



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

December 18, 2020

The Secretary
BSE Limited
P.J.Towers- 25th 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/Madam,

Sub: Presentation of Analyst/Institutional Investor Call.

This is further to our letter dated December 16, 2020 regarding the Analyst/Institutional Investor Call scheduled today i.e. December 18, 2020 at 11.00 am (IST). Please find enclosed a presentation in this regard.

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®



Analyst Meeting, Dec 2020



Colgate - Palmolive

Our strategic framework



Our strategic framework

Winning
with brands



**Driving
Profitable
Growth**



Colgate[®]



Smile karo aur shuru ho jao

Leading optimism through culture



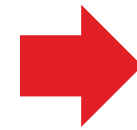
Celebrating Real Life Stories



200 Mn+ Views on digital



Saluting COVID smile heroes



*Dr. Madan Iyengar,
Leveraging his knowledge to
build solutions*



*Ms. Priti Upadhyay,
No soul should go hungry*



*Ms. Niveda R.,
Ensuring basic women hygiene
during COVID*



Official Smile Partner for IPL



6 Teams

247 Mn Reach



Disney+
hotstar

You Tube

Winning Consumers' minds, hearts & homes



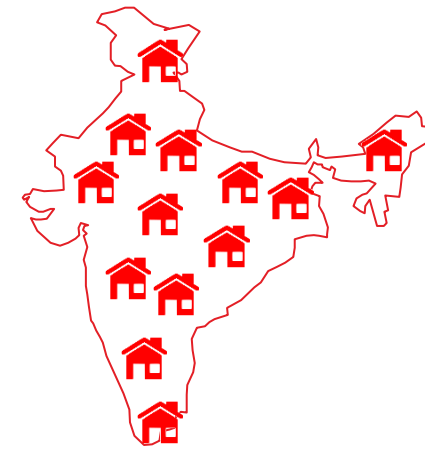
**+800
bps**

Top of Mind Recall



**+180
bps**

Attitudinal Equity



88.2%
***India's #1
Penetrated
brand***

HH Penetration

Our strategic framework

Winning
with brands



**Driving
Profitable
Growth**



**Leading
Innovation**

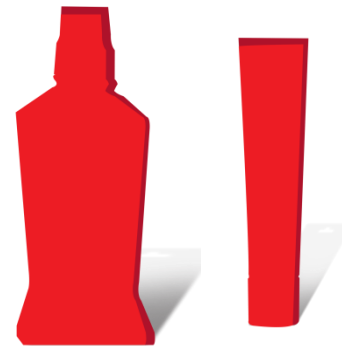


Strategic outlook to innovation

**Build
Platforms**



**Technological
Superiority**



**New
Opportunities**



Strong momentum on naturals



Colgate SWARNA VEDSHAKTI

Dirty Mouth Clean Mouth

Colgate SWARNA VEDSHAKTI Complete Ayurvedic Protection

A PURE MOUTH MEANS A HEALTHY YOU

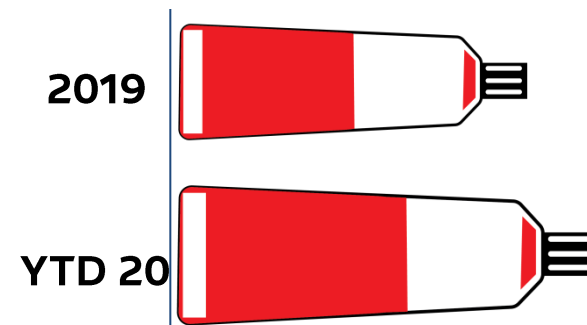
A HEALTHY YOU
A PURE MOUTH MEANS



2X store availability



+70 bps Penetration



+500 bps MT & Ecom \$SOM



Contemporizing & Unique view



Contemporizing & Unique view



India's 1st natural mouth spray



Freshness & Protection
on the go

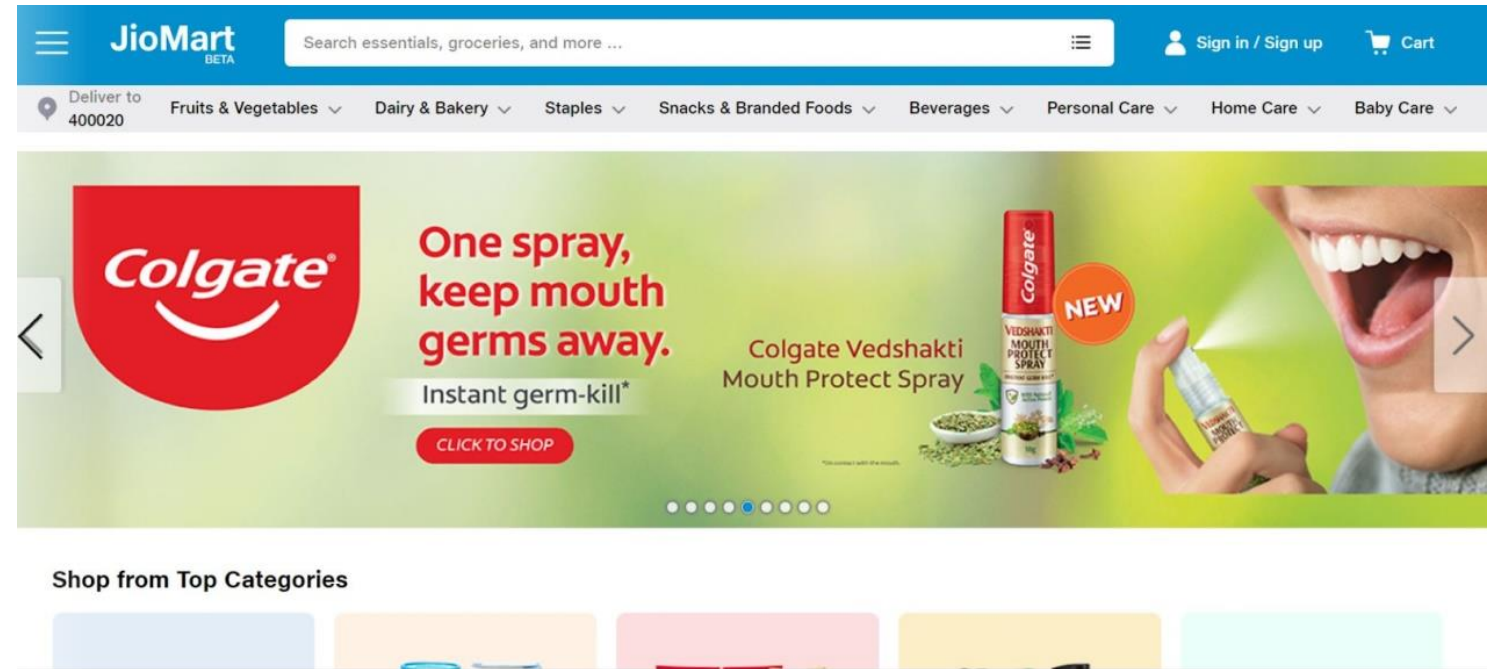


100+ Spray
₹99



Saunf
Freshness

High Impact Amplification



Introducing Oil Pulling



Sesame Oil blended with Eucalyptus, Basil, Clove and Lemon oils

Packed with Anti-Oxidants

MRP 350/- for 200 ml

Building platforms on Vedshakti



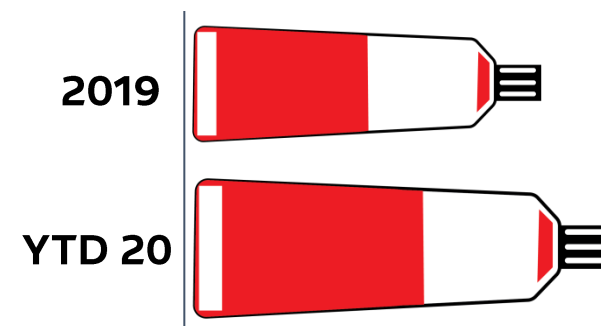
Core continues to grow



+130 bps
Penetration increase



115 idx Growth
During COVID



+120 bps
MT \$SOM

Integrating offline & online



BEST EVER[^]

Scan To Join
Colgate Smiles Club
& Unlock Rewards ^{**}

**AMINO
SHAKTI⁺**



*** Purchase of pack is not mandatory.*



**4X^{*} Strengthening
Power for Teeth**

NEW. BEST EVER

Colgate[®] Strong Teeth

With **AMINO SHAKTI⁺**

BENEFITS

Redefining Gentle Cleaning

gentle



Our 1st anti-bacterial brush

ZIG ZAG⁺
ANTI-BACTERIAL[^]

100% Anti-Bacterial
Bristles



Colgate[®]

