



**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 26, 2022

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),

**Sub: Presentation on Investors' conference call**

This is further to our letter dated May 25, 2022, please find attached a presentation made at the Investors' conference call held today i.e. May 26, 2022 on the Audited Financial Results for the quarter and financial year ended March 31, 2022 .

Kindly take the same on record.

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

Surender Sharma,  
Whole-time Director- Legal &  
Company Secretary.  
Membership No.: F8913

Encl: a/a



Analyst Meeting - May 2022

# Safe Harbour Statement

This communication, except for the historical data, may contain forward-looking statements, including words, phrases, numbers that set forth anticipated results based on management's current plans and assumptions. These statements are made on the basis of the Company's views and assumptions as of this time. The Company does not, nor does any other person, assume responsibility for the accuracy and completeness of those statements. The Company cautions investors that any such forward-looking statements are not guarantees of future performance and that actual events or results may differ materially from those statements. Actual events or results may differ materially because of factors that affect international businesses and global economic conditions, as well as matters specific to the Company and the markets it serves. The Company based on any of the above factors is free to modify, amend, alter or take necessary corrective changes in such manner that the forward-looking statements contained herein may alter, and the Company undertakes no obligation to update these statements whether as a result of new information, future events or otherwise, except as required by law or by the rules and regulations.

## Leadership Change

**Prabha Narasimhan** will join Colgate-Palmolive (India) Limited as **Managing Director and CEO** effective September 1, 2022,



**Ram Raghavan**, promoted to lead Global Enterprise Oral Care role for Colgate Palmolive Co



# Highlights

## Brand Health

**71%**

Top of Mind Awareness  
(+700 BPS vs 2019)

**88.1%**

HH Penetration  
(India's Most Penetrated  
Brand)

## Financial Metrics

**5,066 Cr**

Net Sales

**67.1 %**

Gross Margin

**30.9%**

EBITDA

## Digital and Analytics



**+500 BPS**

Driving Oral Care  
penetration on E-Com

## Sustainability



Recyclable Tubes



Recyclable Brushes

# Our strategic framework



# Our strategic framework

Winning  
with brands



Driving  
Profitable  
Growth



*Dil mein umeed jagao,  
**SMILE KARO AUR SHURU HO JAO !***



India's #1 Toothpaste



**7 out of every 10** HHs in India purchase **Colgate Strong Teeth**  
**2X+ Market Share** than any other toothpaste

# Making Colgate Strong Teeth, STRONGER



1937

1937



2007

2007



2000

2000



2019

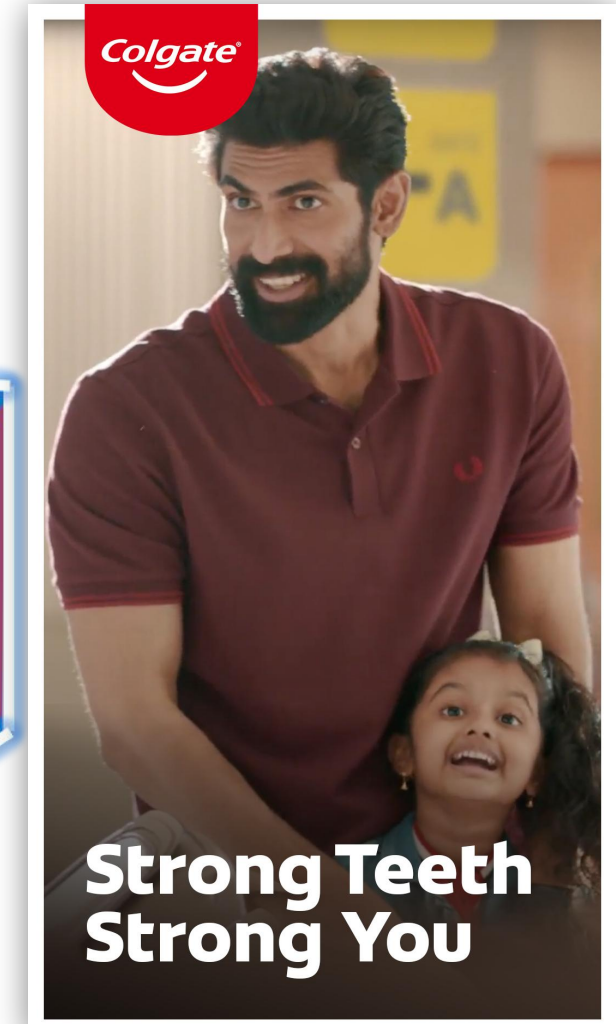
Double Digit Growth

Even STRONGER in 2022





Even STRONGER in 2022





India's #1 Toothbrush

India's #1 selling & #1 distributed toothbrush

1.7X+ Market Share against the next brand



# Relaunching India's #1 Toothbrush



## Superior Technology



## Largest Ever In-Store Activation





# Accelerating Growth in Naturals



# #1

## Natural Ingredient Toothpaste



# Extending SALT Equity





# Continued Consumer Connect



**Highlighting regional culture codes**



# Accelerating in Ayurveda

**NEW!  
BEST  
EVER\***



**Communication  
Refresh**



**Aggressive  
Sampling**



**Regimen  
Building**

# Our strategic framework

Winning  
with brands



**Driving  
Profitable  
Growth**



**Leading  
Innovation**



# Strategic outlook to innovation

**Technological  
Superiority**



**Build  
Platforms**



**New  
Opportunities**





TECHNOLOGICAL SUPERIORITY



*Introducing ...*

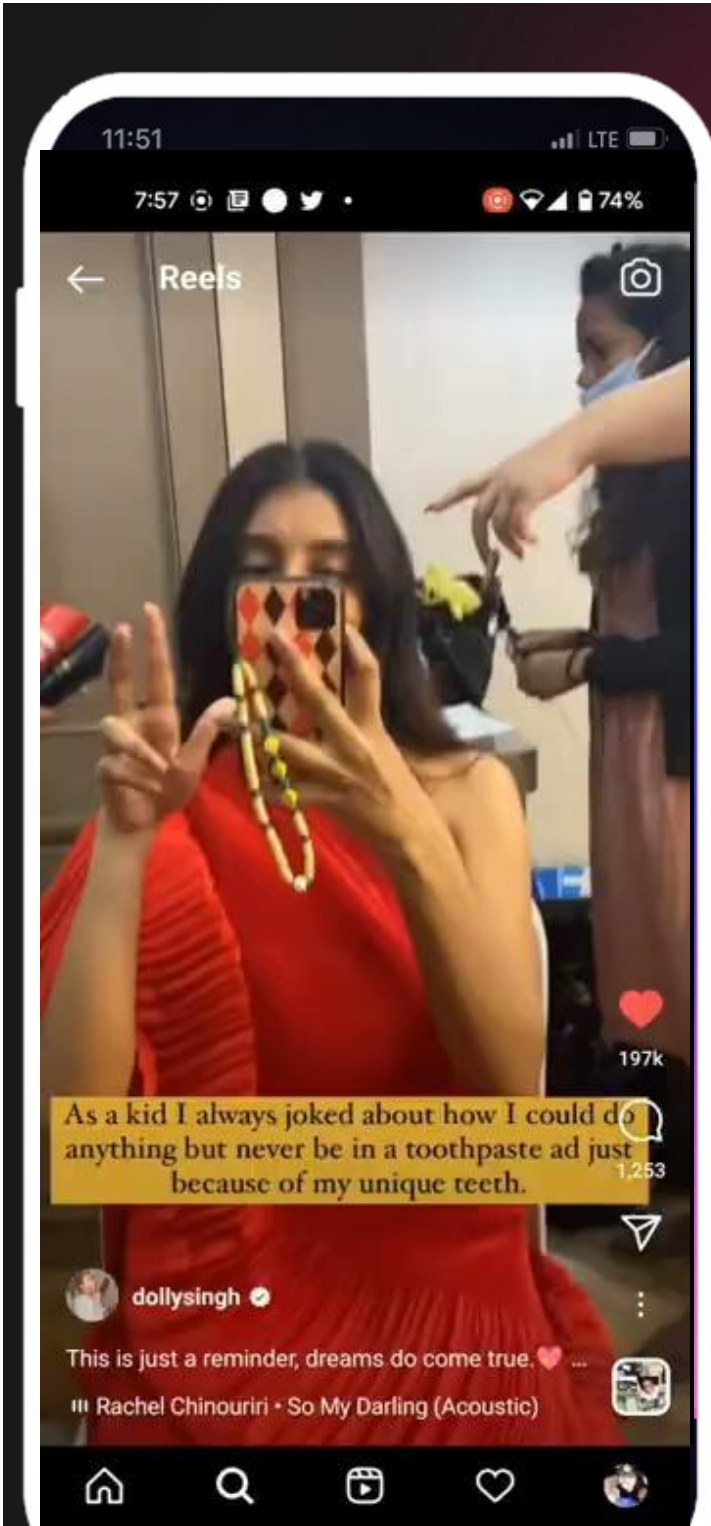
REVOLUTIONARY  
Active-Oxygen  
Technology

