

Godrej Consumer Products Ltd.
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CIN : L24246MH2000PLC129806

May 26, 2017

Scrip Code : 532424

BSE Ltd

Corporate Relations Department
1st Floor, Rotunda Bldg., P.J. Towers, Dalal Street,
Mumbai 400 023.

The National Stock Exchange of India Ltd

Exchange Plaza, 4th Floor,
Bandra-Kurla Complex, Mumbai 400 050

Dear Sirs,

Sub: Presentation to Investors

We enclose herewith a presentation which is self-explanatory.

Yours Faithfully,

For Godrej Consumer Products Ltd



V Srinivasan

Chief Financial Officer & Company Secretary





May 26, 2017

Business snapshot

Emerging markets
FMCG leader



Leading market share
in home care, hair care and
personal care

Excellent track record of value creation
among FMCG companies in India



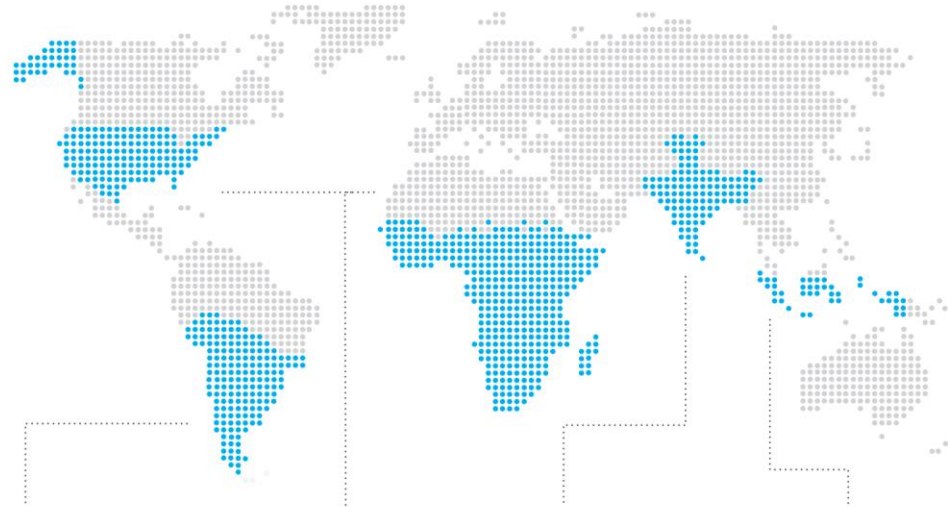
₹96 billion
sales in FY17

Growing presence in Asia,
Africa and Latin America



48% of revenue
comes from international
businesses

Leading market positions



Latin America

Second largest player in

Hair Colours

(Argentina, Chile)

Depilatory products

(Chile)

Third largest player in

Colour cosmetics

(Chile)

Africa (including SON)

Leader in

Ethnic hair colours

(Sub Saharan Africa)

Hair extensions

(Sub Saharan Africa)

Leading player in

Wet Hair Care

(United States of America)