Naturals in India's #1 brush

Super FLEXI
Salt



Super
FLEXI
CHARCOAL



Colgate

Extending ZZ with Turmeric

ZIG ZAG
Turmeric

₹35/-

ZIG ZAG
Neem

₹35/-

ZIG ZAG
Charcoal

₹35/-

Whitening a big opportunity

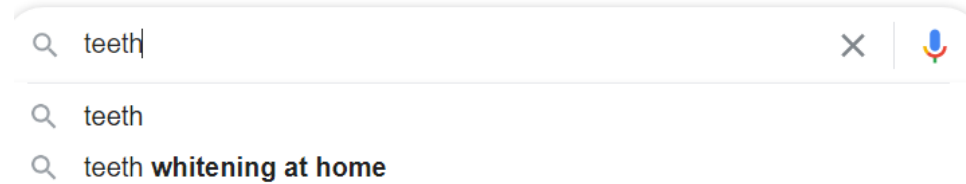
#1

Searched Oral Care Concern in India

Oral Care Video Content on YT

Need of the consumer

Google



You Tube

Upgrade to shinier teeth



Dazzle White, Dazzle Right



Superior Whitening Tech



Optic brighteners
Exfoliates stains & polishes teeth surface



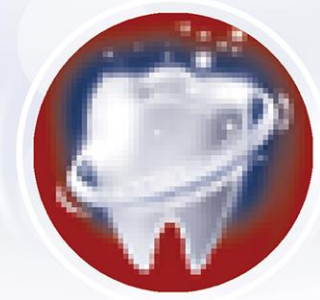