COLGATE

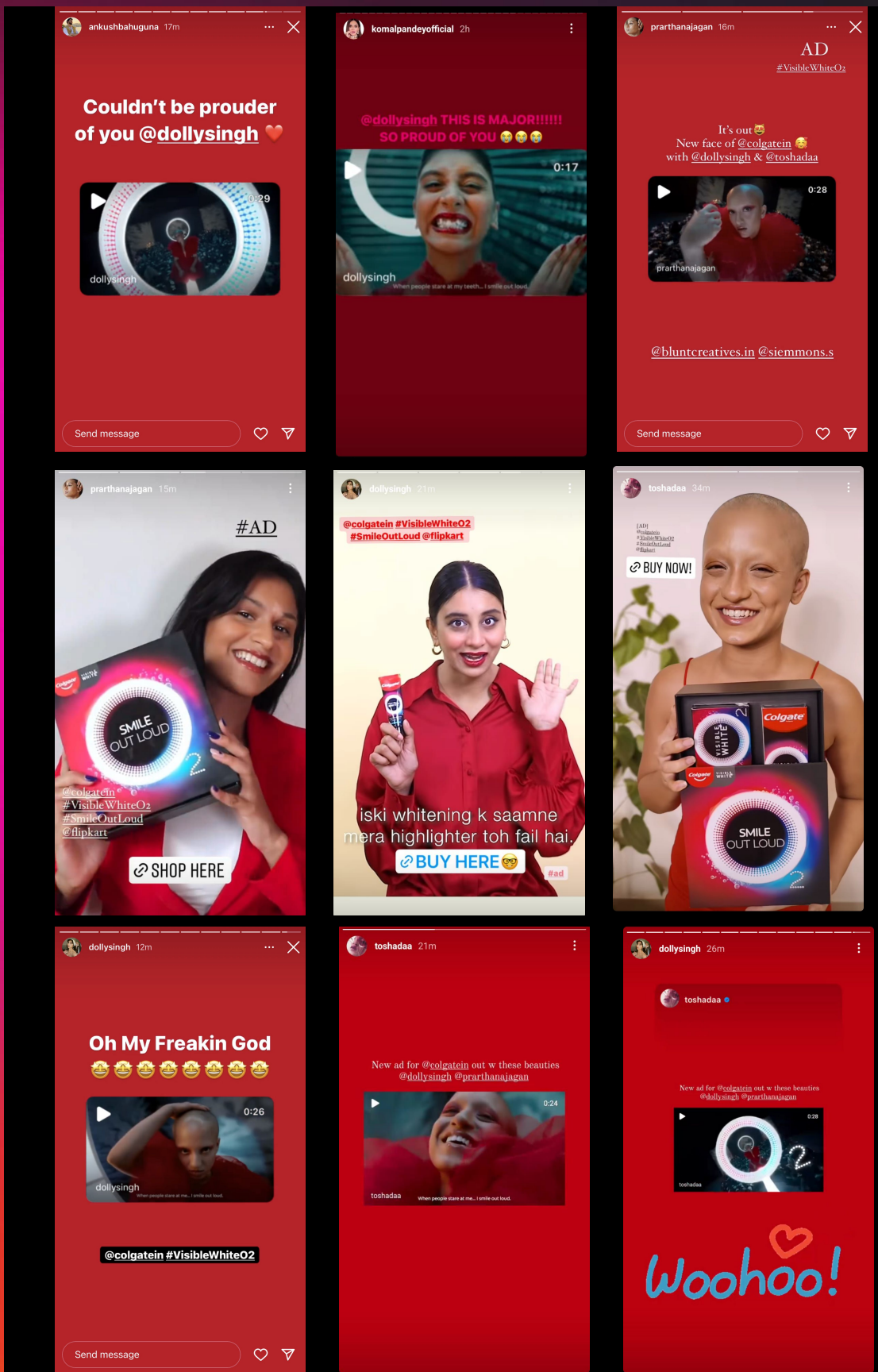
**VISIBLE WHITE O2**

# TAKING THE COUNTRY BY STORM

TECHNOLOGICAL SUPERIORITY



- archiim97** For someone a crooked teeth girl like me , i feel inspired and i hope i'll be able to have a big smile on my face one day 😊. Thank you for being you ❤️
- beyondmakeovers** You proved that one just needs to accept themselves just the way they are ❤️ also, kudos to @colgatein for not just featuring perfect teeth in their ads.
- belle\_\_vie** Saw this commercial yesterday.. Flawless, inspiring, motivating etc etc... 🌟
- churchofbrunettes** this is so beautiful I'm honestly so happy for you. best thing on internet today, best of luck to you <3





# Premium Therapeutics - Gum Health

NEW OPPORTUNITIES

9/10 Indian Adults have  
Gum Problems



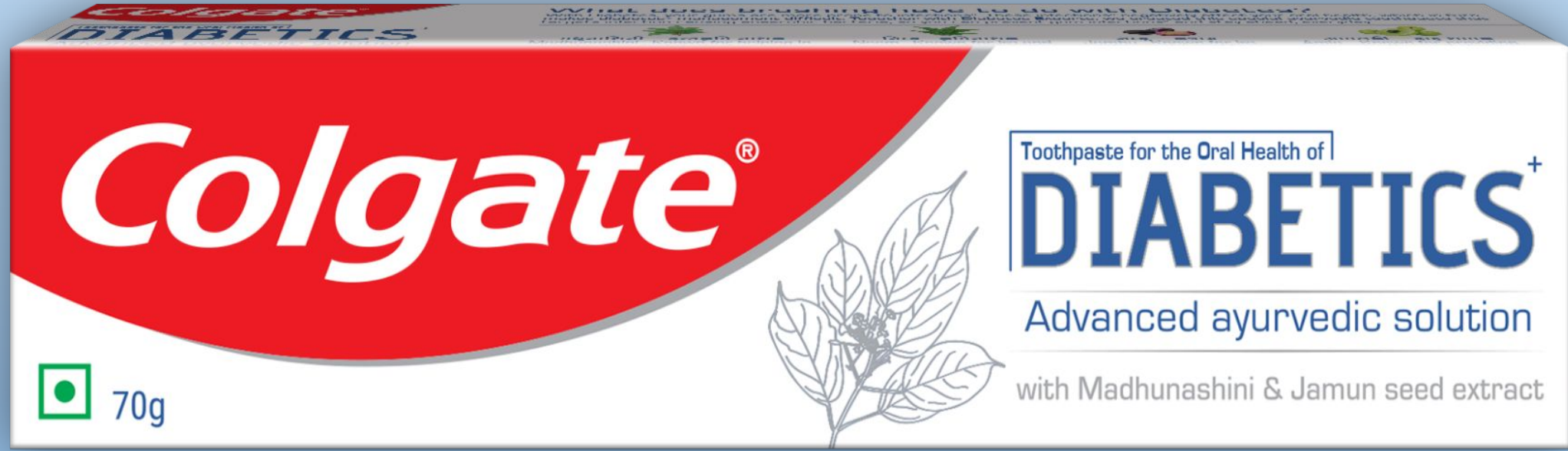
Customer Reviews - 4.6/5



# Premium Therapeutics - Oral Care for Diabetics

NEW OPPORTUNITIES

70MM Diabetics in India  
Projected at 135MM by 2025



Customer Reviews - 4.7/5



Source: International Diabetes Federation



# Premium Therapeutics - Oral Care for Diabetics

NEW OPPORTUNITIES





# Re-igniting Palmolive

BUILD PLATFORMS

**PALMOLIVE**

**67%**

**Aided Brand  
Awareness**

**Natural  
Premium  
Sensorial**

**#3  
in Body Washes**

# Palmolive - Storming into the Face Category

BUILD PLATFORMS



X



13X

Source: Nielsen Data and Internal Data - Category Value



BUILD PLATFORMS

# The Palmolive Experience

Cleansers, Scrub & Masques



Foam: MRP 425  
Scrub: MRP 599  
Masque: MRP 599  
Gel: MRP 299



# Palmolive - Exclusive Modern Trade Launch

BUILD PLATFORMS

Key DT Customer

4.2%

\$SOM

# Making Toothbrushes Smarter

BUILD PLATFORMS



Designed with dentists  
for **gentle** Care.