India

Leader in

Hair colours

Household insecticides

Liquid detergents

Air fresheners

Second largest player in

Soap

Indonesia

Leader in

Household insecticides

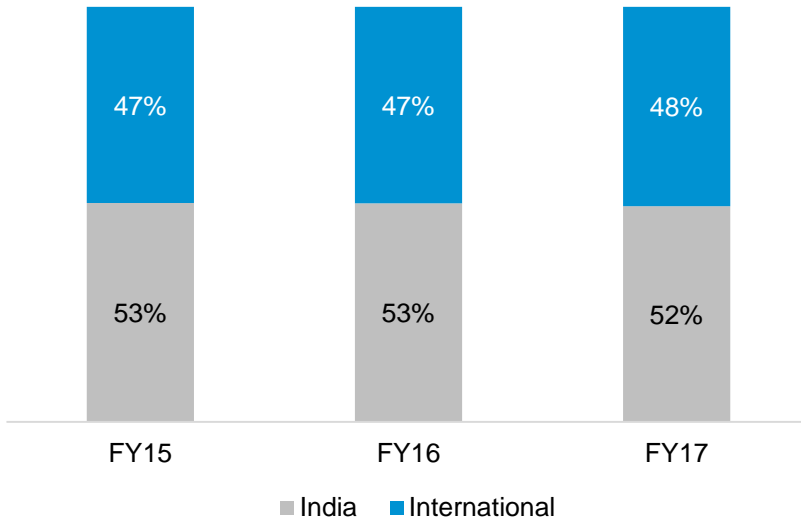
Air fresheners

Wet wipes

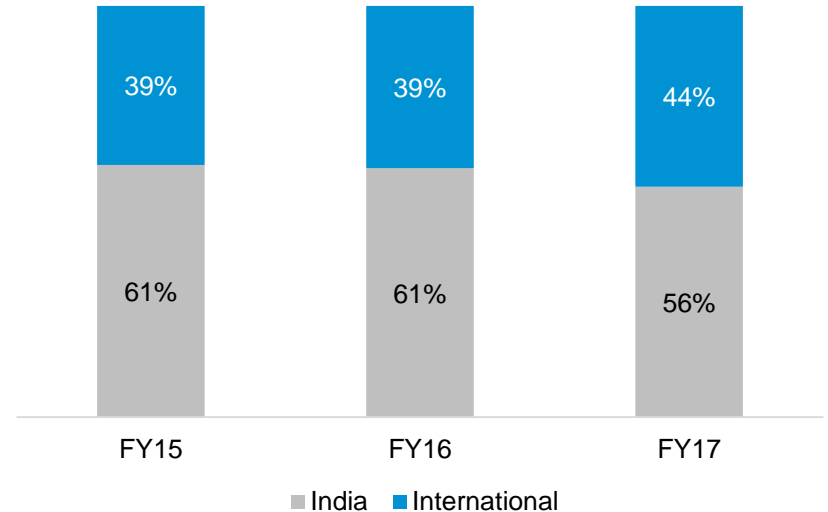
Our business performance

International business now contributes to nearly half of our consolidated revenues

Revenue



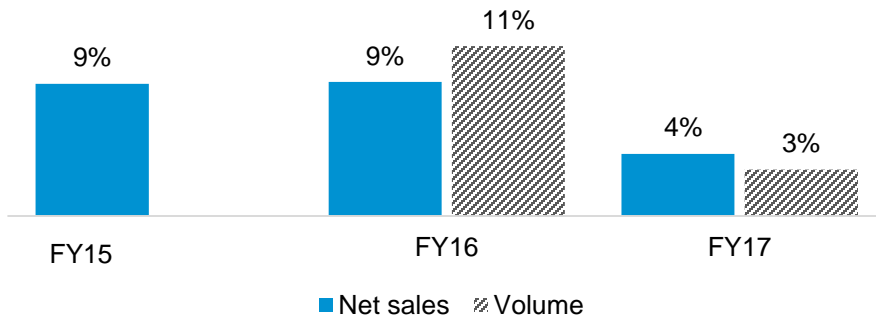
EBITDA



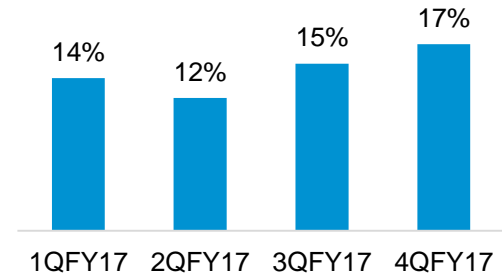
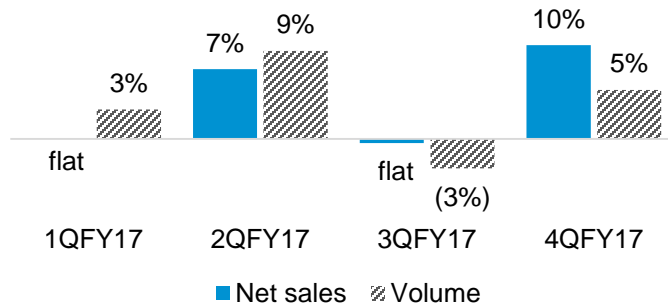
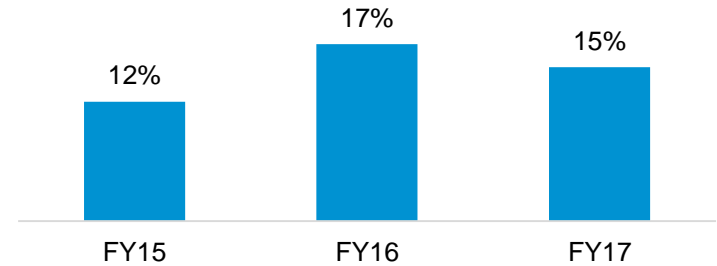
India business performance