Advanced particles to remove stains



Whiter teeth from the 1st brushing



With Outstanding Presence



Protects enamel & freshens breath



Holographic premium packaging



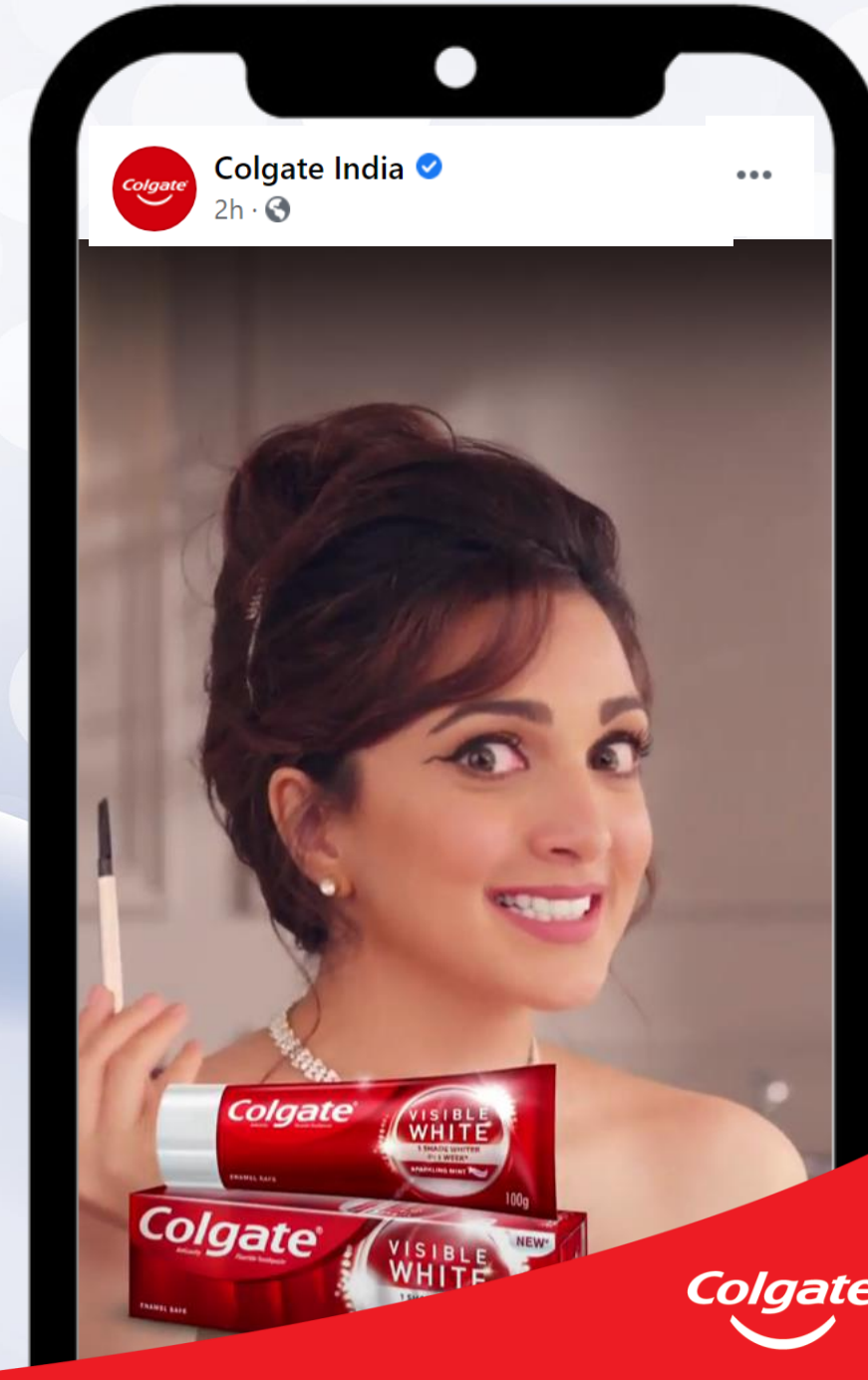
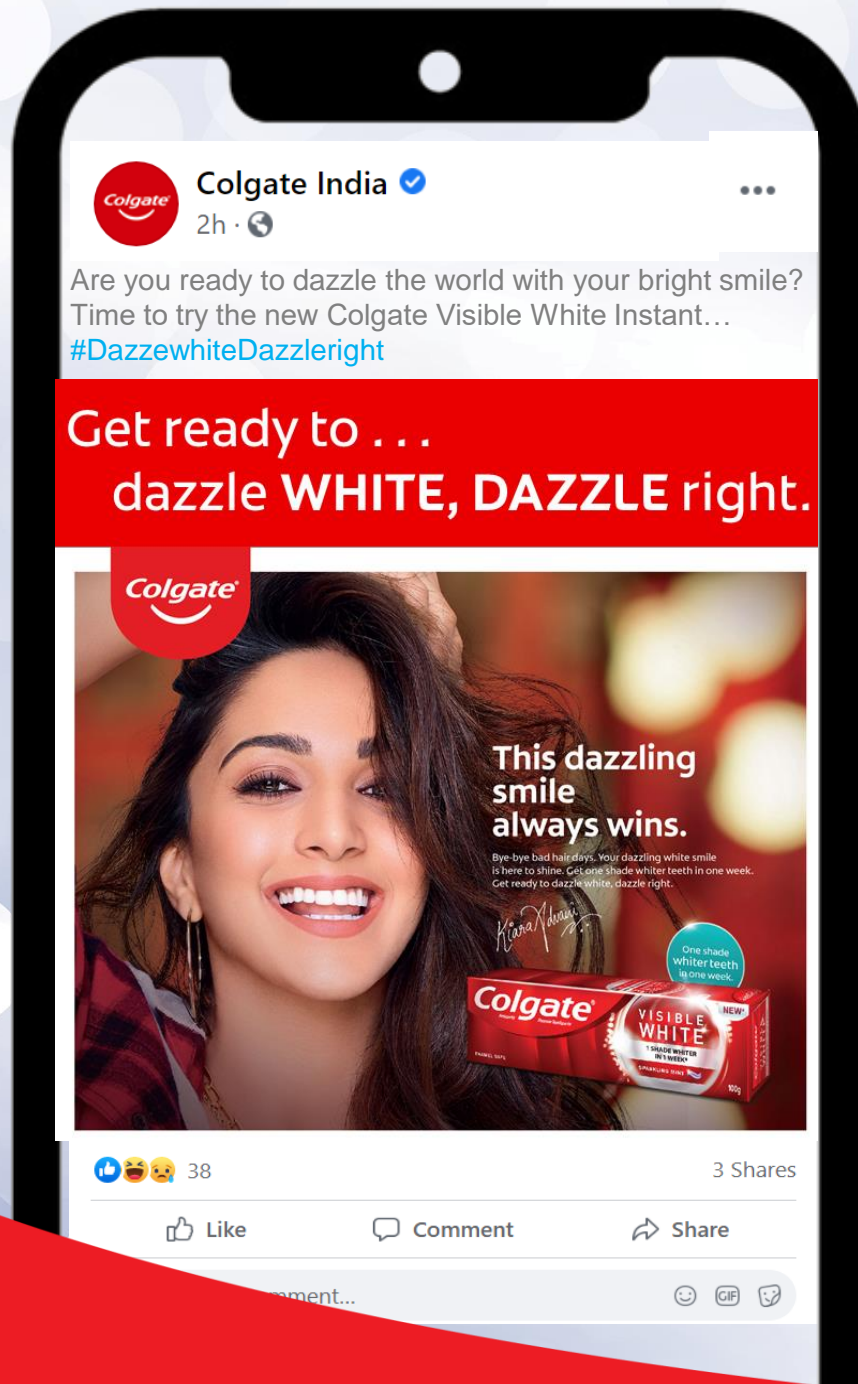
Premium Pricing

A dazzling opportunity



Colgate

Digital First Amplification

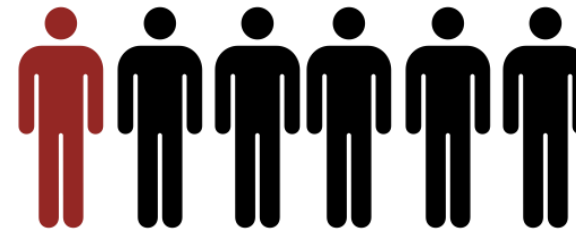


Leading narrative on Oral Health

We all probably know



73 MM Diabetics in India



1 in 6 adults with diabetics globally belongs to India

Leading narrative on Oral Health

?