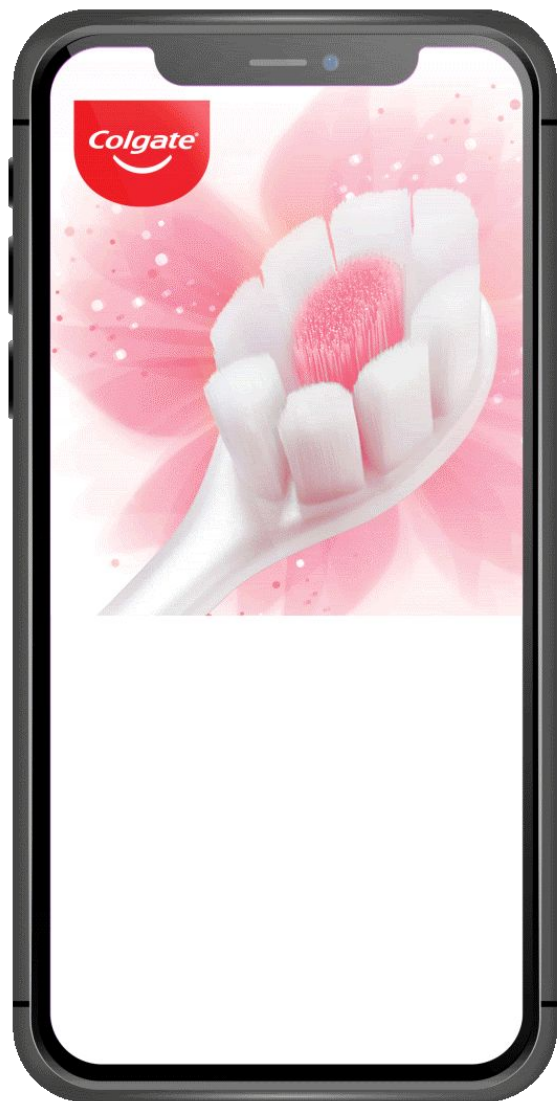




# Making Toothbrushes Smarter

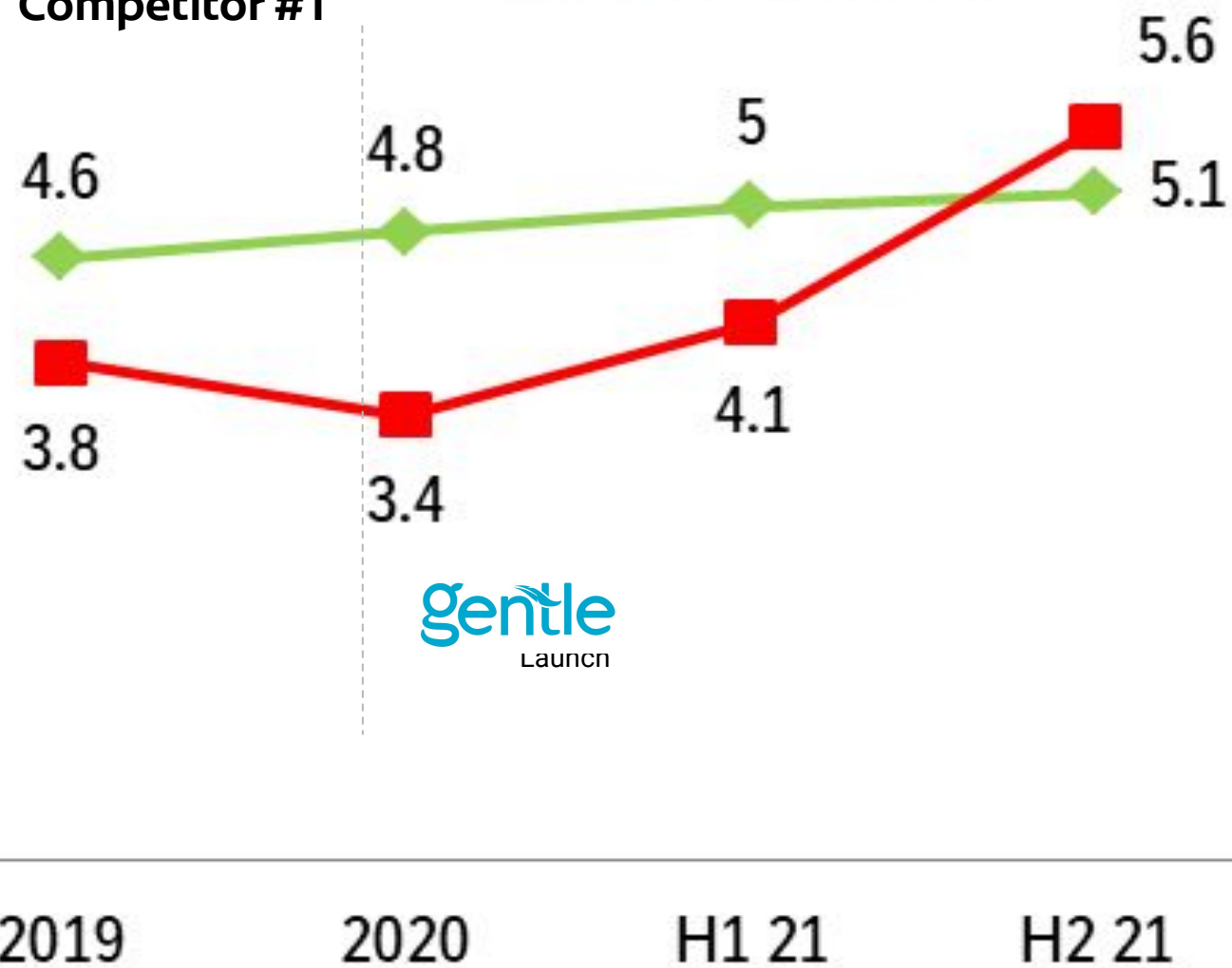
Amazon's Choice for "toothbrush"

BUILD PLATFORMS



Sensitive Segment  
Competitor #1

CP (Gentle)



# Our strategic framework

Winning  
with brand



Leading  
Innovation



**Driving  
Profitable  
Growth**



**Digital  
Acceleration**



# Digitally driving Colgate Equity





# “Owning” Smiles in Social Media

**Rashi Acharya**  
@RashiReports

Tumhari smile jo itni pyari hai sach batao Colgate se brush krte ho naa

**Devanshi**  
@JaslyxBlessing

Ye colgate wali smile has my dil 😍❤️

MOST HANDSOME ALY GONI  
I nominate @AlyGoni from India #AlyGoni for #100MostHandsomeMen2021 #TBworld2021 @Dtopbeautyworld



**A-bore**  
@Divya47yhc

Abrudra ki Colgate smile 😊 to dekho 🥰😂❤️

No Nazar to his happiness 🙌  
THU THU THU 🎯🎯🎯  
#AbrarQazi #YehHaiChahatein



**Sakshi**  
@Sakshi2008

His colgate wali smile has my whole heart 😍...

HBD NEIL BHATT



**TEJO !!EXCUSE ME !!**  
@shree\_creationn

Biwi aayi khushiyan laayi .. finally he laughed 🥰 with Colgate smile 😊😂😂  
#Udaariyaan #Priyankit positive vibes.



**Patel Nirav | Ek Maukka AAP Nu**  
@Official\_Nirav\_

For a bright smile, use Colgate, for a bright future, donate!  
#DonateToAAP

@aartic02 @hallagullaboy @Ankita\_Shah8 @HasanSafin



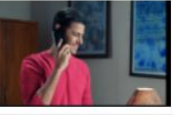
**Sakshi**  
@Sakshi2008

Missing them and their colgate wali smile 😊😂❤️

#GhumHaiKisiKeyPyaarMeiin #SaiRat



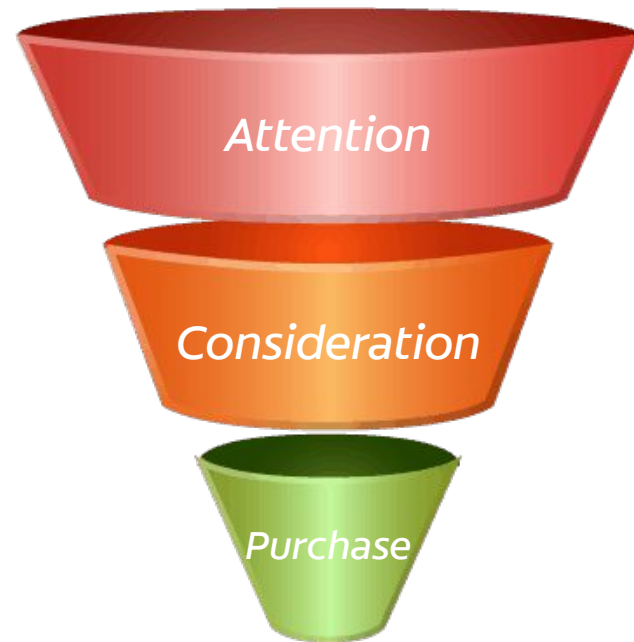
I MISSED THIS SHY COLGATE WALI SMILE SO SO MUCH YALL  
mere jigar ka tukda is atleast smiling aankhe sachi taras gayi  
thi isse dekhne ke liye its only 14 days but this felt like a decade  
I M SO HAPPY TO HAV HIM BACK 🥰🥰🥰🥰🥰



Mentions of “Colgate Smile” -  
Earned media reaching +250MM  
Indians every Quarter

# Digital partnerships to build category

## Full Funnel Performance Marketing



## Driving Rural Reach



## Building Regional Content

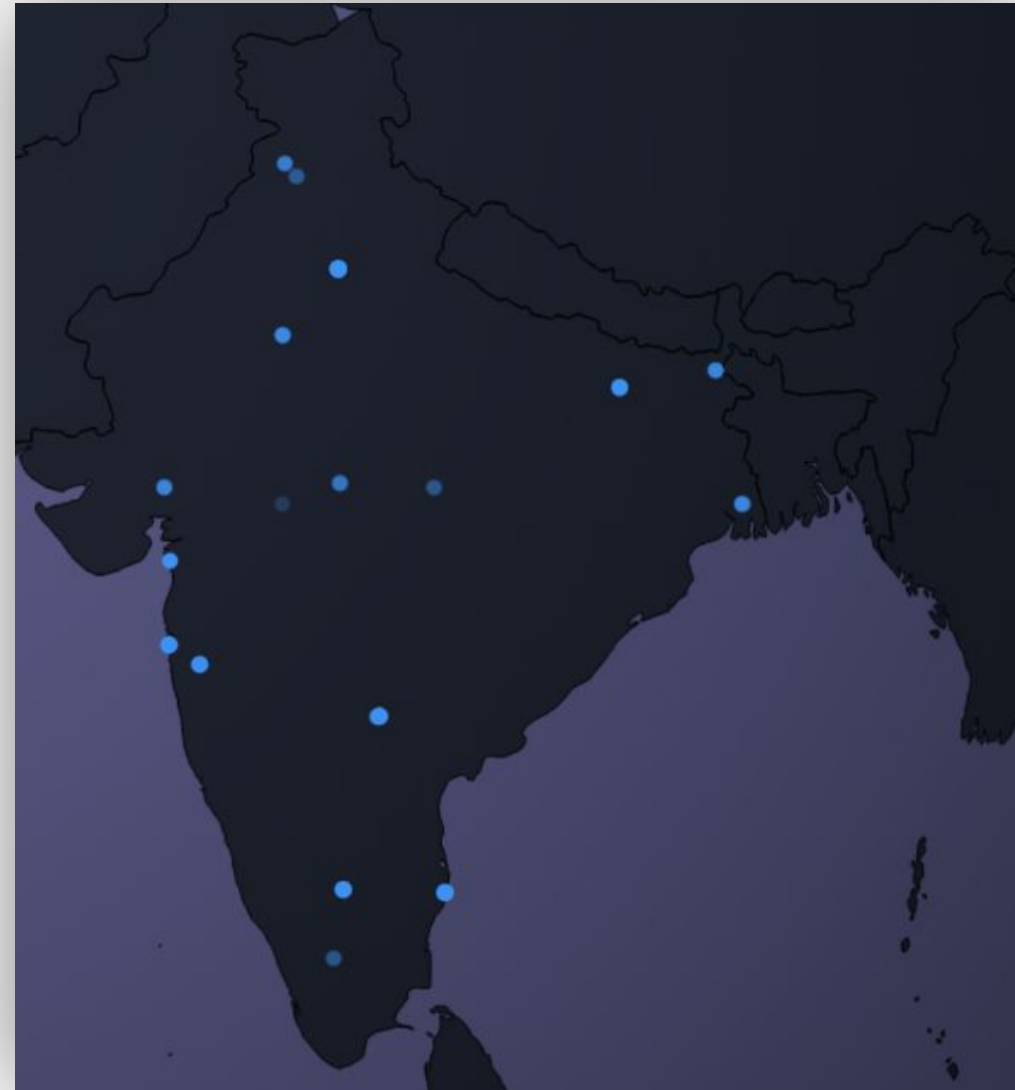
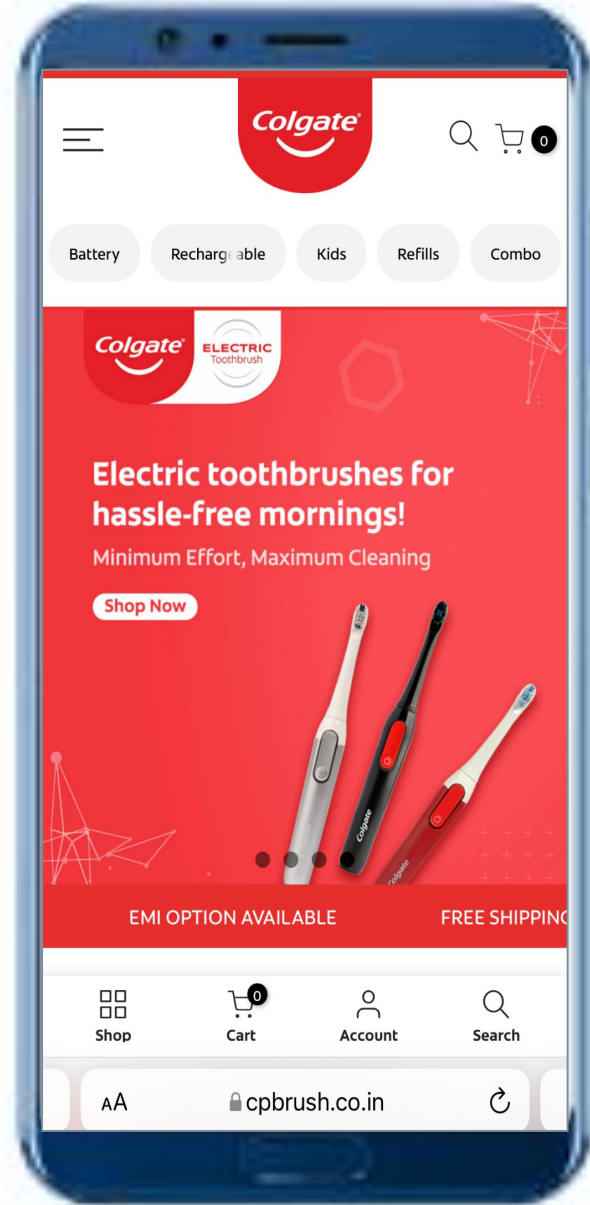


