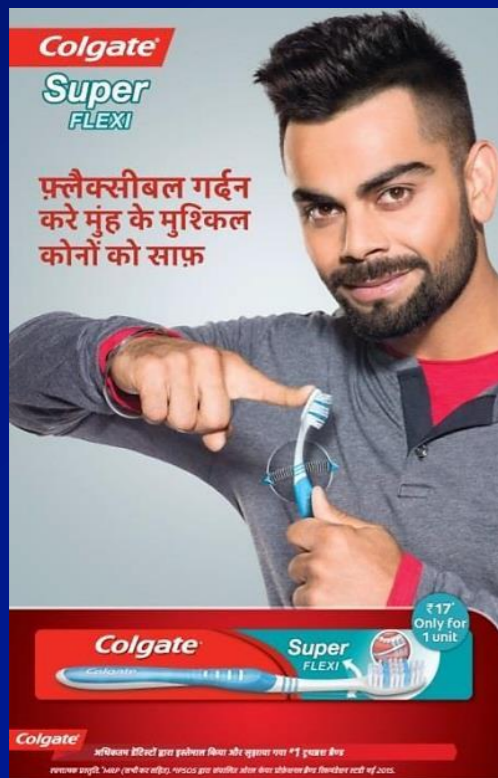
COLGATE	[1]	[11]
SAMSUNG MOBILE	[2]	[16]
AIRTEL	[3]	[11]
LIFEBUOY	[4]	[51]
SBI	[5]	[35]
FAIR & LOVELY	[6]	[17]
TATA SALT	[7]	[21]
DETTOL	[8]	[31]
LUX	[9]	[81]
SURF EXCEL	[10]	[101]