We have delivered consistent, healthy volume led ahead of the category sales growth despite demonetisation impact

Sales growth



EBITDA growth



Growth opportunities

There is significant headroom for growth in Hair Colours and Household Insecticides



40% of households use hair colour/henna/dye



50% of households use household insecticides



100% of households use toilet soap

Growth opportunities

There is a lot of potential to increase the penetration of Hair Colours and Household Insecticides especially in rural India

1 in 3 
Rural households use hair colours

2 in 4 
Urban households use hair colours



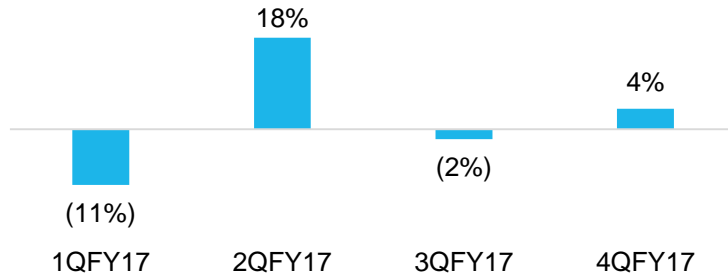
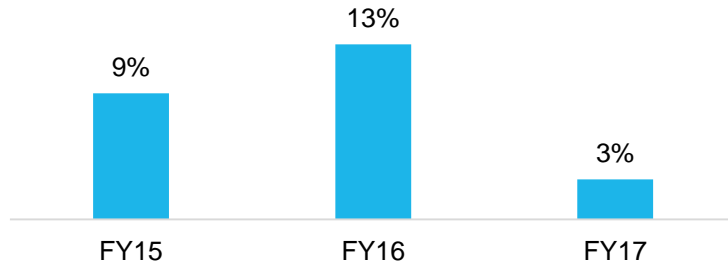
1 in 3 
Rural households use household insecticides

3 in 4 
Urban households use household insecticides

Household Insecticides

Continues to deliver strong growth; leveraging opportunities to increase penetration