Meta YouTube Google



# Building D2C as a Channel

cpbrush.co.in



Monthly GMV (indexed)

M1



M3

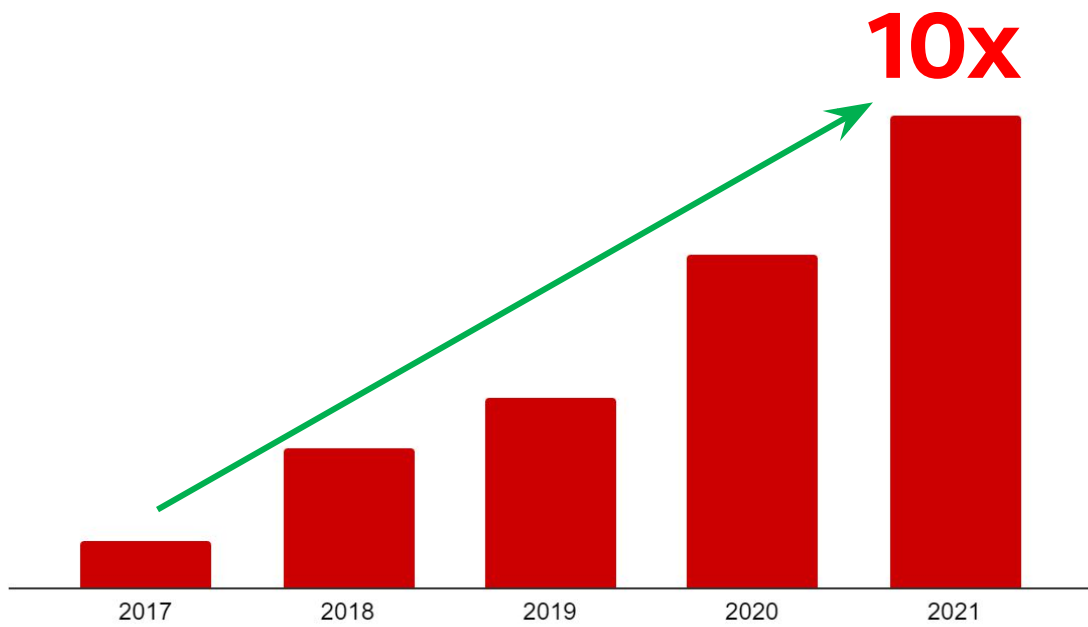


M7



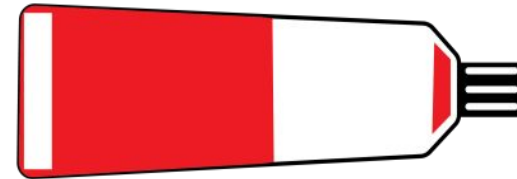


# Winning in Ecommerce

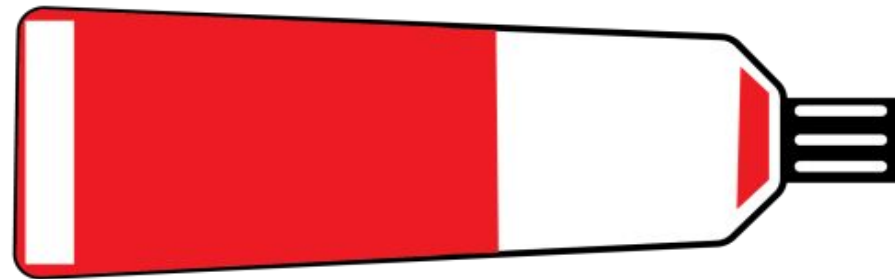


Colgate E-commerce Business

CY' 19



CY' 21



**+1000**  
Bps gain

Colgate E-commerce SOM

Source: Top 4 Customers' weighted scan data 2019 - 2021

# Digital Recognition



**Gold**

**Best Use of Branded Content**  
Smile Karo Aur Shuru Ho Jayo - Equity campaign.

ET – Digiplus Awards 21



**Gold**

**Best Use of Integrated Strategy**  
Succeeding as a beauty essential, not a toothpaste- VW

ET - Digiplus Awards 21



**Best Content in Digital Display Marketing Campaign** - Gentle

Digital Dragons Awards 21



**Best Innovation & Creativity** – Colgate Gentle

Mint Marketing Awards 21



**Disruptive Launch**  
Colgate Gentle

Exchange4Media



**Gold**

**Best Use of Video** Smile Karo Aur Shuru Ho Jayo - Equity campaign.

Indian Digital Awards 21



**Silver**

**Best use of Content Marketing**  
Smile Karo Aur Shuru Ho Jayo - Equity campaign.

Indian Digital Awards 21



**Bronze**

**Best use of YouTube** Succeeding as a beauty essential, not as a toothpaste- VW Campaign

Indian Digital Awards 21



**Bronze**

**Best use of Integrated Strategy** Succeeding as a beauty essential, not as a toothpaste- VW Campaign

ET Media Strategy Awards 21

# Our strategic framework

Winning  
with brand



Leading  
Innovation



**Driving  
Profitable  
Growth**

Digital  
Acceleration



**Strengthening  
Go-To-Market**





# Digital Transformation of Go-to-Market



**Building  
Retailer  
DigiLoyalty**



**GROWTH  
Initiatives**



**A.I led  
Store level  
Assortment**



**Digitizing  
Distributor  
Operations**

# Strengthening our Rural Presence



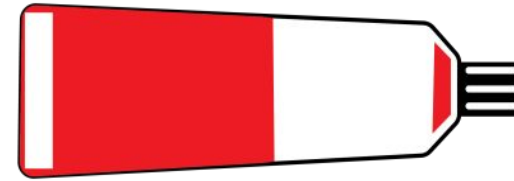
Continued expansion with **Muskaan** program