Source: Economic Times , Brand Equity Annual Survey



# Endorsed by top Indian Celebs



***And we are Investing  
to Grow***



# ***Key Growth Drivers***

- **Innovation**

- **Engaging with consumers to build our brands**

- **Winning on the Ground**

- **Strong professional partnerships**



***Continued the momentum in  
2016.....***



# Establishing new sub-segments

New Colgate Kids toothpaste for 2-5 year olds



Fun filled exciting animal characters



# Combining technology & goodness of natural ingredients



**First Sensitivity toothpaste with Clove**



# Latest Innovation on MaxFresh

## Maxfresh Power Freeze



Delivering an intense experience through flavor,  
pack & aesthetics



# Made in India, Made for India

## Colgate Cibaca Vedshakti



### Packed with goodness of 5 natural ingredients





# **Strong Local Innovations**

## **SuperFlexi Black**



**India's first value-tier 'black' toothbrush**



# Specialized Offering

**Colgate A1**



**Superior Cleaning &  
Long Lasting Bristles**



# Building new sub-categories online



WINNING ON THE GROUND

# Exciting new Flavor in Plax !



# Personal Care Innovation



Product Innovation



Packaging Innovation



HandWash Refills

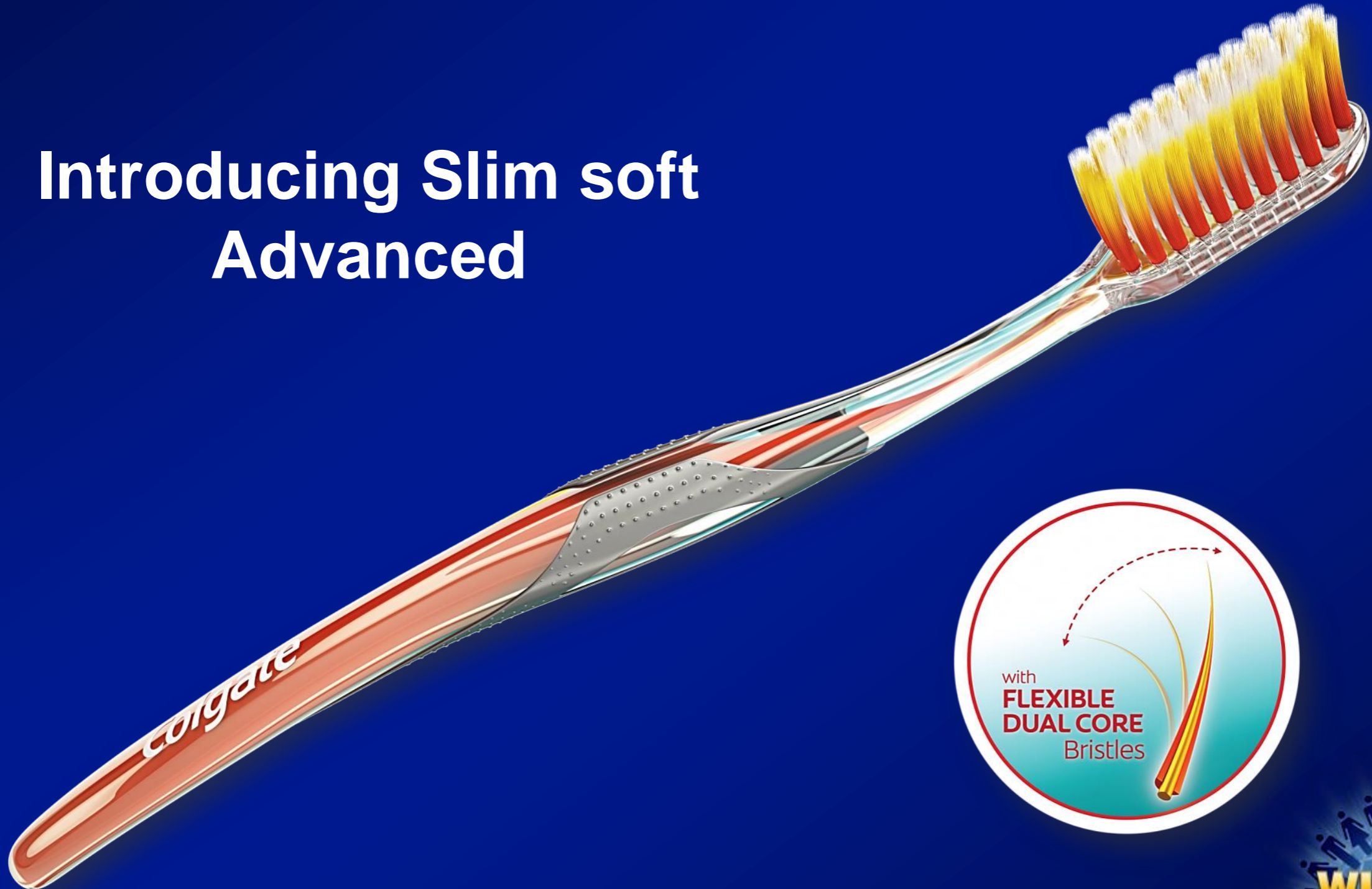


***And 2017 is no different !!!***



# Advanced technology + Never seen before aesthetics

Introducing Slim soft  
Advanced



# Tapping the “Bottom of Pyramid “ Opportunity



Introducing Colgate Star

Entry Level Toothbrush  
Bundle @ Rs 12





# Innovating across Categories

Exciting new Men's range of  
Bodywashes and Shaving foams



# Naturals Segment

*Watch this space for more.....*



# ***Key Growth Drivers***

- **Innovation**

- **Engaging with consumers to build our brands**

- **Winning on the Ground**

- **Strong professional partnerships**



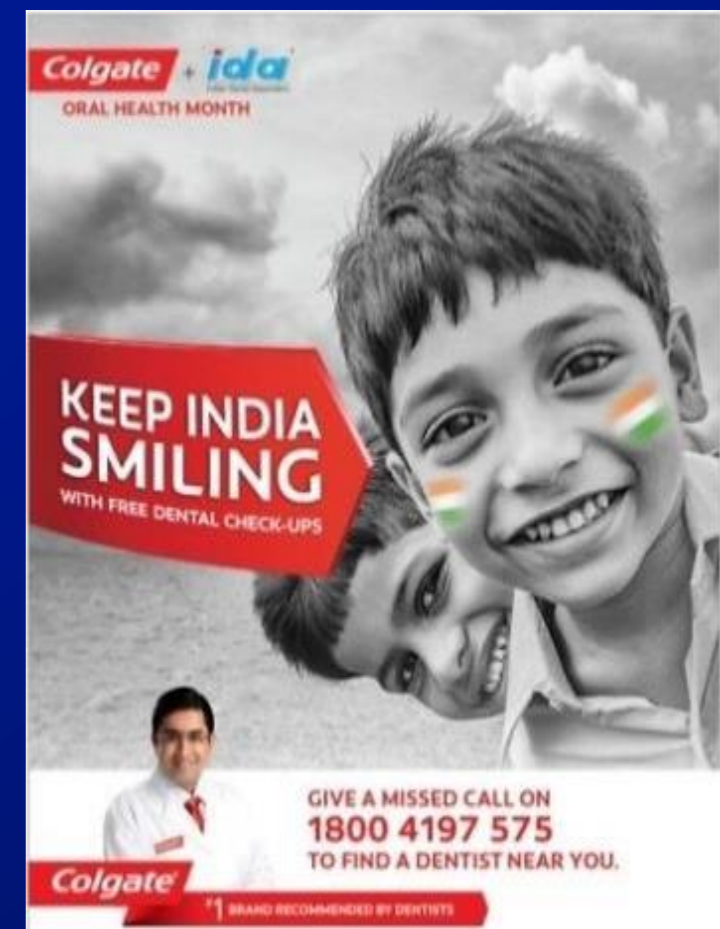
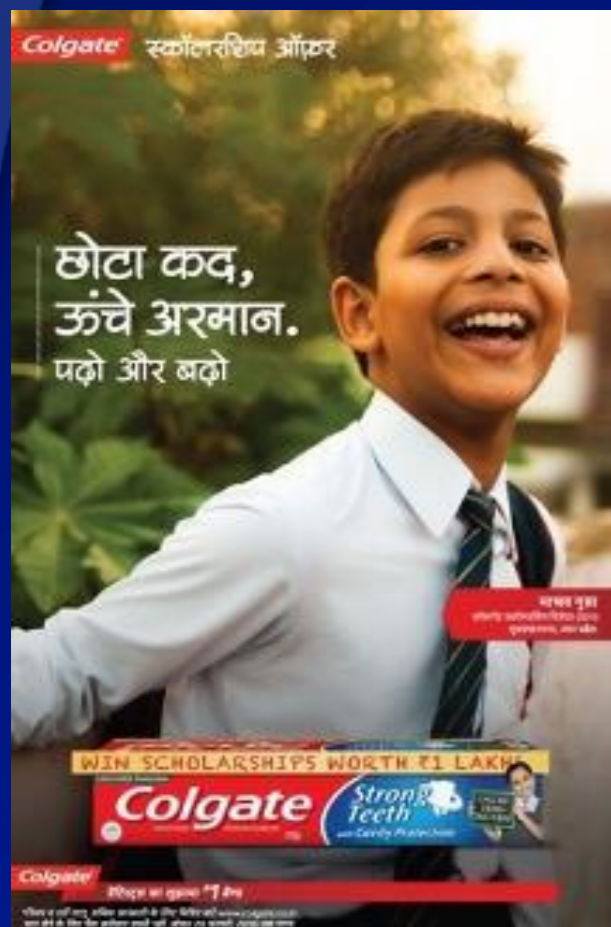
# Impactful Consumer Engagement Programs every Quarter on the biggest Brand