But, Did You Know



3x risk of gum diseases

Periodontitis & diabetes has a cyclical relation

Poor Oral Health increases risk of diabetes & vice versa

Introducing World's 1st TP for diabetics



Brush twice daily
with this special
ayurvedic toothpaste
and make oral care
an important part of
your Diabetes[®]
management routine

Technology that works



50% Reduction
in Gum Bleeding



22% Reduction
in Plaque severity



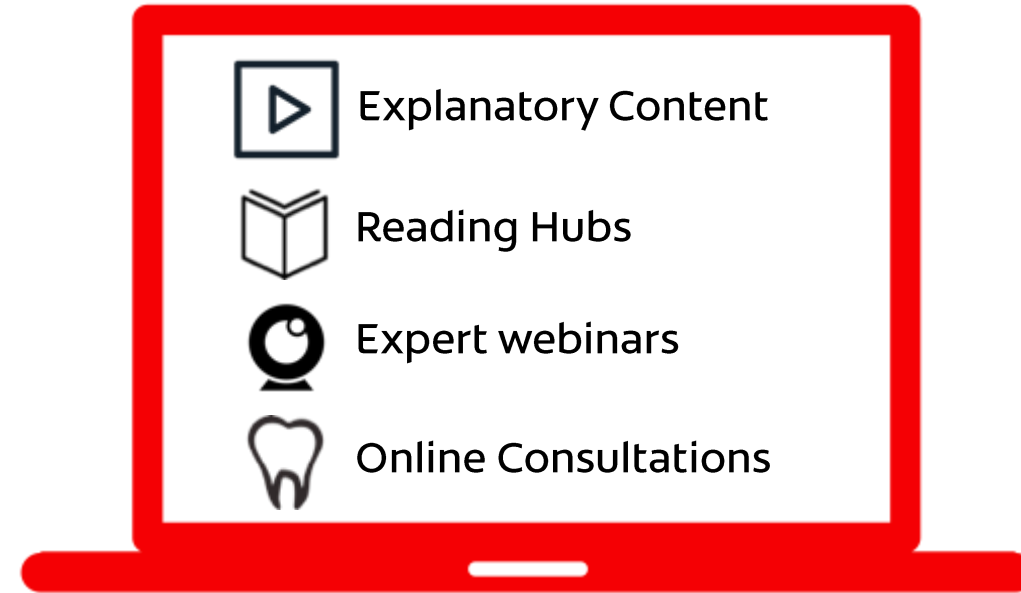
**Ayurvedic Proprietary
Medicine**
FDA Approved