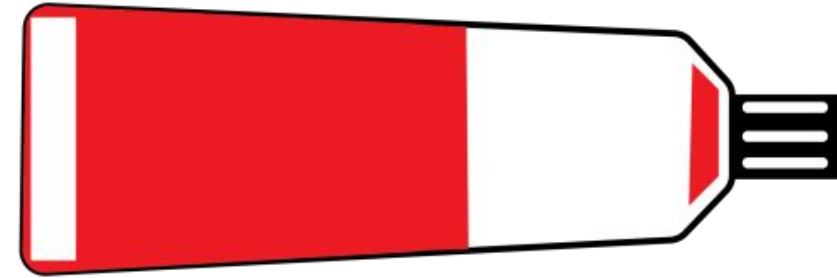
# Winning in Modern Trade



CY 19



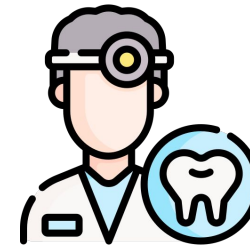
CY 21



**+70**  
Bps gain



# Winning with Profession



# #1

**Prescribed Brand  
by Dentists**



**ida**  
Indian Dental Association

**Strong Partnerships with  
Key Bodies**

# Our strategic framework

Winning  
with brand



Leading  
Innovation



**Driving  
Profitable  
Growth**

Digital  
Acceleration



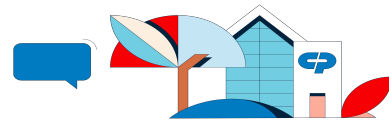
Reimagining a  
healthier future



Strengthening  
Go-To-Market

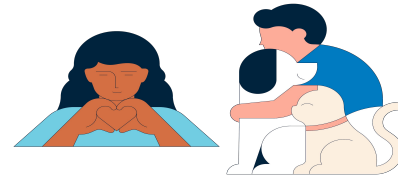


# SMILE Strategy - Taking ESG efforts ahead



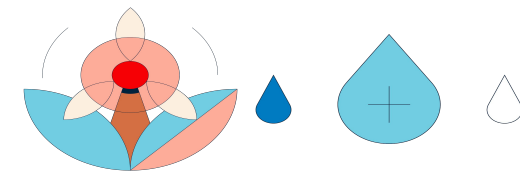
Driving

**S**ocial Impact



Helping  
4

**MIL**lions of Homes



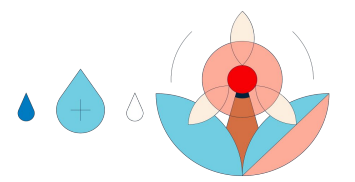
Preserving our

**E**nvironment

*Watch out for our ESG report, this June 2022!*



# Making our planet smile



Preserving our

**E**nvironment



# Enabling Smiles & Empowering Women



**S**ocial Impact



Seva Mandir



275 Cleft surgeries done FY-22  
To reach 1000 children in CY 2022-23



Digital & Financial Literacy for  
12,000 rural women in CY 2022-23



# Scaling impact - water programs



Seva Mandir



**Water Augmentation for rural Livelihoods in Rajasthan**

**228 Million Litres Water Replenished**

**43000 people benefited**

***Efforts moved from 45 to 77 villages***



**Water accessibility in rural Maharashtra**

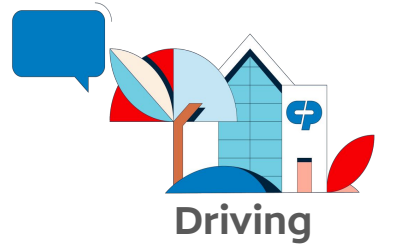


Driving

**Social Impact**



# Empowering Youth



**S**ocial Impact

## Keep India Smiling Scholarship Program

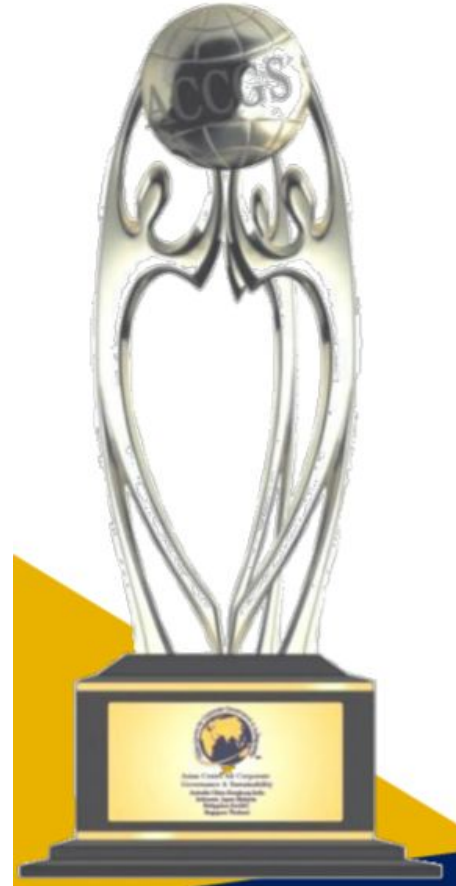


# 1650+ KIS scholars

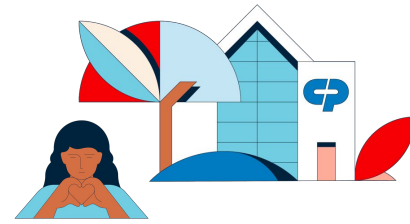
# Corporate Governance



Asian Centre for Corporate  
Governance & Sustainability  
Australia China Hongkong India  
Indonesia Japan Malaysia  
Philippines SAARC  
Singapore Thailand