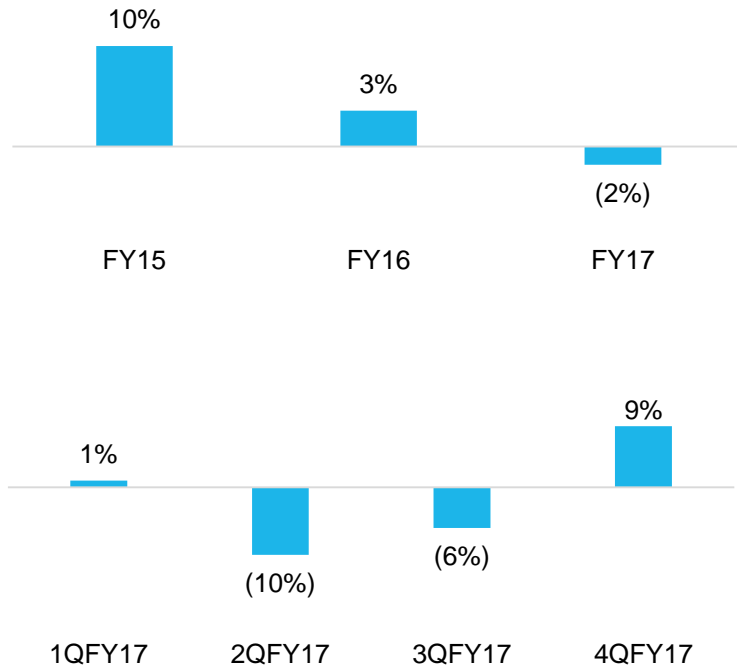
Value growth



Soaps

Value growth impacted by deflationary pressures; price led growth returning

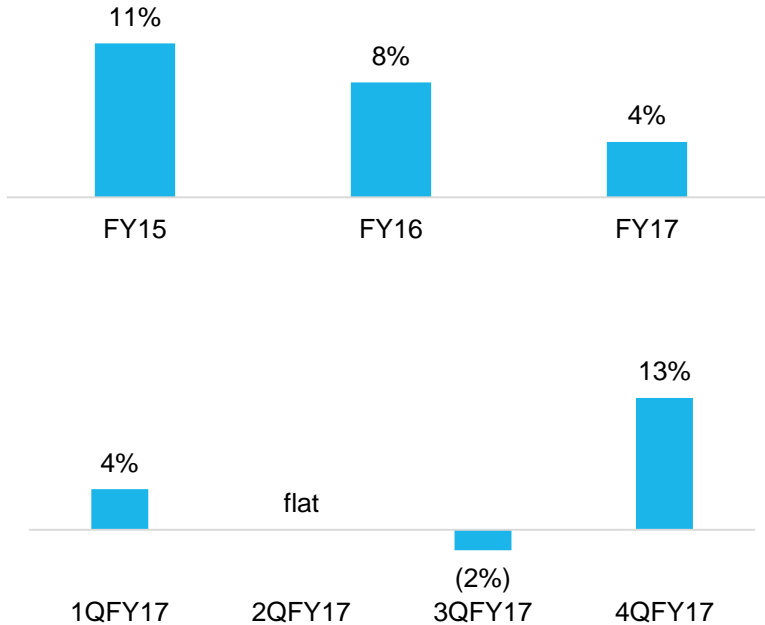
Value growth



Hair Colours

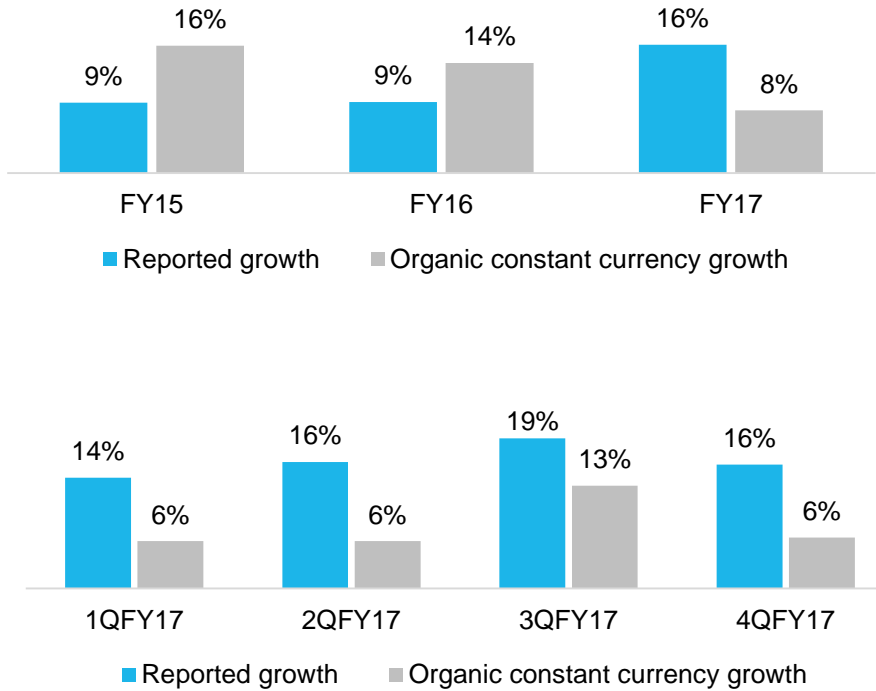
New innovations are driving volume-led sales growth; Expert Crème delivers double-digit volume and value growth in FY17