**Q1 :  
Scholarship**

**Q2 :  
Collectibles**

**Q3 :  
Learn & Win**

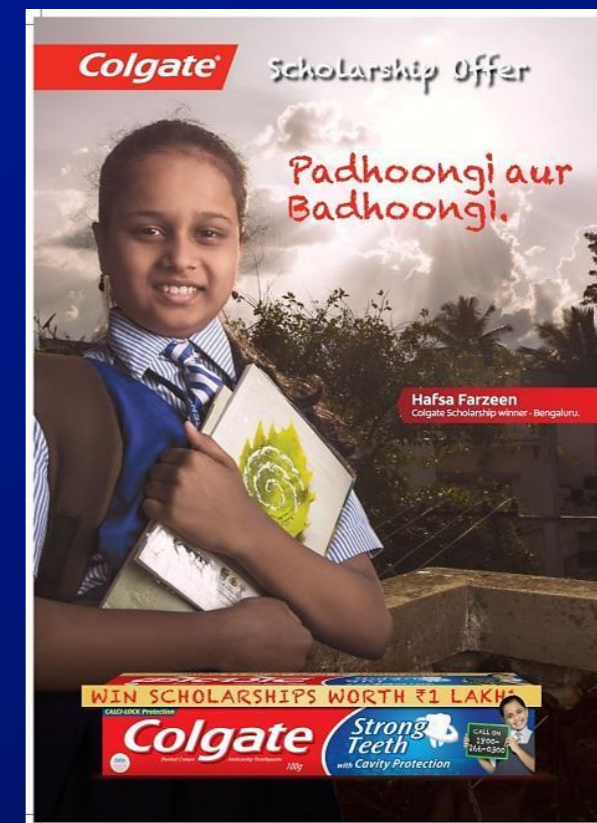
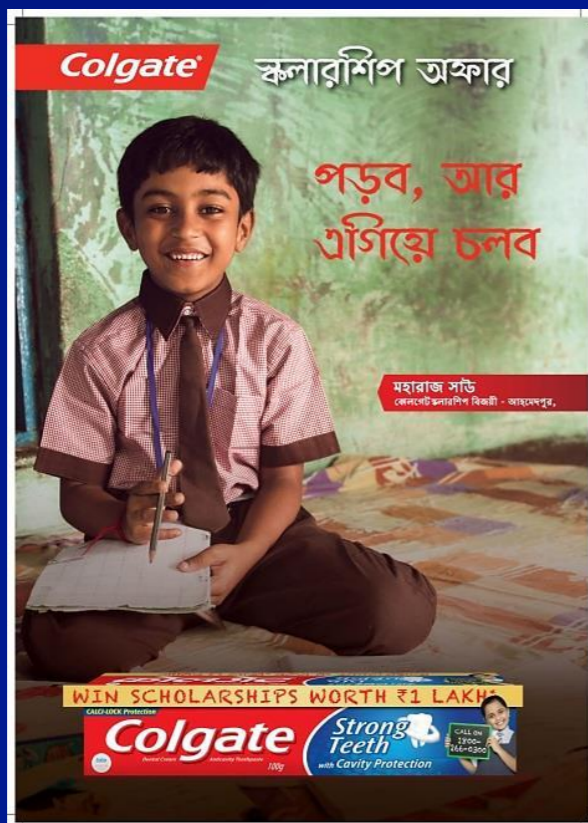
**Q4 :  
OHM**



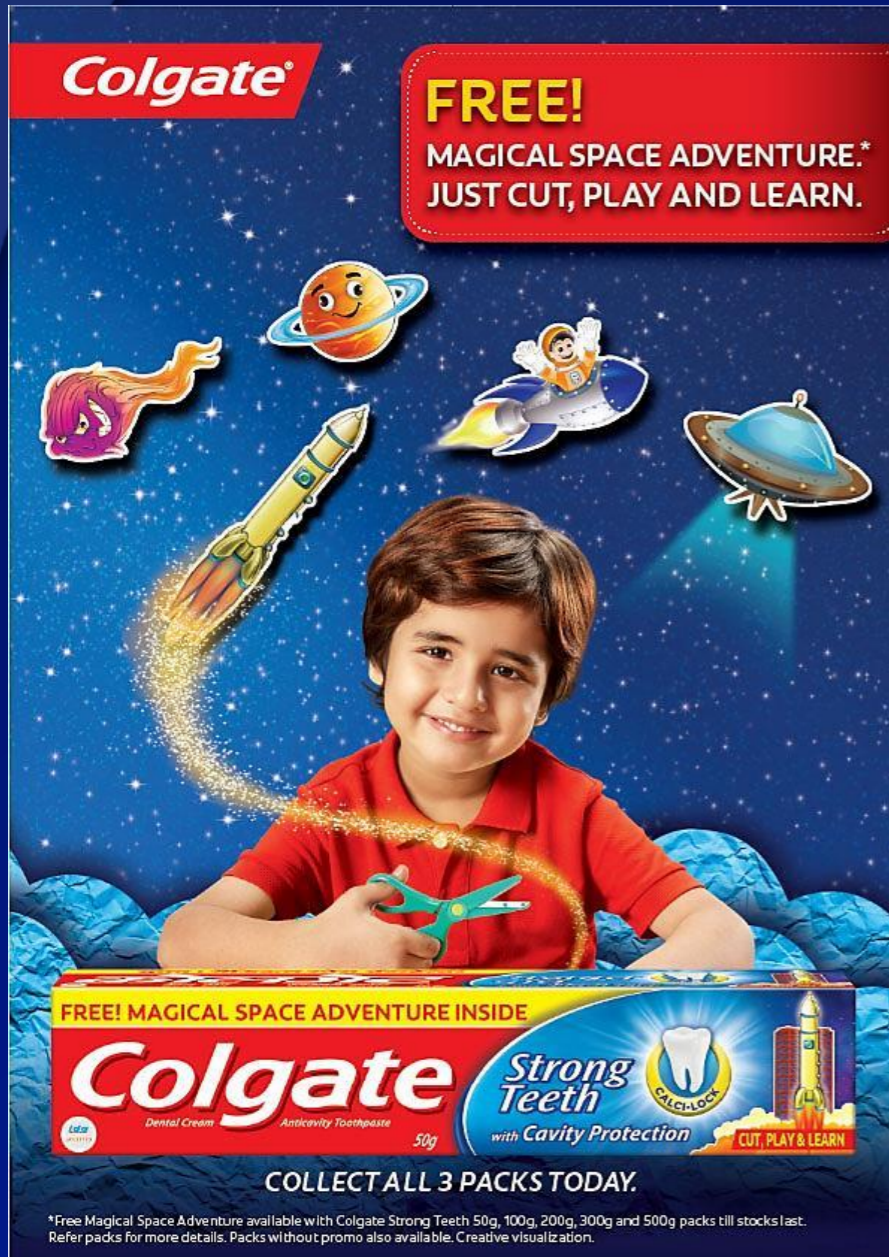
# Impactful Consumer Engagement Programs - Scholarships