Partnering with Consumer through the journey



Targeted digital plan

Colgate for diabetics hub



Educate on Diabetes & Oral Health connections



On-going education & improving lives

Unique GTM

**Strategic Partnerships
with HCPs**



The Diabetic



**Sharp Digital targeting
for education & sales**



Pharma 1st GTM

Our strategic framework

Winning
with brand



**Driving
Profitable
Growth**



Leading
Innovation



**Strengthening
GTM**



Winning in Ecom



Increase traffic to drive conversion



Win across platforms

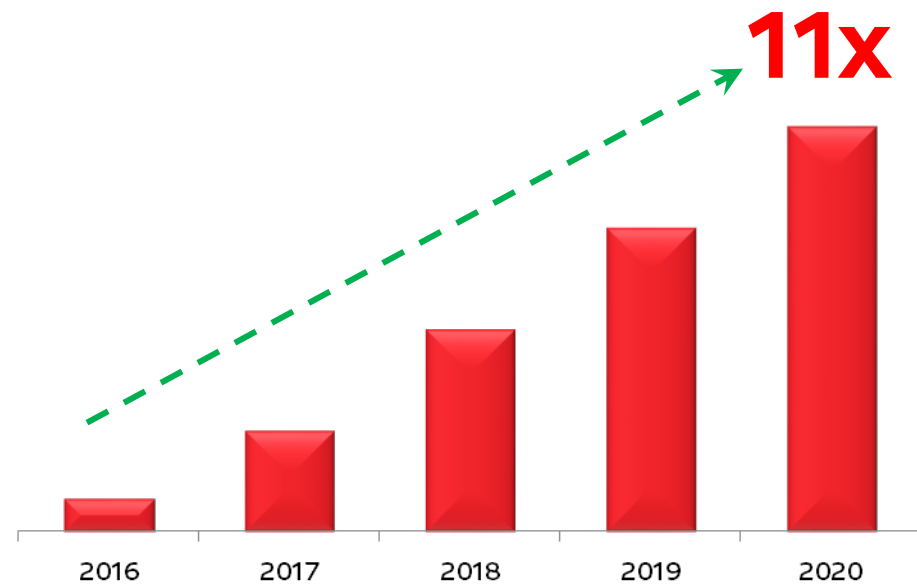


Focus on Consumer Journey & Analytics

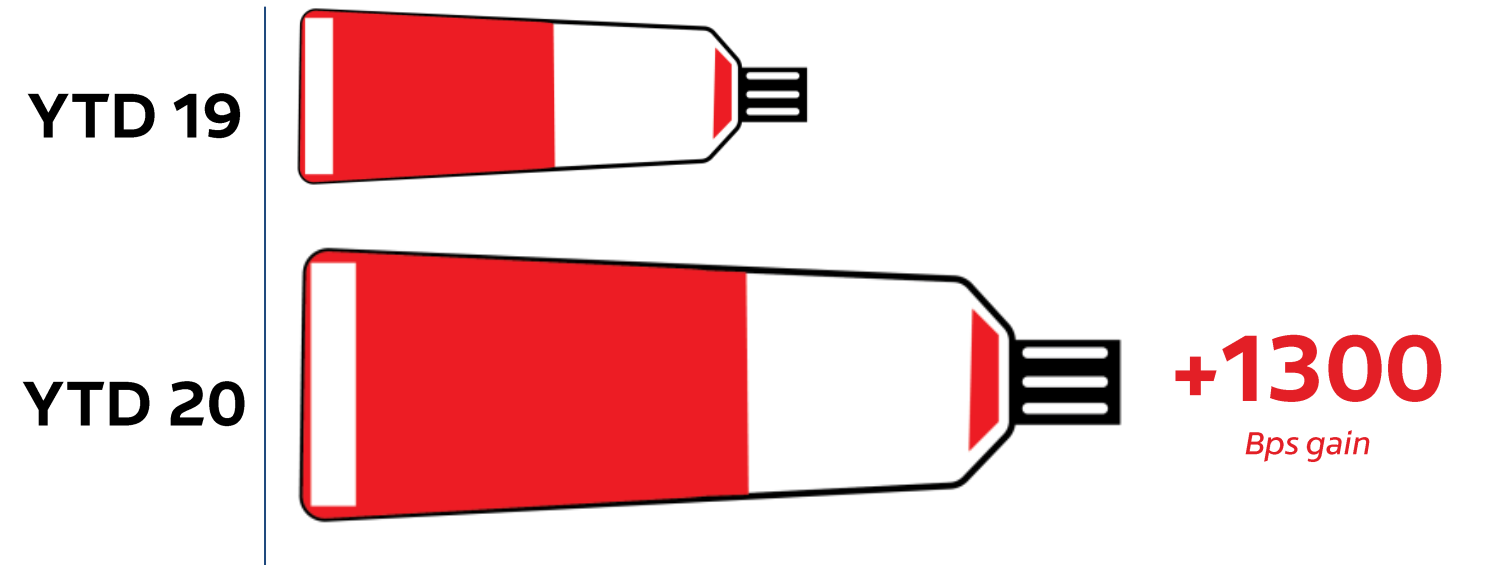


Activate Brilliant Basics

Winning in Ecom



Colgate E-commerce Business



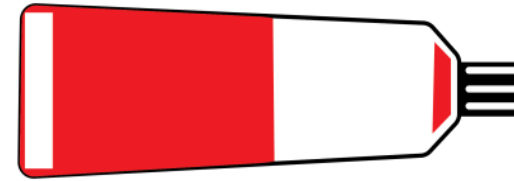
Colgate E-commerce SOM

Winning in Modern Trade

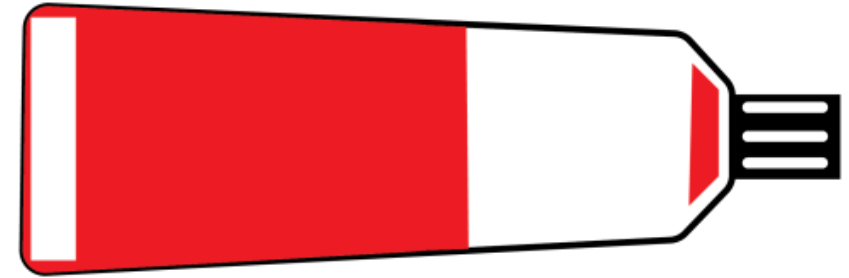


Outstanding shelf presence even in COVID