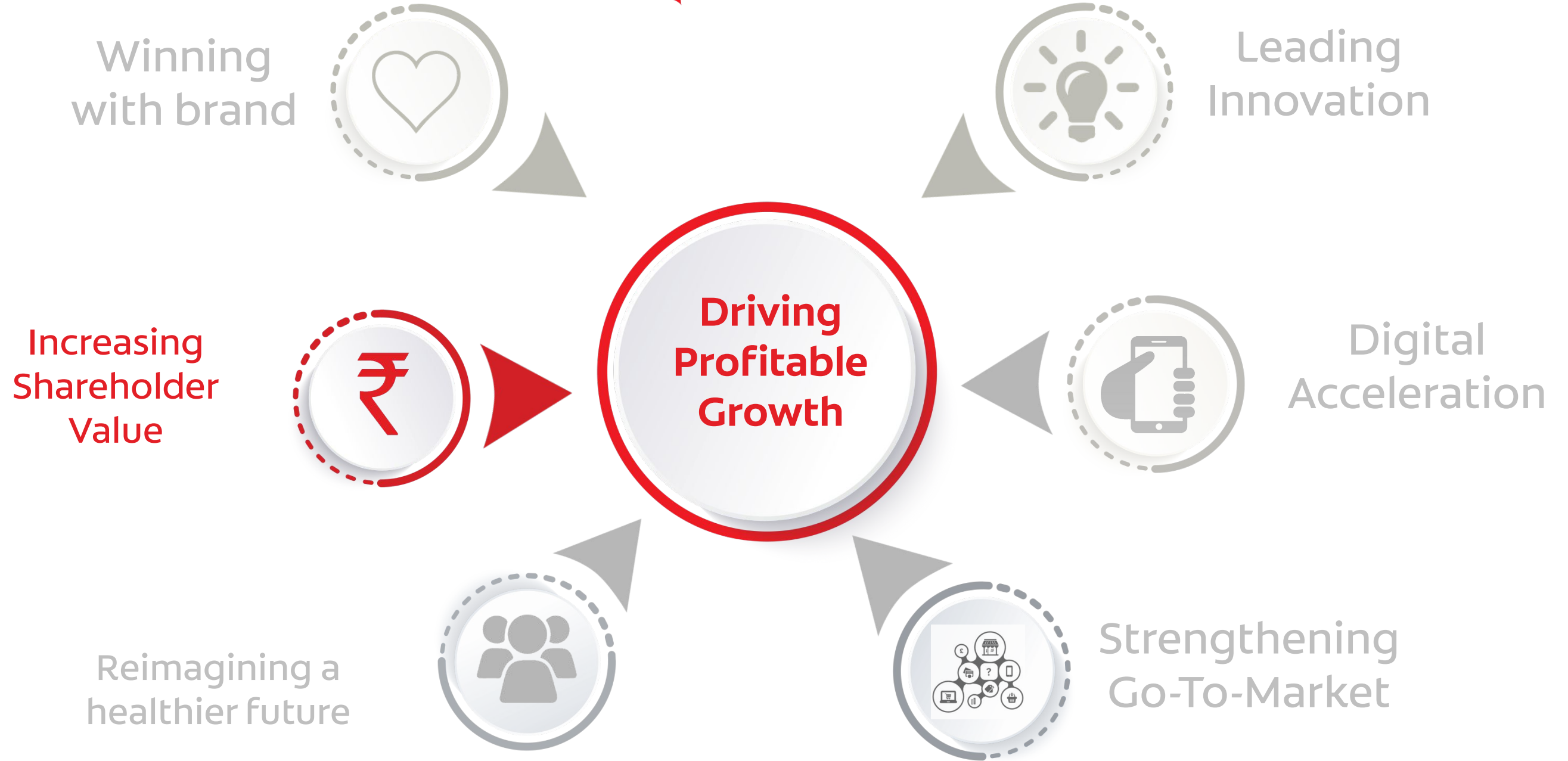


## **Best Audit Committee Award** **Asian Centre's Corporate Governance Awards**



**G**overnance

# Our strategic framework





# Financial Strategy

Sales/Volume



Margin



Non-variable  
Overhead



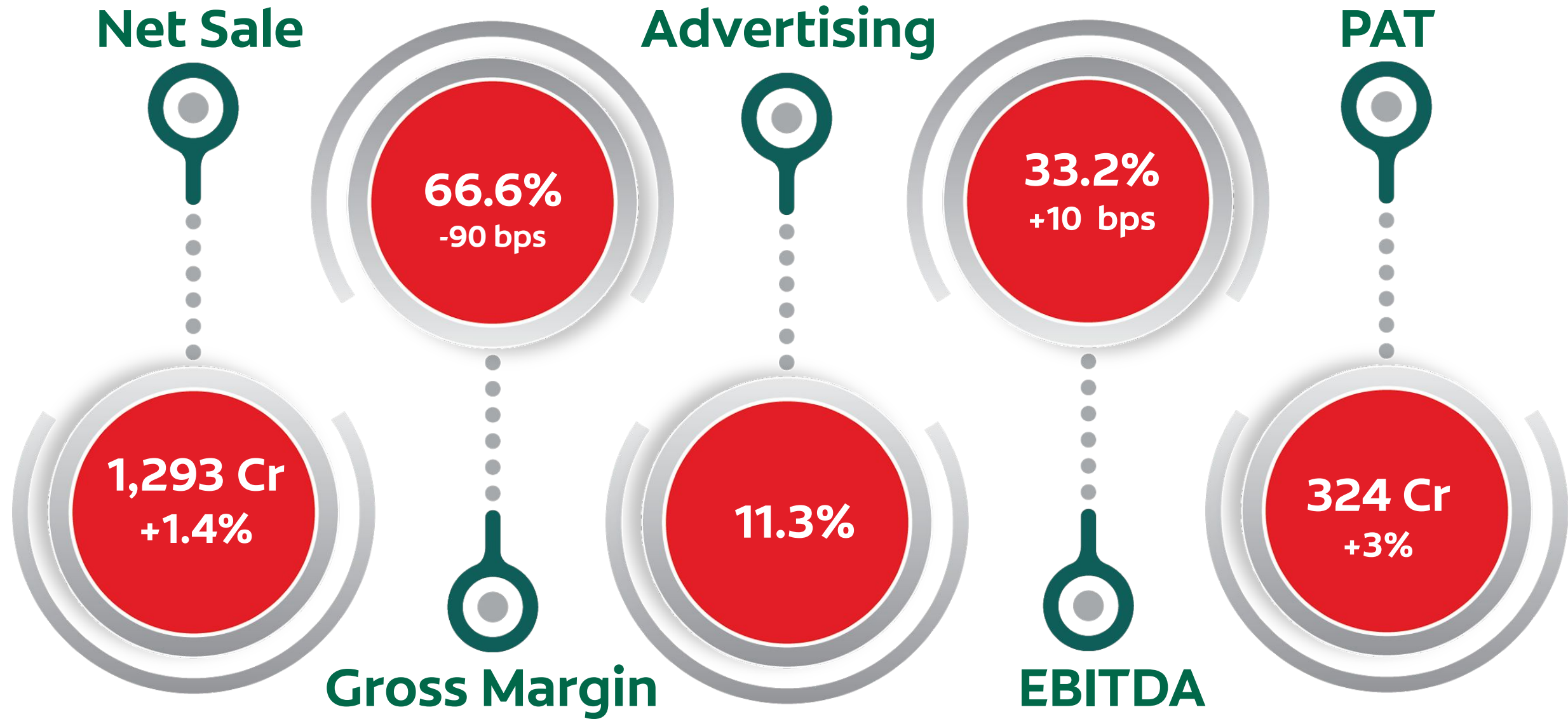
Advertising



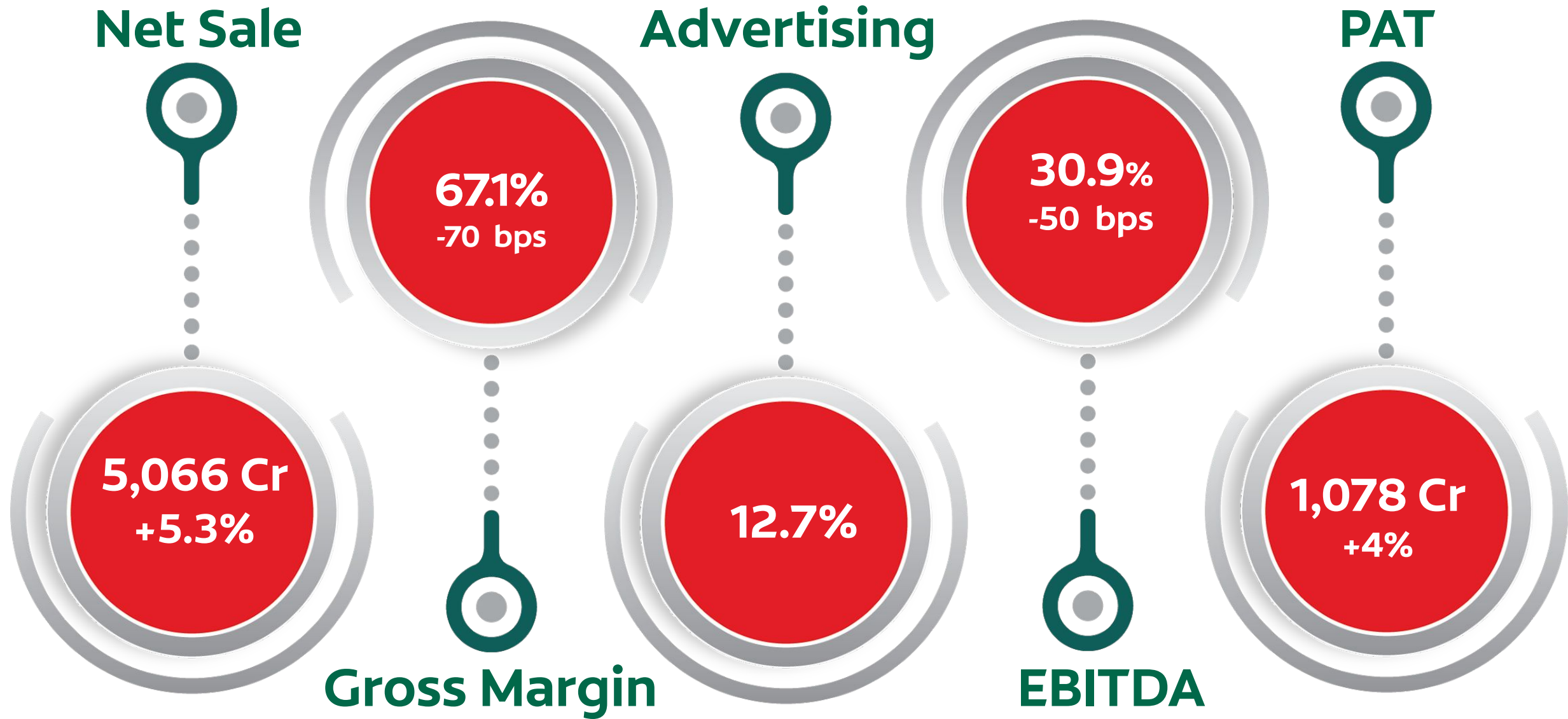
Operating Profit



Q4 2021-22



FY 2021-22





# Driving Revenue Growth Management Mindset



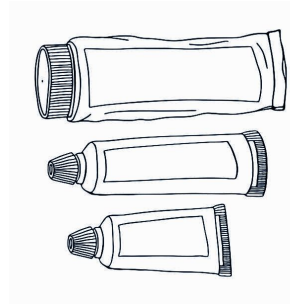