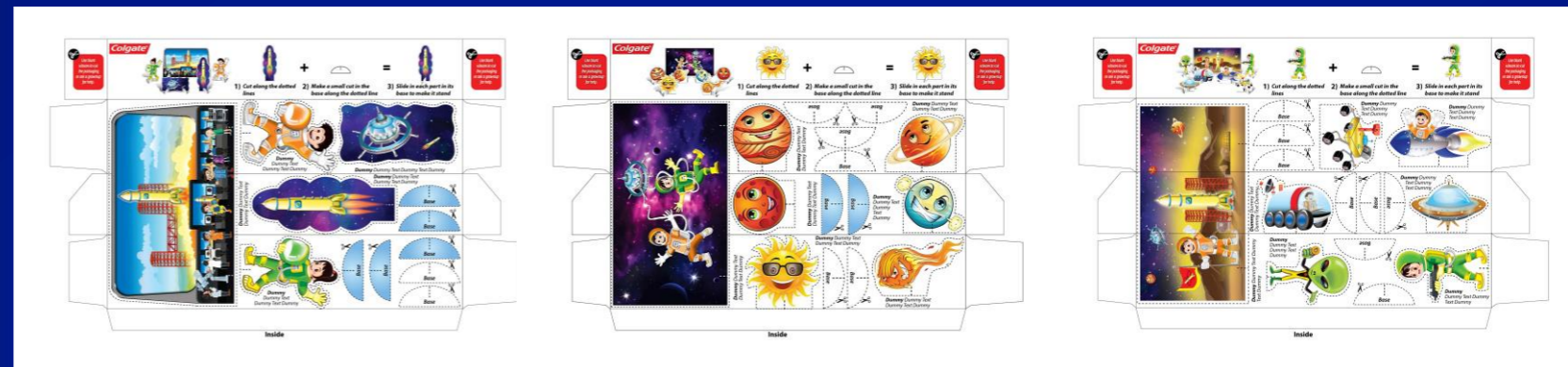
**Padho aur Badho**  
**8.4 million**



# Impactful Consumer Engagement Programs - Collectibles



Innovative offer - Turning Colgate packs into toys



**Space Launch**

**Space Walk**

**Alien Planet**

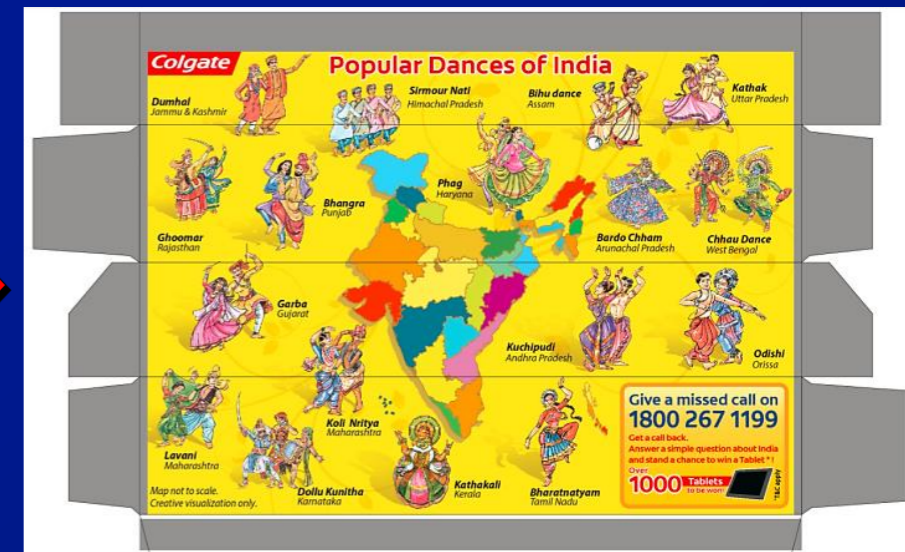
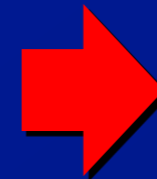
Driving Strong Business results



# Impactful consumer engagement programs - Learn & Win



## LEARN & Win with Colgate packs



Factoids printed inside the Pack

Highest Ever Participation in an Engagement program!



12.6mn  
entries

**WINNING ON THE GROUND**

# Leveraging Digital to Engage with Consumers – Visible White

## 3 Phases of Thematic Shine Song



Phase 1  
Featuring Sonam Kapoor  
6.6 million views

Phase 2 Featuring Youtube  
Sensation Shraddha Sharma  
6.5 million views

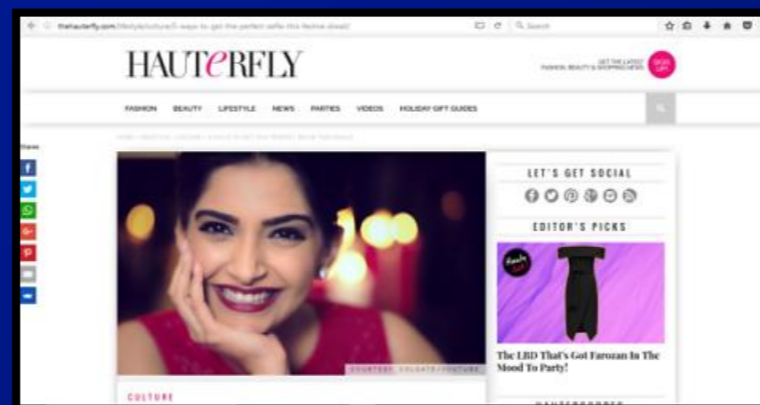
Phase 3 Featuring Sonam &  
Youtube star Arjun Kanungo  
>10 million views

## All phases supported with

**Contextual Beauty Vlogger  
Content**



**Contextual Content  
Seeding**



**Twitter Amplification  
Campaigns**





# Leveraging Digital to engage with consumers – Sensitive Clove launch

Co created “Clove” flavored ice cream with Baskin Robbins

Partnership with celebrity chefs to create Clove ice cream based recipes

Digital influencers shared their experiences on social media



#icloveit top trending on twitter!