Value growth

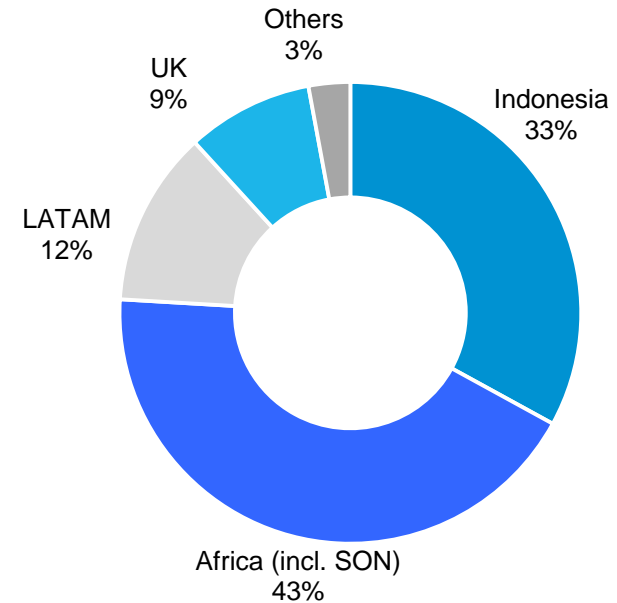


International business is scaling up well

International sales growth



International sales breakup*



*As of FY17

Accelerating leadership in African hair care market

Completed the acquisition of 100% equity stake in Strength of Nature, LLC

Strategic Rationale

- Turbo charges the Wet Hair Care platform for Africa
- Provides a compelling portfolio of Wet Hair Care brands with strong positions and heritage
- Presence in the US helps us accelerate innovation with cutting edge products and R&D
- Seasoned management with over 100 years of combined experience in the Wet Hair Care category
- Provide a platform for a future play in global hair care for women of African descent

GCPL Value Add

- Deep knowledge of African consumers, along with an understanding of the local business environment
- Localised manufacturing in Africa
- Track record of establishing scale business operations and successfully running them in Africa
- Design and R&D support for innovation
- Stronger processes in functions like Finance, Sourcing, HR and IT

We are actively cross pollinating our portfolio



Indonesia



India



Argentina



India



India



Indonesia



USA



Africa



Robust innovation track record

Hair care



Godrej Expert Crème

Godrej Expert Rich Crème hair colour becomes the highest selling crème colour in India (by units) within 20 months of launch



BBLUNT

BBLUNT 'Salon Secret' High Shine Crème hair colour is a 3-part system, for the first time in India, with shine tonic that gives better shine and hair feel that a regular 2-part home hair colour has never been able to deliver



NYU

Cross pollinated hair colours in Indonesia with the launch of 'NYU' crème hair colour

Robust innovation track record

Personal care



Cinthol

Cinthol soaps - our strategy of focusing on functional benefits in the premium segment, supported by 360 degree activations, delivers encouraging results



Cinthol deostick for men and women in a disruptive cream format that has 3x long lasting fragrance at an affordable price point



Godrej No.1

Godrej No.1 strengthens position in value added soaps portfolio with the launch of *Godrej No. 1 Germ Protection* and *Nature Soft - Glycerin & Honey* variant

Robust innovation track record

Household insecticides



Good knight

Good knight Fast Card, our revolutionary paper-based mosquito repellent becomes INR 100 crore brand in less than a year

Good knight Xpress, our advanced liquid vapouriser based mosquito repellent with faster action and greater potency



Good knight Personal Repellents

Expanding the household insecticides category to provide Personal & Out of Home protection from mosquitoes in innovative formats