**Pricing**



**Promotion  
Depth**



**Mix**

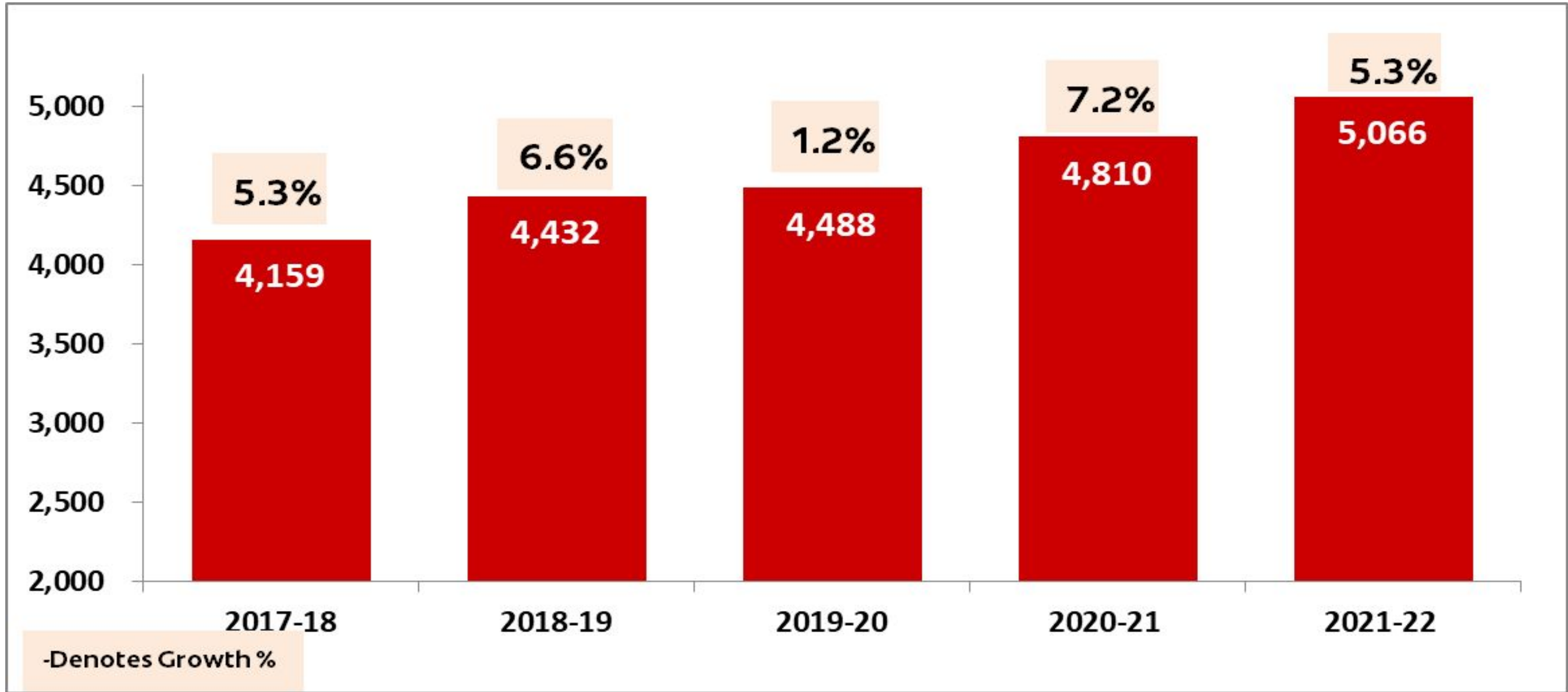


**Pack Size**

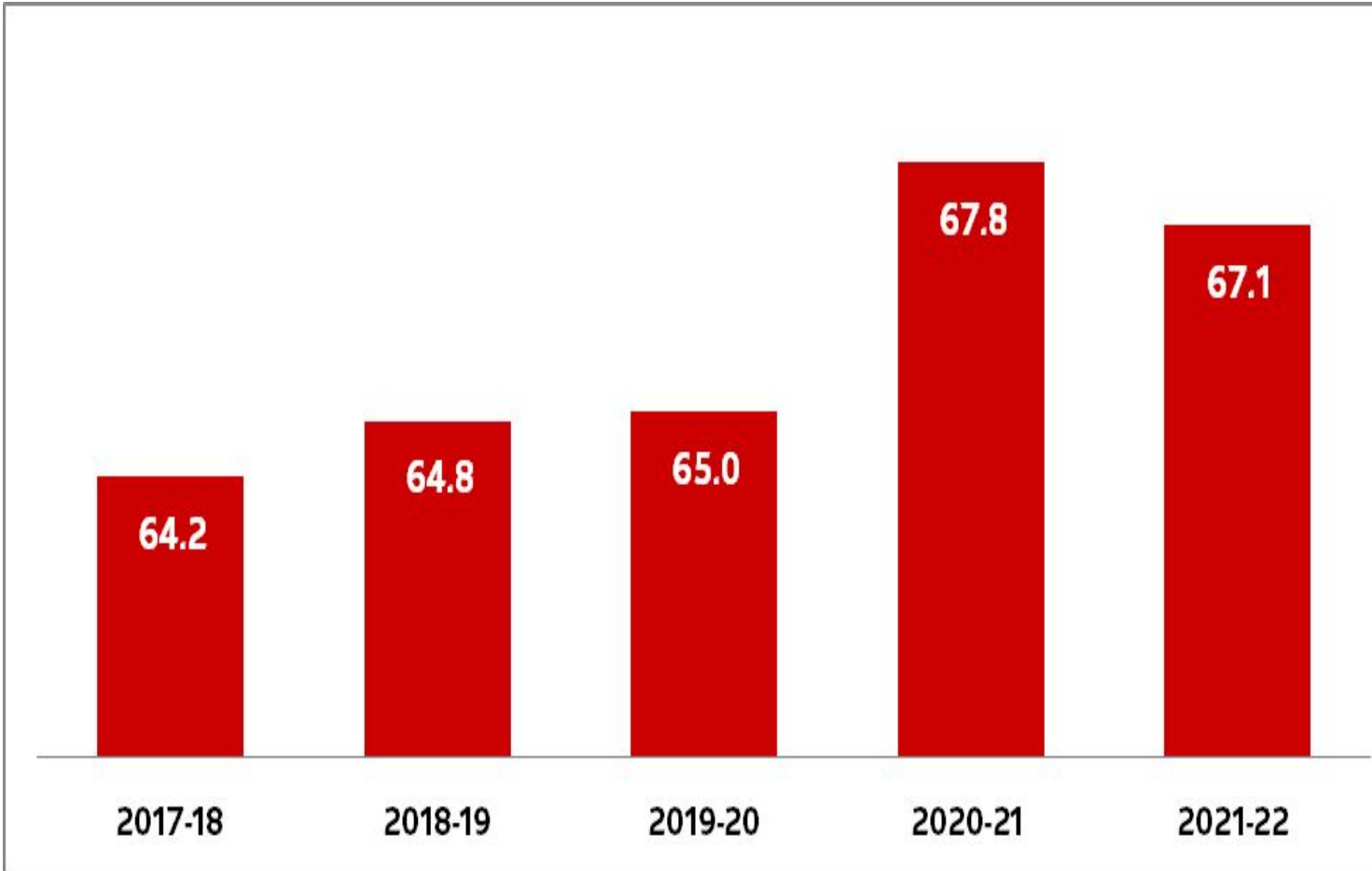


**New  
Products**

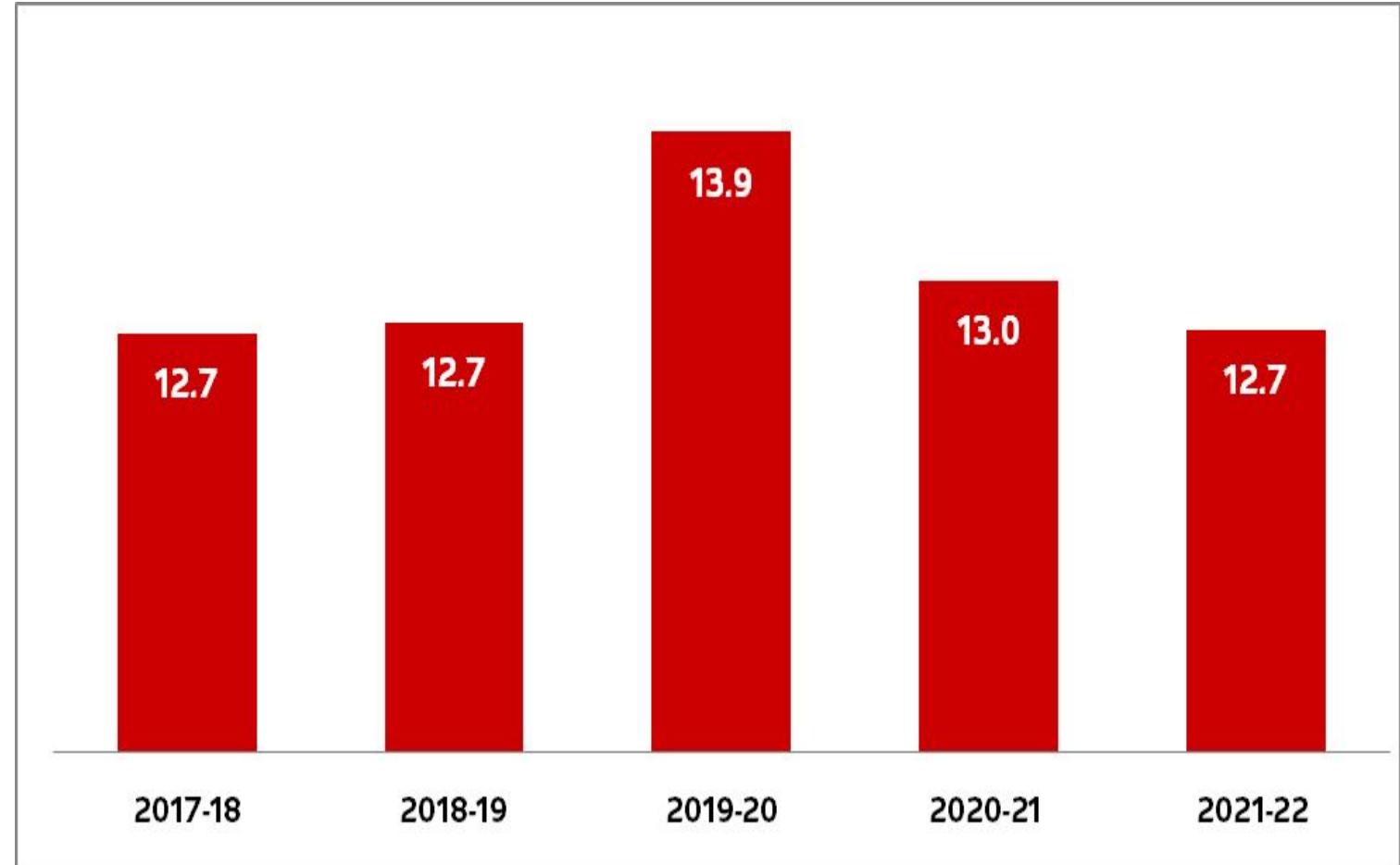
# Net Sales Trend



# Gross Margins & Advertising



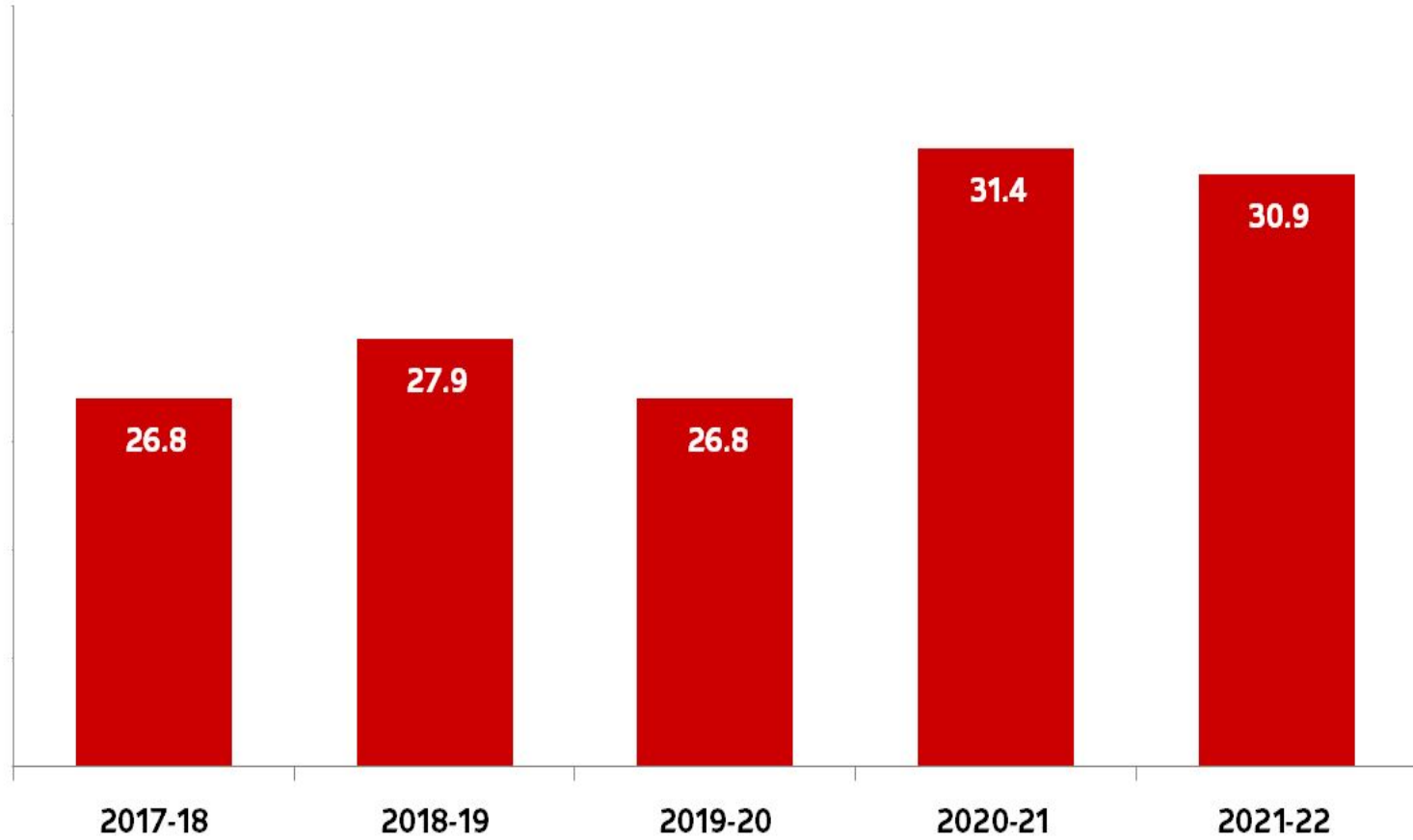
**Gross Margins %**



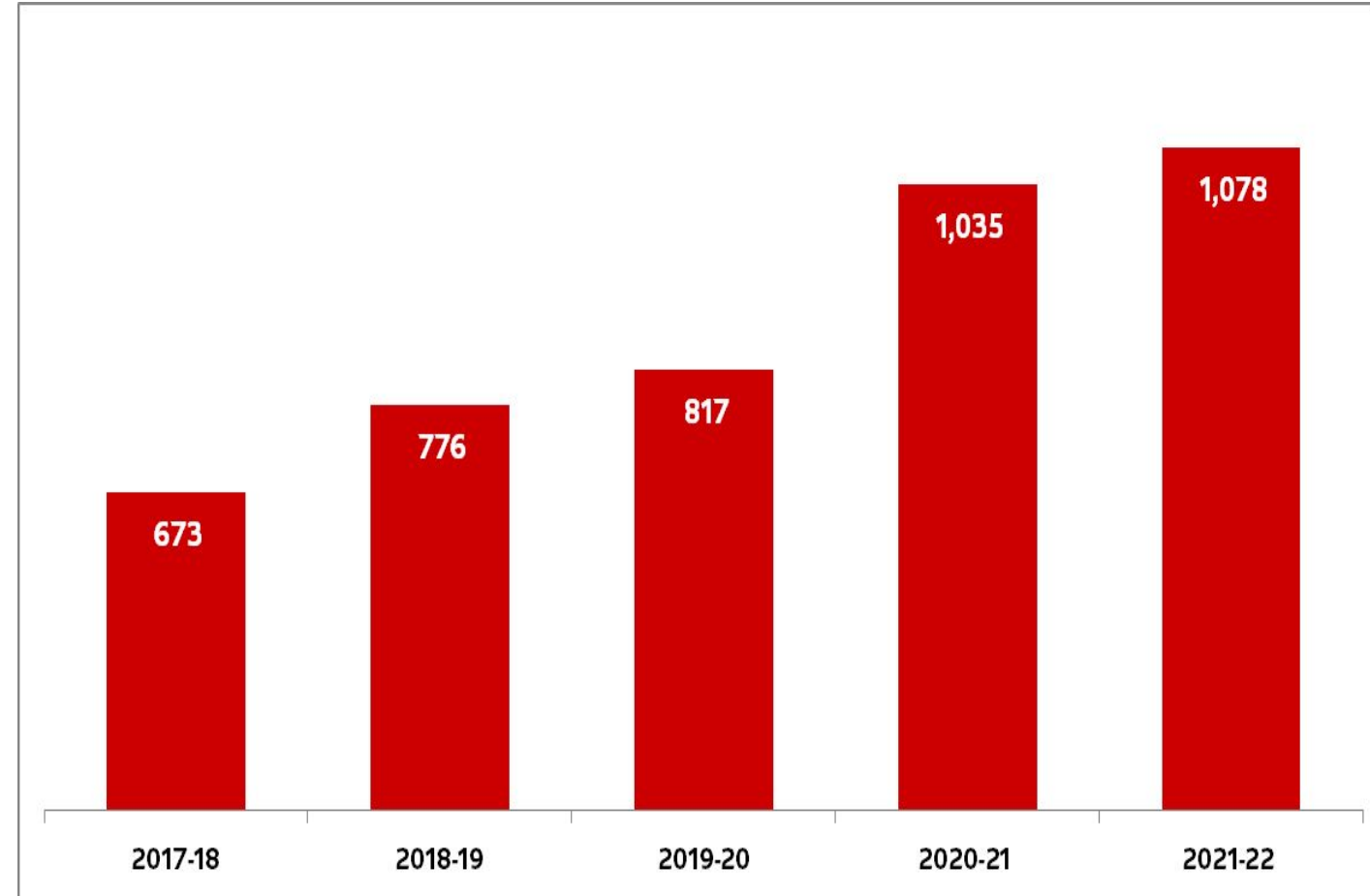
**Advertising %**



# EBITDA & PAT

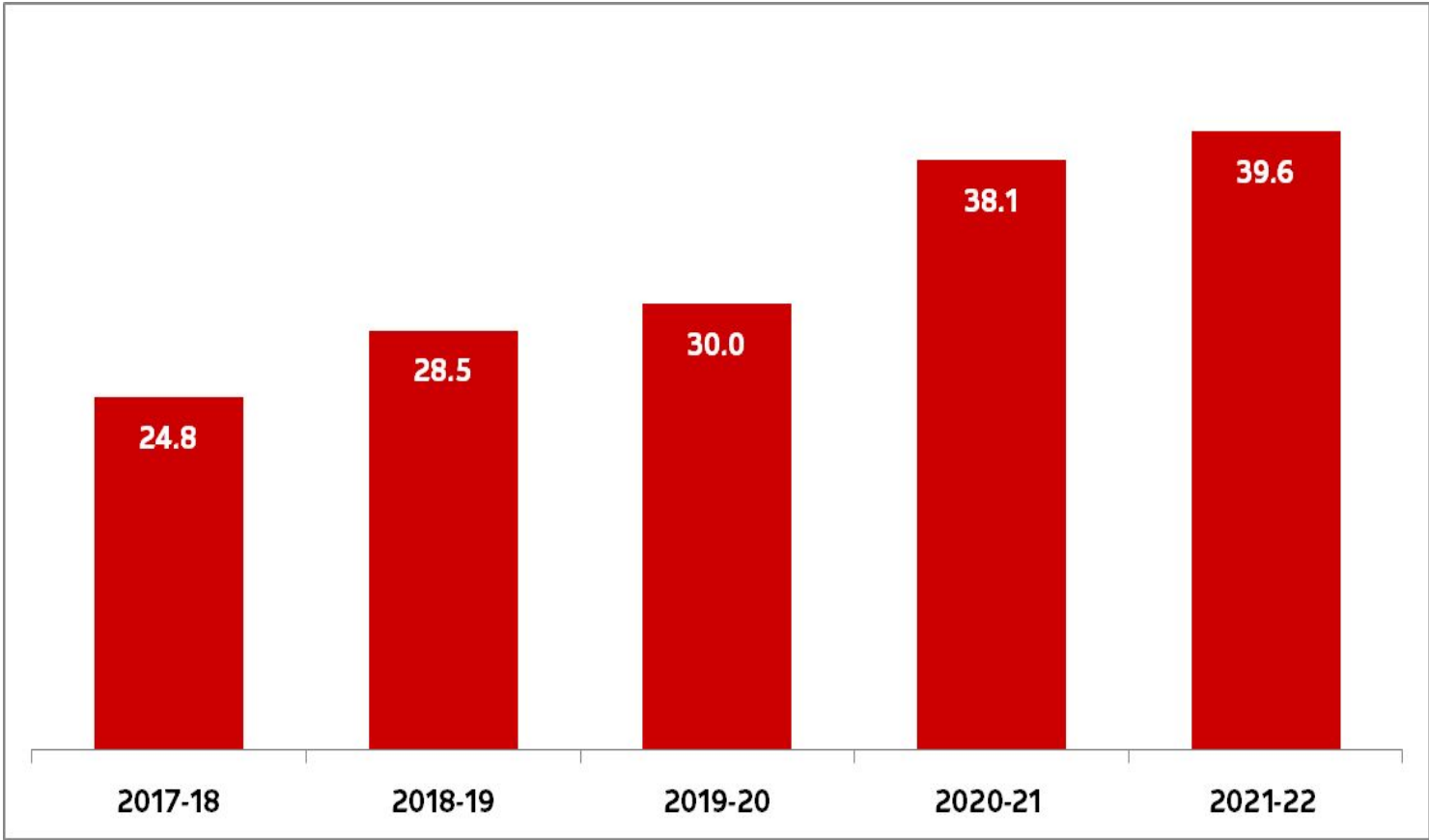