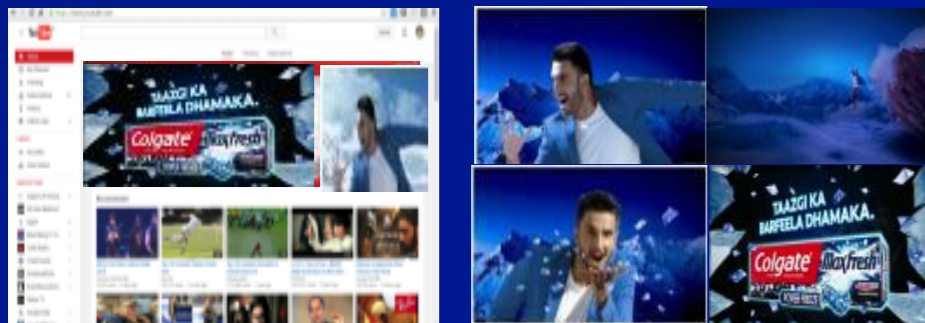
WINNING ON THE GROUND

# Leveraging celebs to engage with consumers – Max Fresh

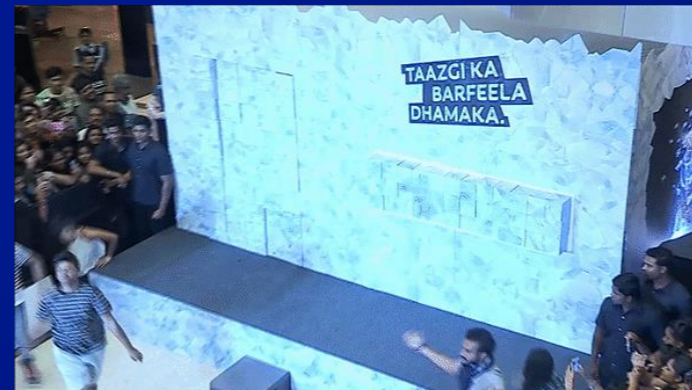
## Pre-launch Buzz on Social Media



## TV/Digital



## In-store



# ***Key Growth Drivers***

- **Innovation**
- **Engaging with consumers to build our brands**
- **Winning on the Ground**
- **Strong professional partnerships**