HIT

Hit Anti-Roach Gel and HIT Gel Stick, our innovative gel formulation that attracts and kills the cockroaches

Robust innovation track record

Air fresheners and Health & Wellness



Godrej aer

Godrej aer spray, twist and click – our range of home and car air fresheners with intuitive designs, innovation gel format and delightful fragrances



Godrej aer pocket, our foray in bathroom air fresheners in India



Protekt

Our foray into the health and wellness sector in India

Our key business priorities

1

Extending leadership in our core categories in India

2

Capitalising on international growth potential

3

Accelerating innovation and renovation

4

Building a future ready sales system in India

5

Making our global supply chain best in class

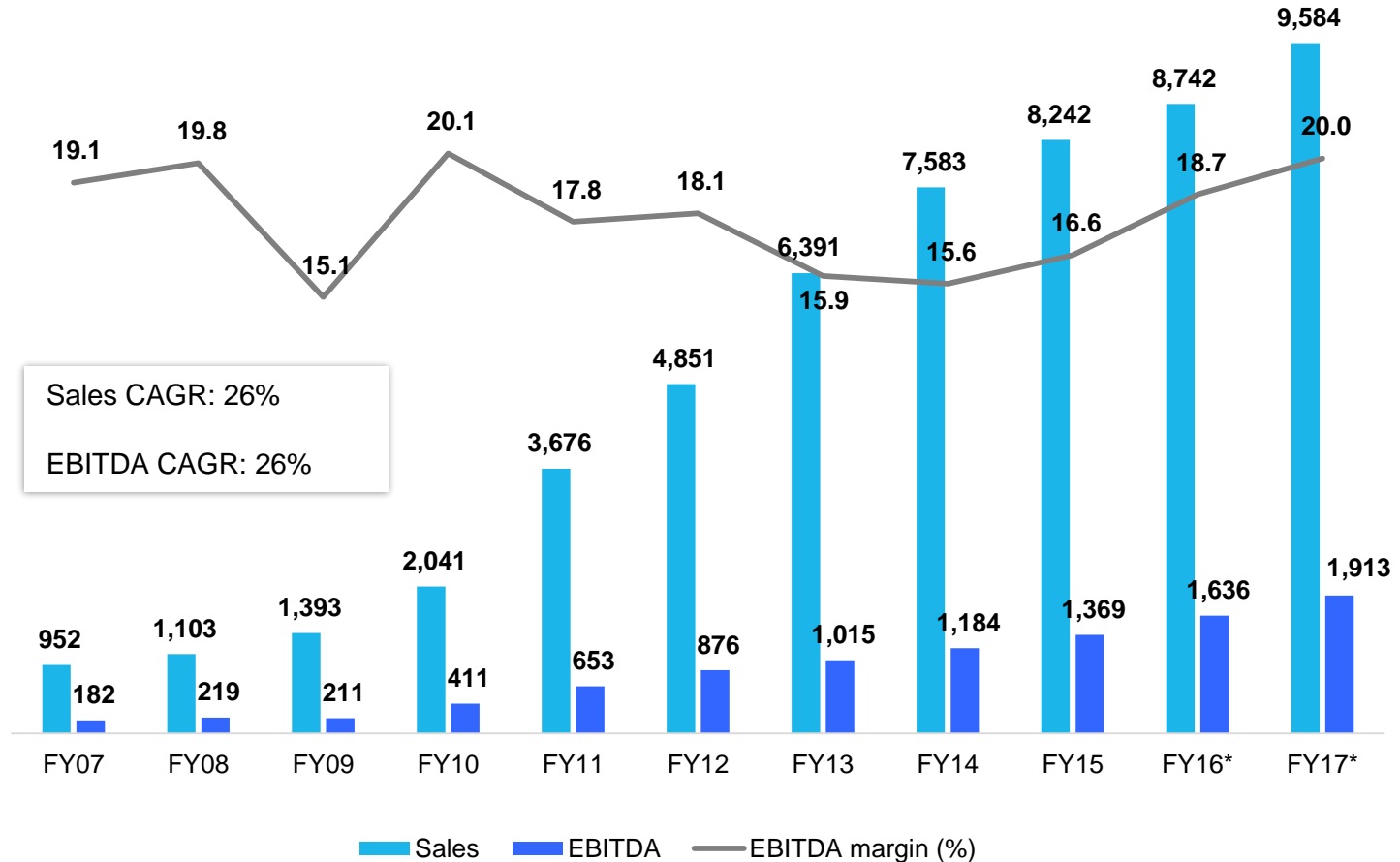
6

Building an agile and high performance culture

7

Reinforcing our commitment to Good & Green

We have consistently delivered strong performance



Note: Values in INR crore
*Ind-AS

Consistently recognised as a great place to work



Recognised among the top 25 workplaces in Asia
Ranked #12



Ranked among the best
employers in India in 2017



Godrej South Africa has been certified amongst
the Top Employers of South Africa

Other recognitions



GCPL efforts to mitigate climate change have been recognised by CDP with GCPL being ranked A- on CDP India A List 2016



Received Porter Prize for Creating Shared Value 2016



GCPL included in FTSE4Good Emerging Index.
FTSE4Good Emerging Index is an extension to the FTSE4Good Index series, which is designed to measure the performance of companies demonstrating strong Environmental, Social and Governance (ESG) practices.

Our Good & Green commitment



**Ensuring
Employability**

Train 1 million youth in skills that will enhance their earning potential



**Greener
India**

Achieve zero waste to landfill, carbon neutrality and a positive water balance, while reducing specific energy consumption and optimising the use of renewable energy



**Product
Innovation**

Generate a third of our portfolio revenues from 'good' and/or 'green' products