**EBITDA %**

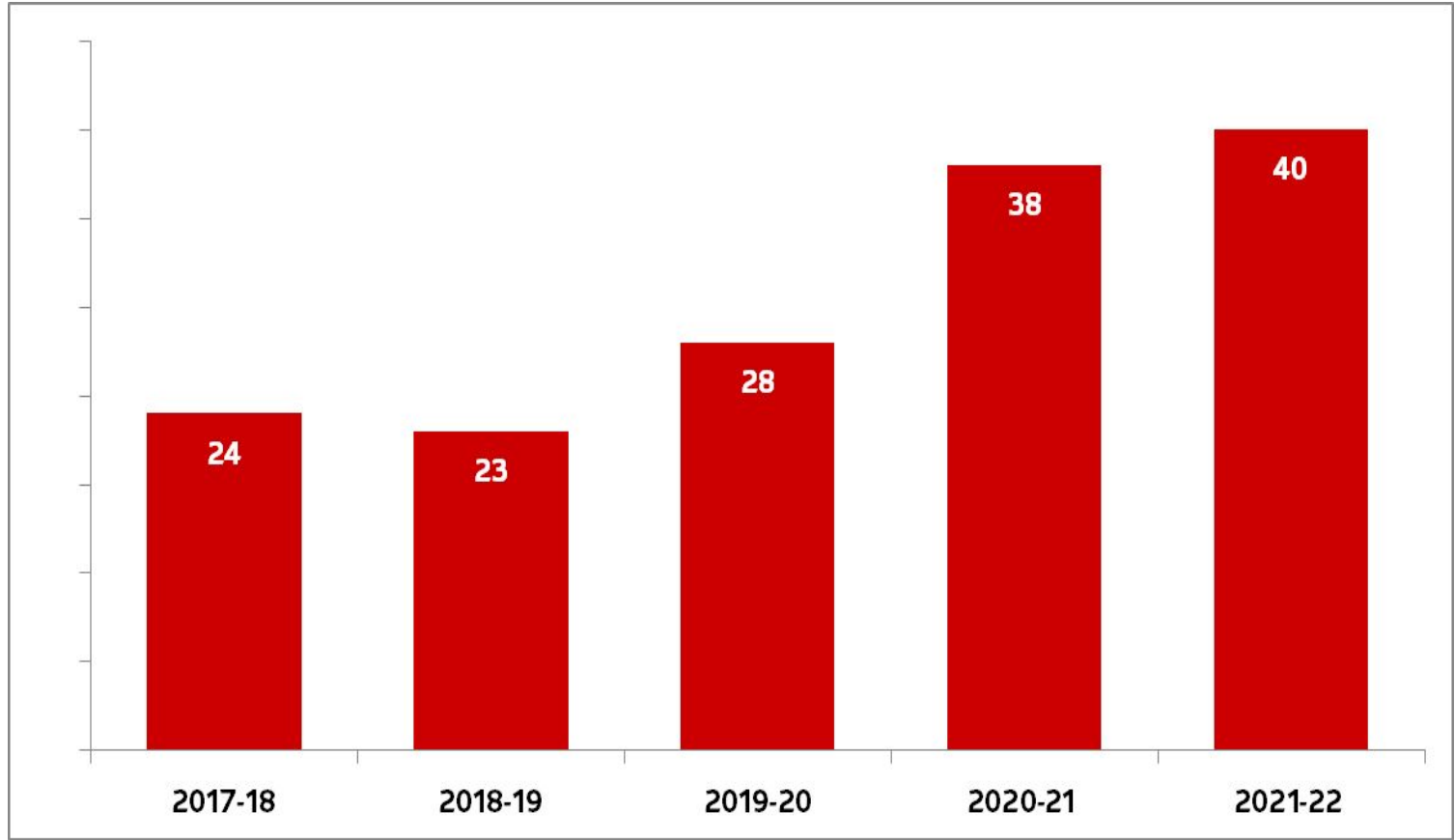


**PAT**

# EPS & DPS



**EPS**



**DPS**

*Colgate*<sup>®</sup>

The Colgate logo is displayed in white on a red background. It features the brand name 'Colgate' in a stylized, italicized font, with a registered trademark symbol (®) to its upper right. Below the text is a simple white arc representing a smile.

Smile karo aur shuru ho jao

**PALMOLIVE**

Say Yes  
**To You!**



*Colgate*<sup>®</sup>



QnA