# *Increasing Distribution & Availability*

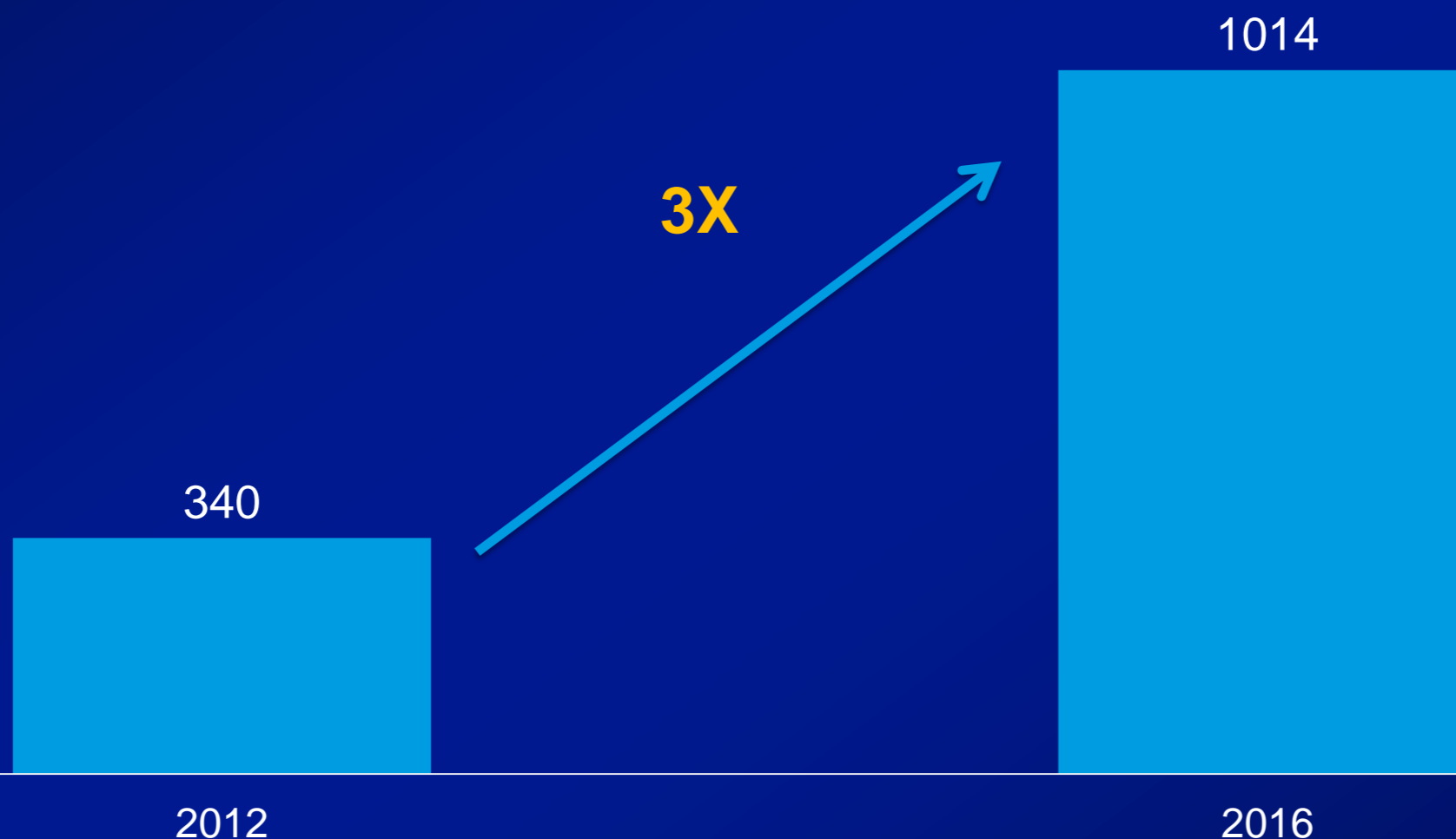


**Colgate available in 5.8 MN outlets**



# *Increasing distribution & availability*

No. of vans in Rural



**Invested behind infrastructure**



# Superior In-store execution

## Cibaca Vedshakti



# Superior In-store execution

## A1 Toothbrush



# Superior In-store Execution

## CDC Collectibles



WINNING  
ON THE  
GROUND



# ***Key Growth Drivers***

- **Innovation**
- **Engaging with consumers to build our brands**
- **Winning on the Ground**
- **Strong professional partnerships**



# Partnering with the Indian Dental Association



- Continuing dental education programs in 450 IDA branches
- National & State conferences
- IDA-Colgate Student Scholarships
- Oral Health Month
- IDA seal on Colgate products
- Bright Smiles Bright Futures

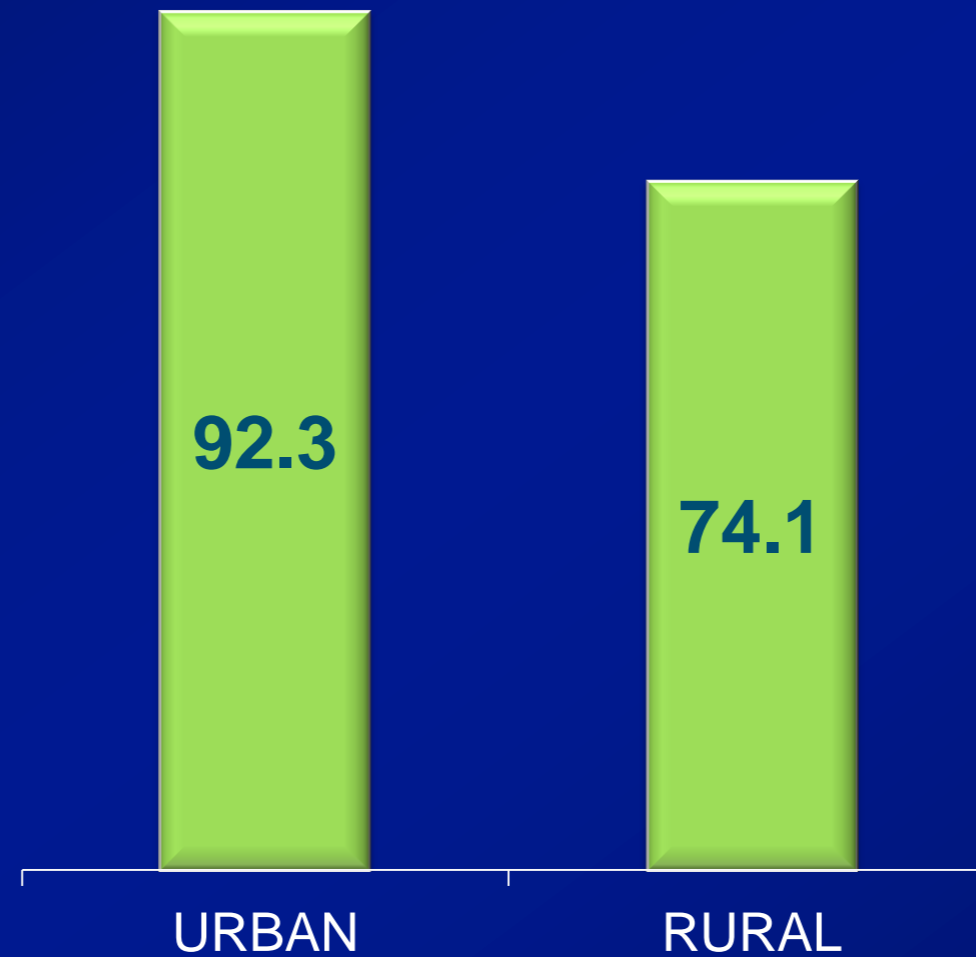
Enhancing engagement & education with 40,000 + IDA dentists