4Q FY2017

SNAPSHOT

4Q FY17 performance overview

Growth	Consolidated	India	International
Net Sales	13%	10%	16%
Net Sales – Constant currency	15%	10%	22%
Net Sales – Organic*	6%	10%	1%
Net sales - Organic constant currency*	8%	10%	6%
Volume growth		5%	
EBITDA	21%	19%	22%
EBITDA – Constant currency	22%	19%	28%
Net profit	212%	21%	NA**
Net profit w/o exceptional items	22%	21%	10%

* Excludes Strength of Nature (USA) and Canon Chemicals (Kenya) inorganic sales of ₹153 crore

** NA due to 4QFY16 having reported net loss of ₹77 crore on account of Ind-AS related adjustments

Resilient, ahead of market performance in India

- Healthy volume and price / mix led sales growth
- Robust EBITDA margin expansion sustained
- Innovation momentum stepped up with multiple new product launches
- Continue to drive our premiumisation strategy and cost efficiencies
- New launches are well received; driving penetration in relatively underpenetrated categories



International business performance remains strong

Leveraging portfolio to deliver consistent sales growth; robust margin expansion

- **Indonesia** growth impacted by softness in Household Insecticides. Constant currency growth (ex-Household Insecticides) at 9%.
- **Africa (incl. SON)** sustains double-digit organic constant currency growth
- **LATAM** delivers competitive performance in a challenging operating environment
- Mixed performance in **Europe** with weak sales performance but robust margin expansion



4Q FY17 reported performance snapshot

	India			Consolidated		
	4Q FY16	4Q FY17	Y/Y	4Q FY16	4Q FY17	Y/Y
Sales	1,210	1,326	10%	2,204	2,480	13%
Gross Profit	614	698	14%	1,149	1,347	17%
<i>Gross Margin (%)</i>	<i>50.7%</i>	<i>52.7%</i>	<i>200 bps</i>	<i>52.1%</i>	<i>54.3%</i>	<i>220 bps</i>
EBITDA	288	342	19%	456	551	21%
<i>EBITDA Margin (%)</i>	<i>23.8%</i>	<i>25.8%</i>	<i>200 bps</i>	<i>20.7%</i>	<i>22.2%</i>	<i>150 bps</i>
Net Profit	210	253	21%	125	390	212%
<i>Net Profit Margin (%)</i>	<i>17.3%</i>	<i>19.1%</i>	<i>180 bps</i>	<i>5.7%</i>	<i>15.7%</i>	<i>1,000 bps</i>
EPS (INR)	6.15	7.43	21%	3.67	11.45	212%

