



# Hindustan Unilever Limited

Hindustan Unilever Limited  
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CIN: L15140MH1933PLC002030

28th November, 2016

Stock Code BSE: 500696  
NSE: HINDUNILVR  
ISIN: INE030A01027

BSE Limited,  
Corporate Relationship Department,  
2nd Floor, New Trading Wing,  
Rotunda Building, P.J. Towers,  
Dalal Street,  
Mumbai – 400 001

National Stock Exchange of India Ltd  
Exchange Plaza, 5th Floor,  
Plot No. C/1, G Block,  
Bandra – Kurla Complex,  
Bandra (E),  
Mumbai – 400 051

Dear Sir,

**Sub: Investor Presentation**

Pursuant to the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Company has scheduled a call today with the analysts/investors to update on Impact of De-monitisation. The copy of the proposed presentation is enclosed.

You are requested to take the above information on your record.

Thanking You.

Yours faithfully,

**For Hindustan Unilever Limited**

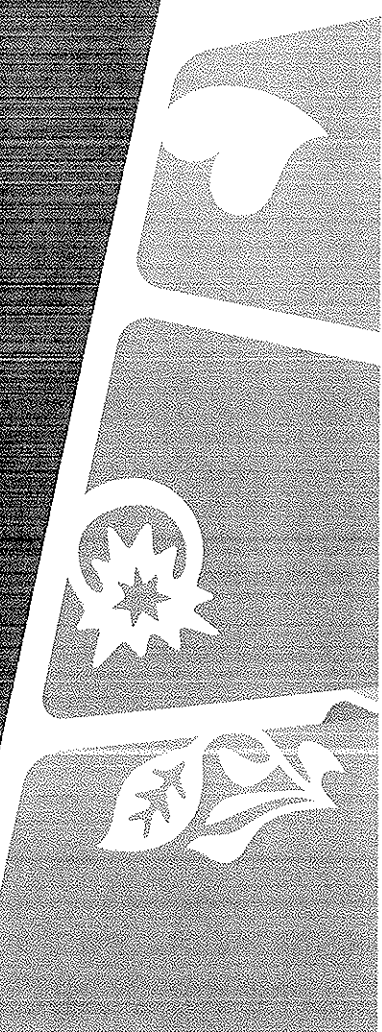
**Dev Bajpai**

Executive Director (Legal & Corporate Affairs)  
and Company Secretary  
Membership No. F3354



# Update : Impact of de-monetisation

Hindustan Unilever Ltd | November 2016




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## Safe Harbor Statement

This Release / Communication, except for the historical information, may contain statements, including the words or phrases such as 'expects, anticipates, intends, will, would, undertakes, aims, estimates, contemplates, seeks to, objective, goal, projects, should' and similar expressions or variations of these expressions or negatives of these terms indicating future performance or results, financial or otherwise, which are forward looking statements. These forward looking statements are based on certain expectations, assumptions, anticipated developments and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, market growth, intense competition and the pricing environment in the market, consumption level, ability to maintain and manage key customer relationship and supply chain sources and those factors which may affect our ability to implement business strategies successfully, namely changes in regulatory environments, political instability, change in international oil prices and input costs and new or changed priorities of the trade. The Company, therefore, cannot guarantee that the forward looking statements made herein shall be realized. The Company, based on changes as stated above, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward looking statements as may be required from time to time on the basis of subsequent developments and events. The Company does not undertake any obligation to update forward looking statements that may be made from time to time by or on behalf of the Company to reflect the events or circumstances after the date hereof.



# Demonetization and GST: Win-win for all, HUL welcomes them

## Consumer

Lower inflation

## Country / Economy

Higher investment led growth

## Government

Lower fiscal deficit,  
higher tax base

## Industry

Simpler & effective compliance,  
Level playing field

## However temporary pain likely in the near term

### Consumers

- Impacted by lower cash on hand
- Cautious with their spend. Initially spend only on basic necessities

### Trade

- Trade down-stocking due to liquidity squeeze
- Wholesale impacted the most
- Varied impact across geographies

### Others

- Logistics – Impacted particularly in long distance routes
- Media heat likely to be lower



# Steps taken to address the challenge

## Consumers

- Rapid planning and replenishment to capture fast changing consumer demand
- Differentiated channel and geography focus ; Leverage WIMI
- Dynamically play the portfolio to deliver value to the consumer
- Maintain competitive ad spends to drive offtake

## Trade

- Work closely with distributors & retailers to mitigate impact of cash crunch
- Enhance our direct coverage and assortments further

## In Summary : Outlook & Response

### HUL strongly believes that

- ❑ De-monetisation & GST are significant growth drivers for India and a win-win for everyone

### In the short term

- ❑ Market growths to be adversely impacted for a few months
- ❑ Gradual improvement expected led by urban
- ❑ Speed of recovery will be dependent on liquidity build up across the chain

### HUL response

- ❑ Near term performance under pressure, however we will continue to
  - Stay close to consumers
  - Invest behind growth
  - Enhance our direct coverage further
- ❑ We are well positioned as channels and consumers evolve : portfolio, talent, capabilities
- ❑ Our strategy of 4G growth remains unchanged

# For more information & updates

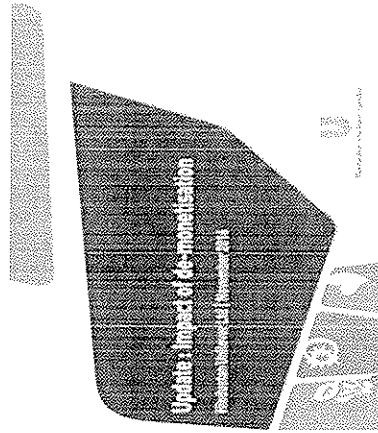
Visit our website

<http://www.hul.co.in/investorrelations/>

## Impact of De-monetisation

► Presentation - *Impact of De-monetisation*  
► P. 25, Slide - *Our Progress May 17*  
20 November 2017

► Finance



HUL Investor App