# *Huge Headroom for Growth*



# Penetration

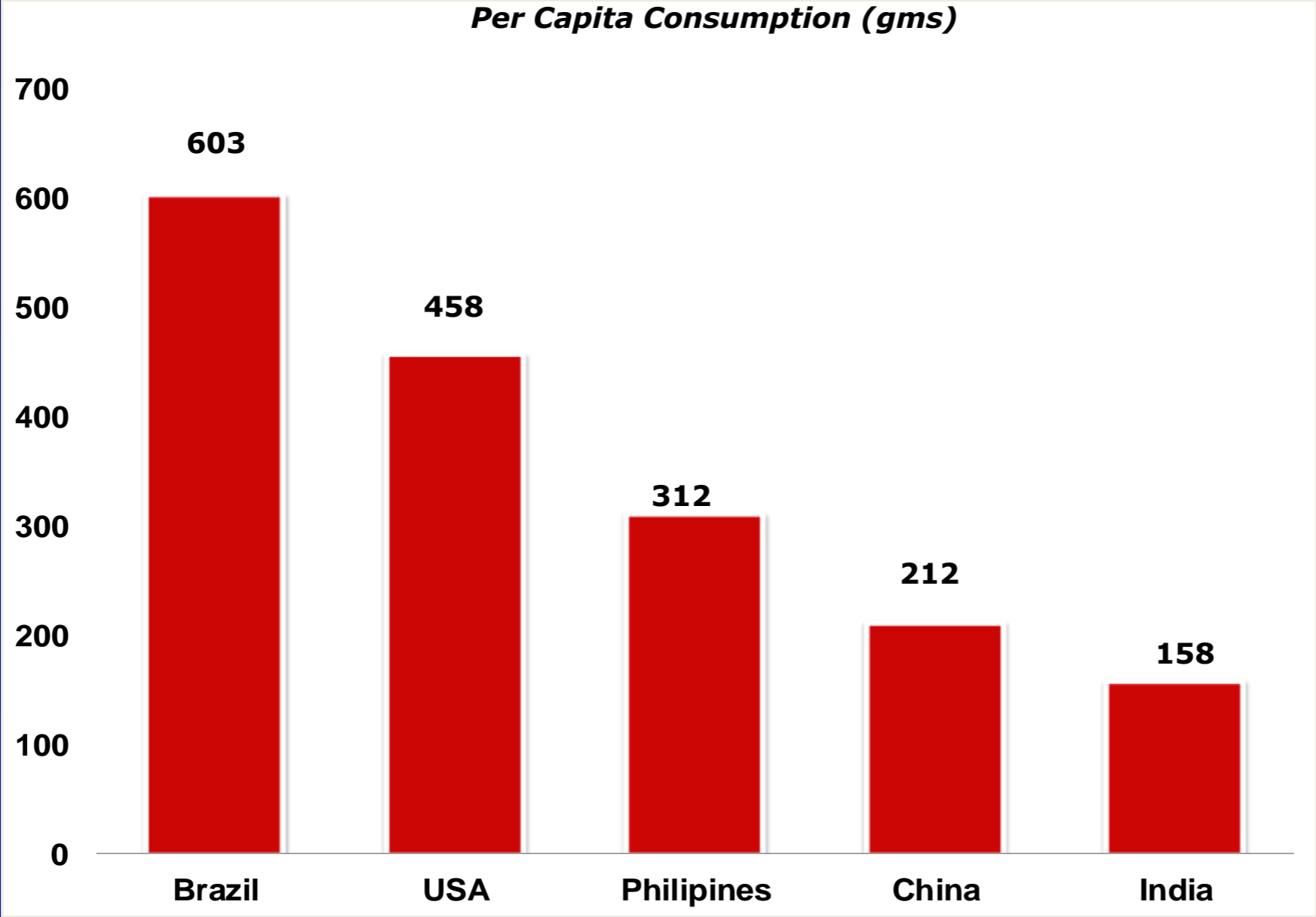


**250MM**  
consumers do  
not use  
Toothpaste

Source: Indian Readership Survey (HHs), IMRB\*\*



# Consumption



Market size increases by 1.3X if PCC reaches China levels

Source: Market Analyzer Nov'16



# ***Leading to Win***

## ***Working with our Community***






# Oral Care awareness - Jeevika



- To leverage women's role as change agents to influence oral care habits
- Socio-economic empowerment of rural poor through Sustainable Community Partnership in Bihar
- Working towards to key aspects of rural livelihood enhancement and vulnerability reduction, covering more than 40,000 households every month



# Oral Health Month



**Colgate + ida**  
Indian Dental Association  
**ORAL HEALTH MONTH**

**KEEP INDIA SMILING**  
WITH FREE DENTAL CHECK-UPS\*

Give a missed call on  
**1800 266 1255.**  
Free check-up card inside the  
Colgate Oral Health Month pack.

**Colgate** Strong Teeth  
with Cavity Protection

**Colgate**  
#1 BRAND RECOMMENDED BY DENTISTS



- Over 34,000 dental clinics in 1300+ towns- our largest run on ground activation
- OHM vans in 25+ towns
- Dental check-ups in 75+ MT stores







# Bright Smile Bright Future

- 1976
- 1986
- 1996
- 2006
- 2016

0.45 Mn



3.2 Mn



6.9 Mn



49.1 Mn



142.2 Mn



- Over 142 million school children contacted across 327,000 schools in the last 40 years