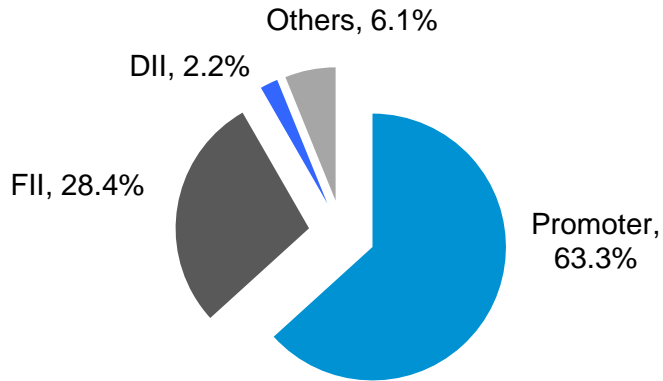
FY17 reported performance snapshot

	India			Consolidated		
	FY16	FY17	Y/Y	FY16	FY17	Y/Y
Sales	4,820	5,014	4%	8,742	9,584	10%
Gross Profit	2,496	2,626	5%	4,546	5,110	12%
<i>Gross Margin (%)</i>	<i>51.8%</i>	<i>52.4%</i>	<i>60 bps</i>	<i>52.0%</i>	<i>53.3%</i>	<i>130 bps</i>
EBITDA	987	1,138	15%	1,636	1,913	17%
<i>EBITDA Margin (%)</i>	<i>20.5%</i>	<i>22.7%</i>	<i>220 bps</i>	<i>18.7%</i>	<i>20.0%</i>	<i>130 bps</i>
Net Profit	723	848	17%	828	1,304	58%
<i>Net Profit Margin (%)</i>	<i>15.0%</i>	<i>16.9%</i>	<i>190 bps</i>	<i>9.5%</i>	<i>13.6%</i>	<i>410 bps</i>
EPS (INR)	21.22	24.90	17%	24.30	38.29	58%

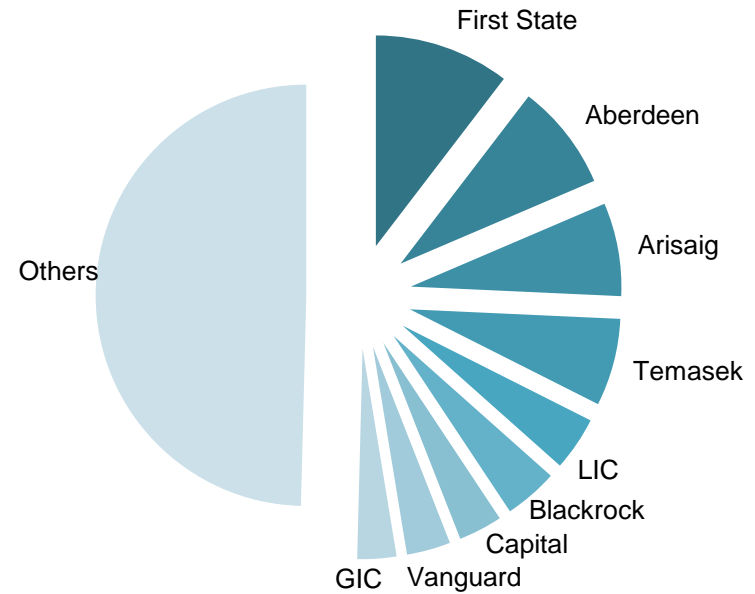
Way ahead

- Drive ahead of category sales growth led by robust volume and price growth
- Strive to maintain historic high FY17 EBITDA margins driven by cost saving initiatives, premiumisation and favourable mix
- Drive improvement in ROCE

Shareholding pattern



Major investors



Contact us

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THANK YOU FOR YOUR TIME AND CONSIDERATION