YTD 19



YTD 20



+170
Bps gain

Modern Trade \$SOM 107 idx to AI SOM

Winning in Distribution



Reigniting WS with **Muskaan** program



Idx growth of Muskaan WS to overall WS

1.7x

Our strategic framework

Winning with brand



Leading Innovation



Driving Profitable Growth

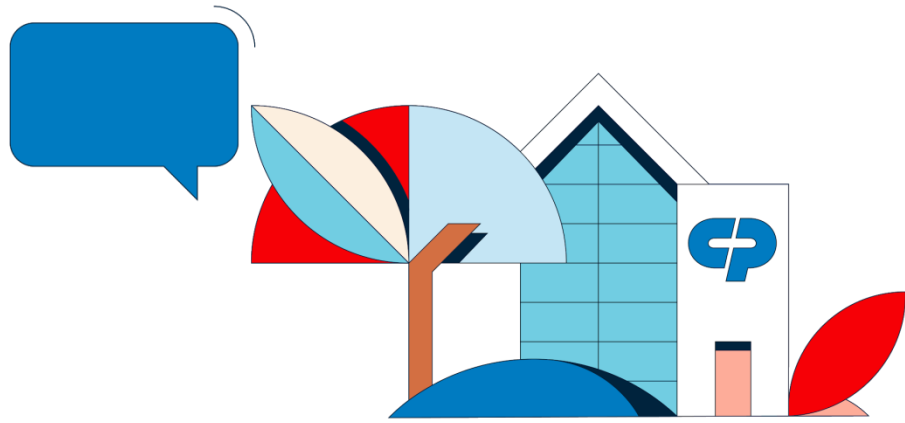
Strengthening GTM



Caring for communities

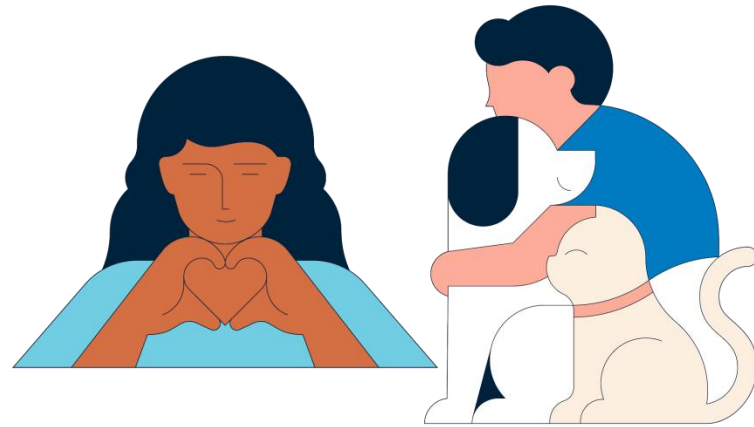


Reimagining a healthier future



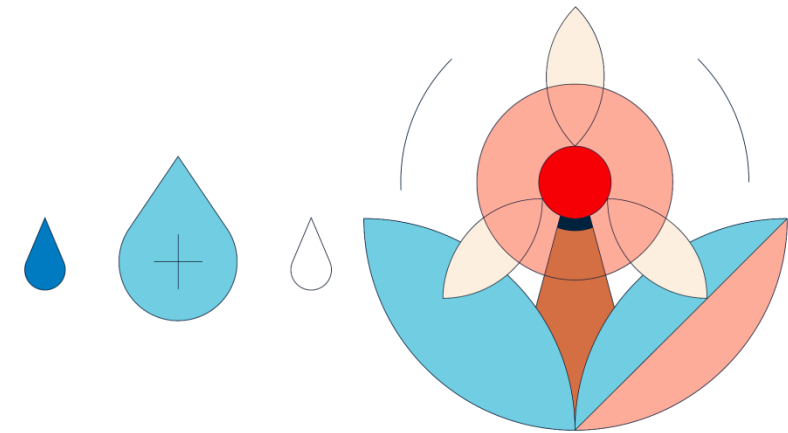
Driving

Social Impact



Helping

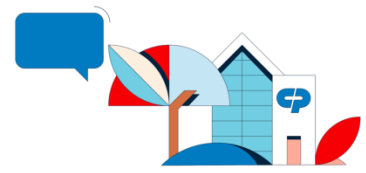
Millions of homes



Preserving our

Environment

Driving Social Impact



Driving
Social Impact



Provide Foundational Support



*78000+ applications
340 scholarships*

Helping Millions of homes



Helping
Millions of homes

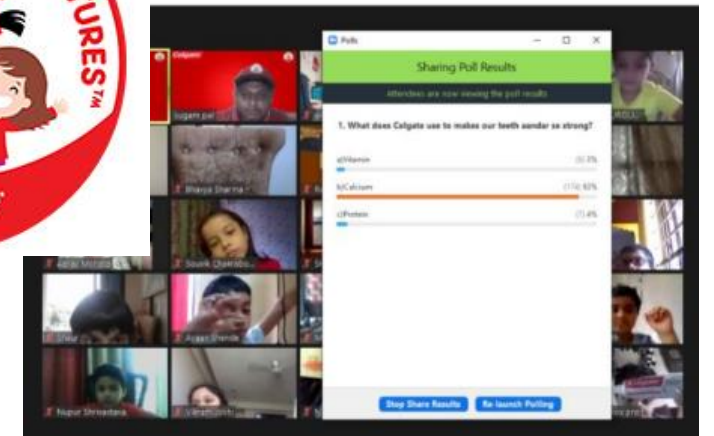


COVID support - Access to the underprivileged:

- Ration kits
- Oral Health packs

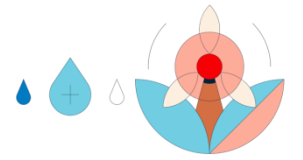


Anytime, Anywhere
Dentist support



e-BSBF modules for Oral
Health education

Preserving Our Environment



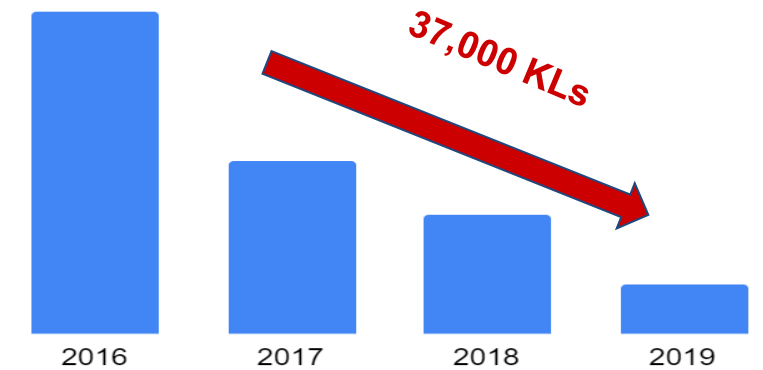
Preserving our
Environment



*Solar & Wind Installations
across plants*



*Platinum LEED Certification
across ALL sites*



*Reduction in water
usage across plants*

Our strategic framework



Financial Strategy

Sales/Volume



Margin



Non-variable
Overhead

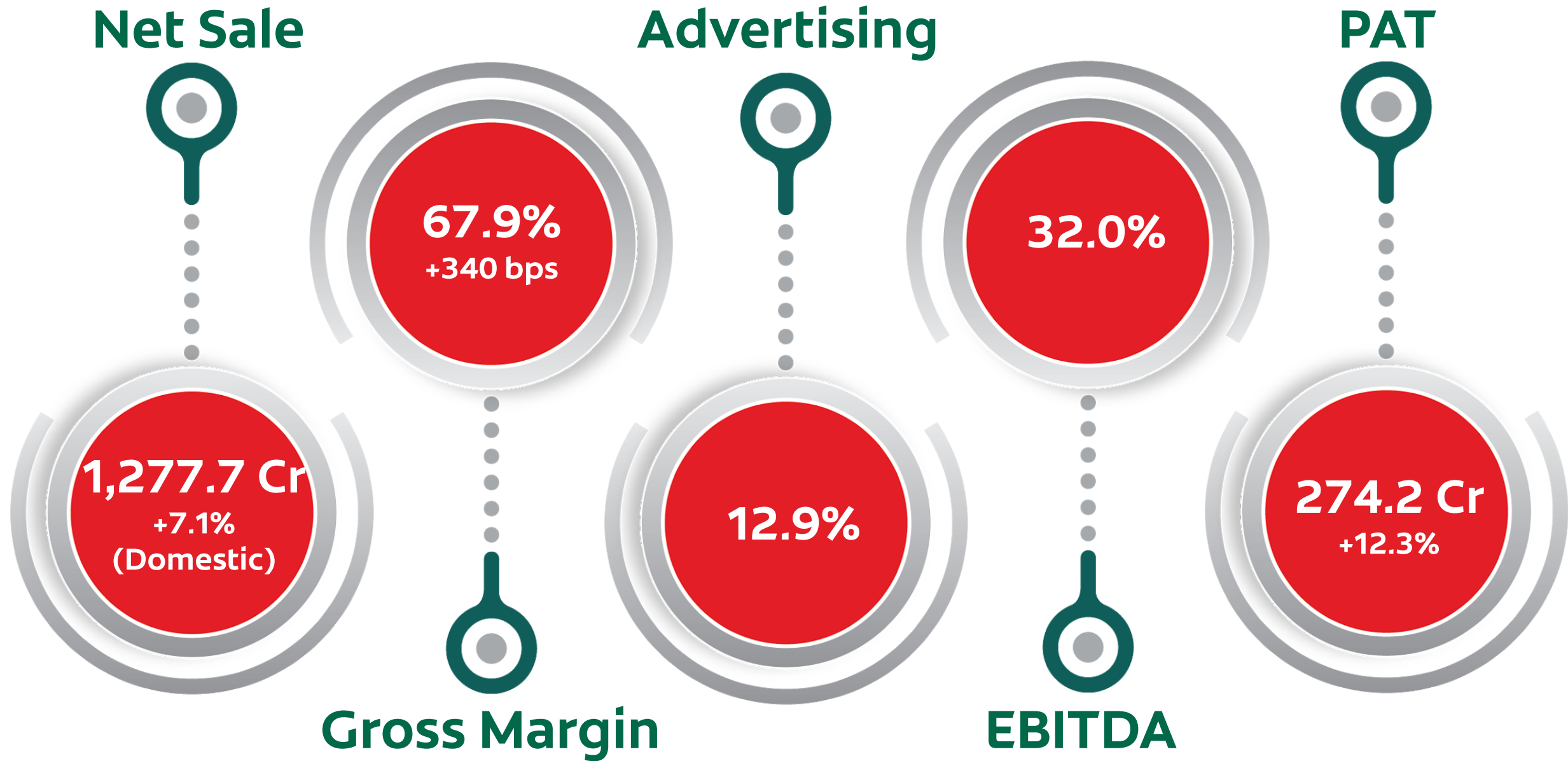


Advertising



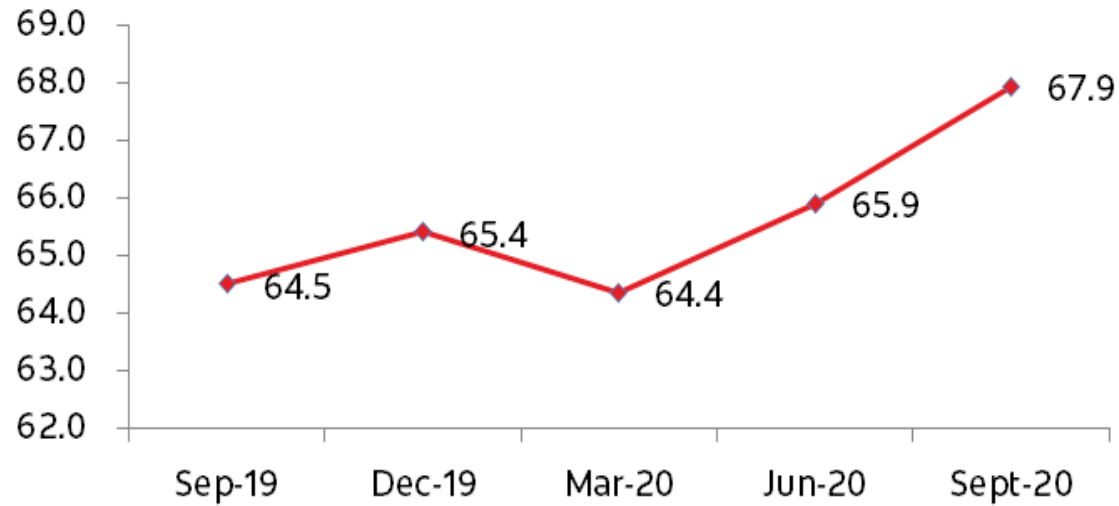
Operating Profit