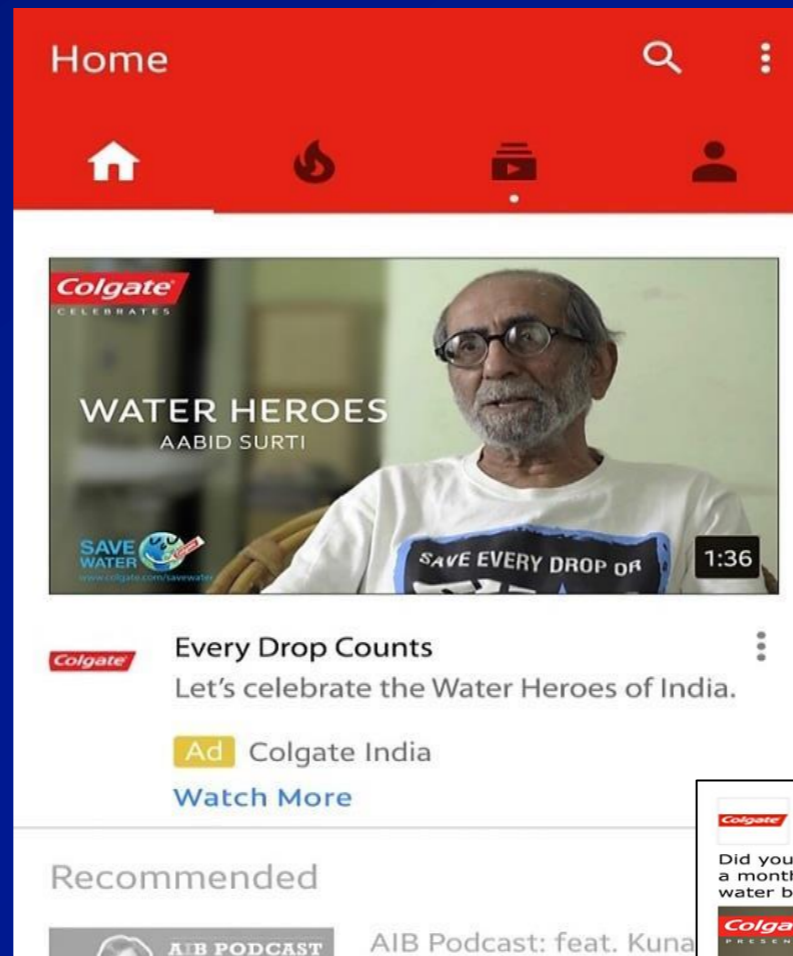
# Saksham



- An Employability linked Skill Development Program for Social & Economic Empowerment of Youth
- Youth from less privileged families and marginalized communities in urban slums & rural areas
- Candidates certified in 2016-17 - # 202



# Save Water Initiative



Save Water – Social Media awareness drive



# Working with NGO Partners



Addressing Inequalities- Program to support education and nutrition for children affected and infected by HIV.



Conservation of Natural Resources, Vocational training for self sustenance of villagers, Girl child empowerment.



Providing quality education to underprivileged children; Program 'Read India'- improve basic reading, writing and arithmetic skills



***We continue to deliver long  
term sustainable growth***



# Net Sales

(Rs. Crores)



\* Numbers per old IGAAP



# Gross Margin



\* Numbers per old IGAAP



# PAT

(Rs. Crores)

10 yr CAGR - 14%



\* Numbers per old IGAAP





# EPS

(Rs.)

10 yr CAGR - 14%



\* Numbers per old IGAAP



# DPS

(Rs.)

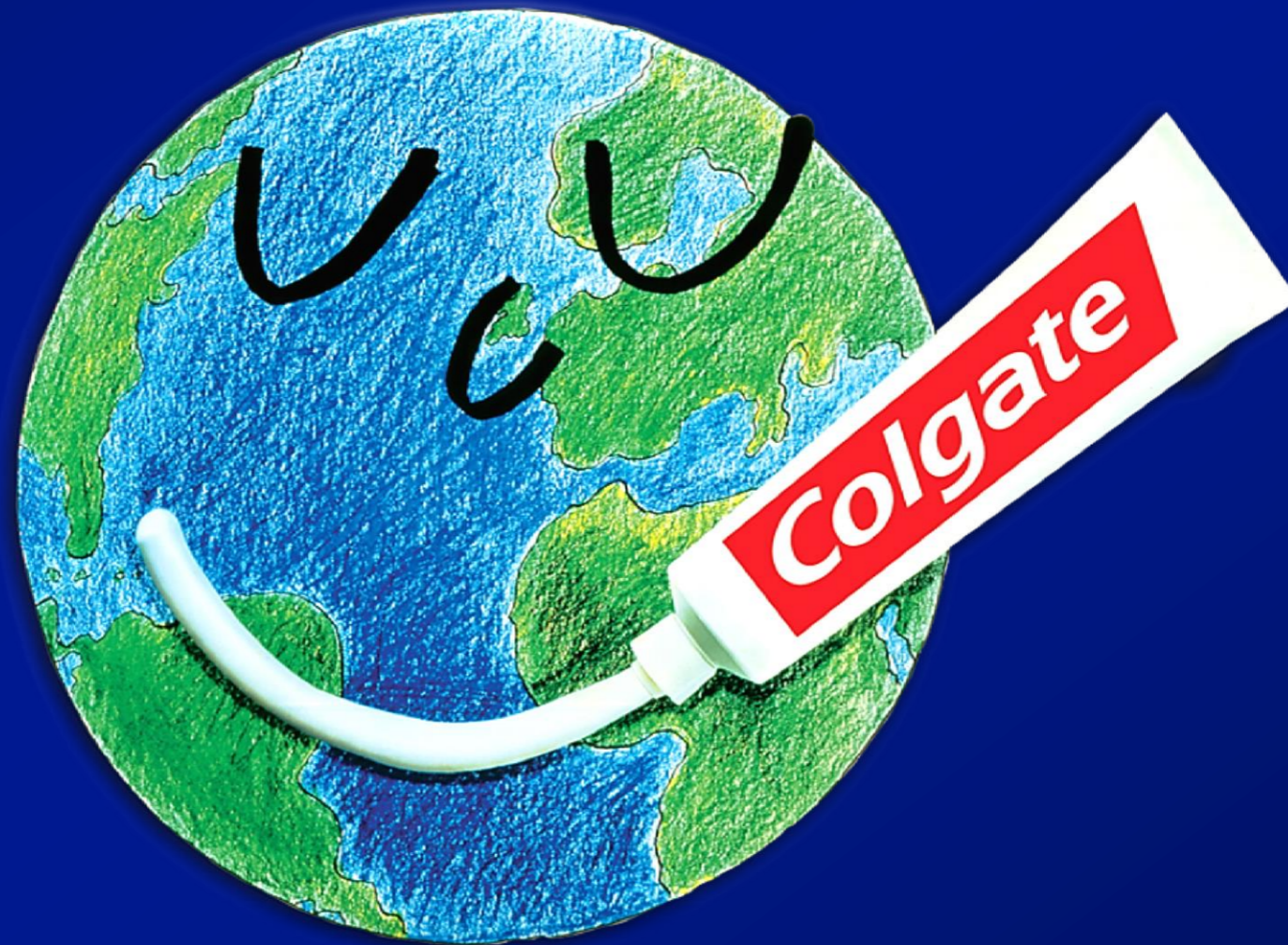
10 yr CAGR - 8%



\* Numbers per old IGAAP



***Well-poised to continue to grow  
shareholder value***



# Colgate Palmolive India Ltd



# *Lets Talk*