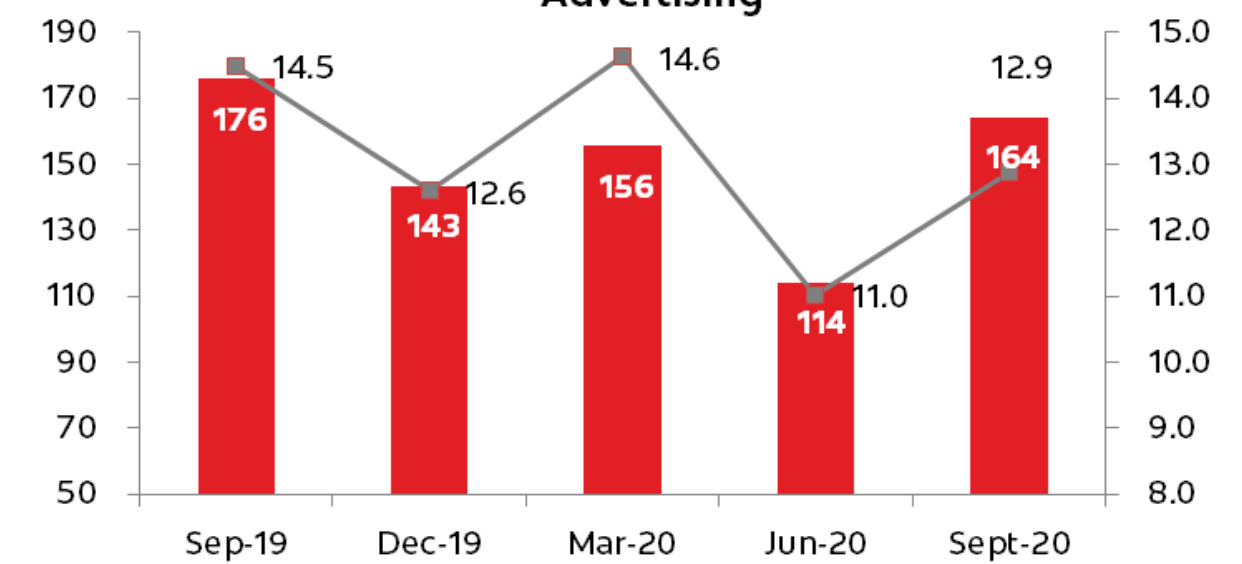


Financial Metrics

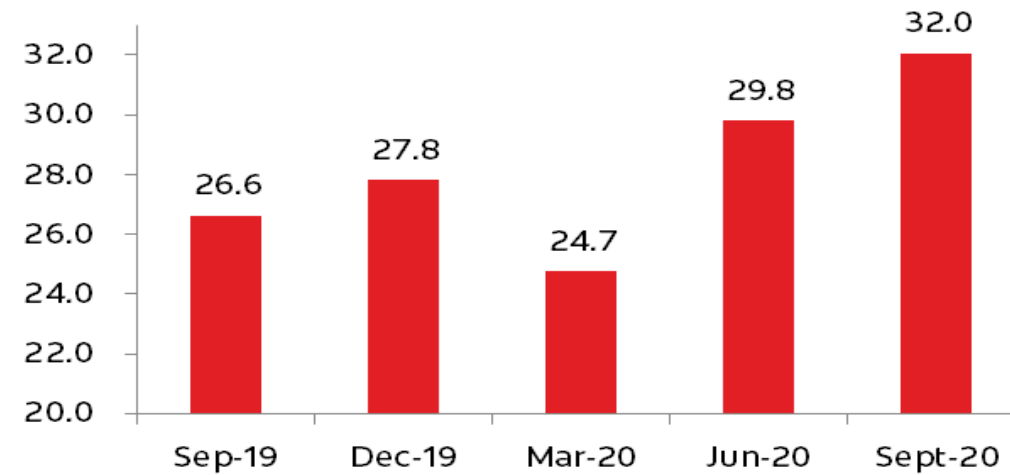
Gross Margins



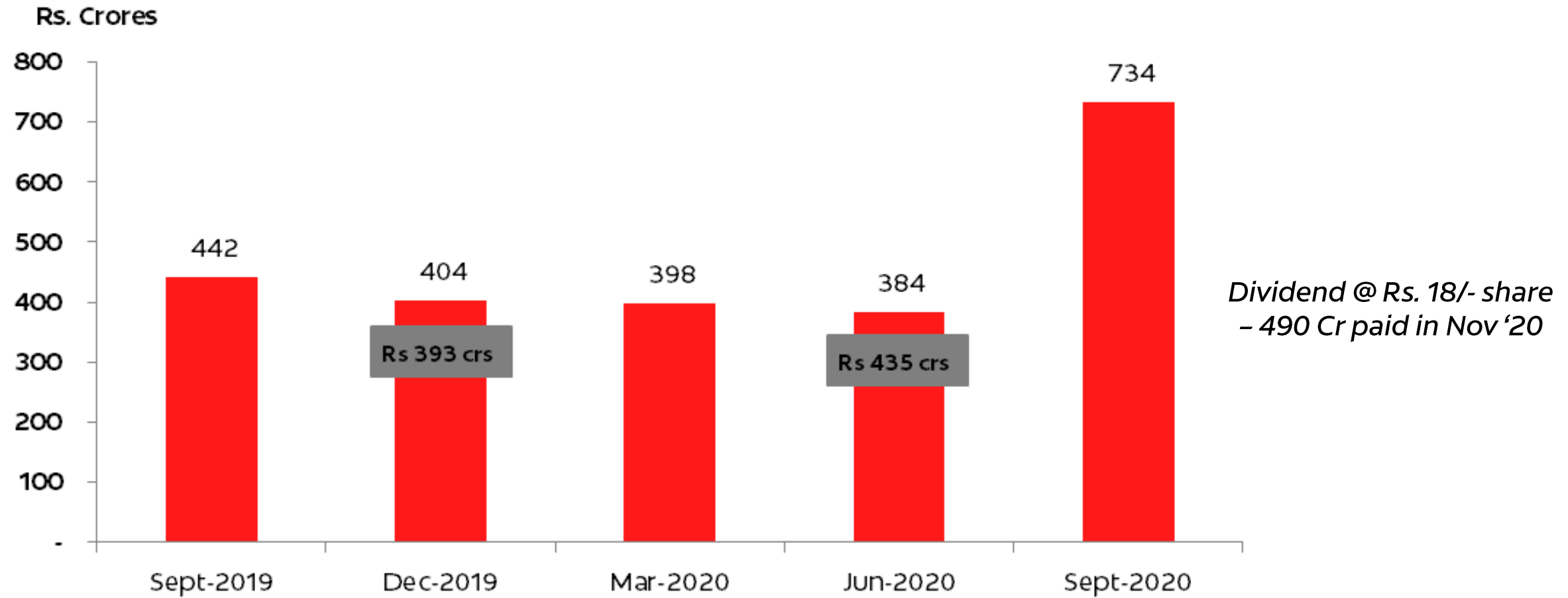
Advertising



EBITDA



Strong Cash Management



**Dividend paid*

Colgate®



Smile karo aur shuru ho jao

स्माइल करके आर आरम्भ करि दियके

स्माइल करो और शुरु हो जाओ

ସ୍ମାଇଲ୍ କର ଆଉ ଆରମ୍ଭ କର

स्माइल करके आर शुरु हो जे

स्मैल् ಮಾಡಿ, ಸ್ಟಾರ್ಟ್ ಮಾಡಿ.

ସମାପିଲ କର ଅତି ମୁରୁଆତ କର

स्माइल करके आर शुरु हो जा

സ്‌മൈൽ ചെയ്യൂ, സ്റ്റാർട്ട് ചെയ്യൂ.

സ്‌ମൈൽ പண்ணുങ്ക, സ്‌ടാർ്‌ പண்ணുങ്ക.

स्माइल करो अने शुरुआत करो

स्माइल करा आणि सुरुवात करा

स्‌മൈൽ ചെയ്‌ండి, സ്‌ടാർ്‌ ചെയ്‌ండి.

Colgate[®]



QnA

