



**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

March 02, 2019

The Secretary  
BSE Limited  
P.J. Towers- 25<sup>th</sup> Floor  
Dalal Street  
Mumbai 400 001

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,

**Sub: Institutional Investors Meetings - Presentation**

In continuation to our letter dated February 28, 2019 intimating about the meeting(s) with institutional investors and pursuant to the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith copy of the presentation for the institutional investors meeting(s) scheduled from March 1, 2019 to March 15, 2019.

The aforesaid presentation is also being made available on the Company's website at [www.colgatepalmolive.co.in](http://www.colgatepalmolive.co.in)

Kindly take the above on record.

Thanking you,  
Very truly yours  
For **Colgate-Palmolive (India) Limited**

K. Randhir Singh  
Company Secretary & Compliance Officer

Encl: a/a

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Website. [www.colgatepalmolive.co.in](http://www.colgatepalmolive.co.in) e-mail ID. [investors\\_grievance@colpal.com](mailto:investors_grievance@colpal.com)

# Colgate Palmolive (India) Limited



# Agenda

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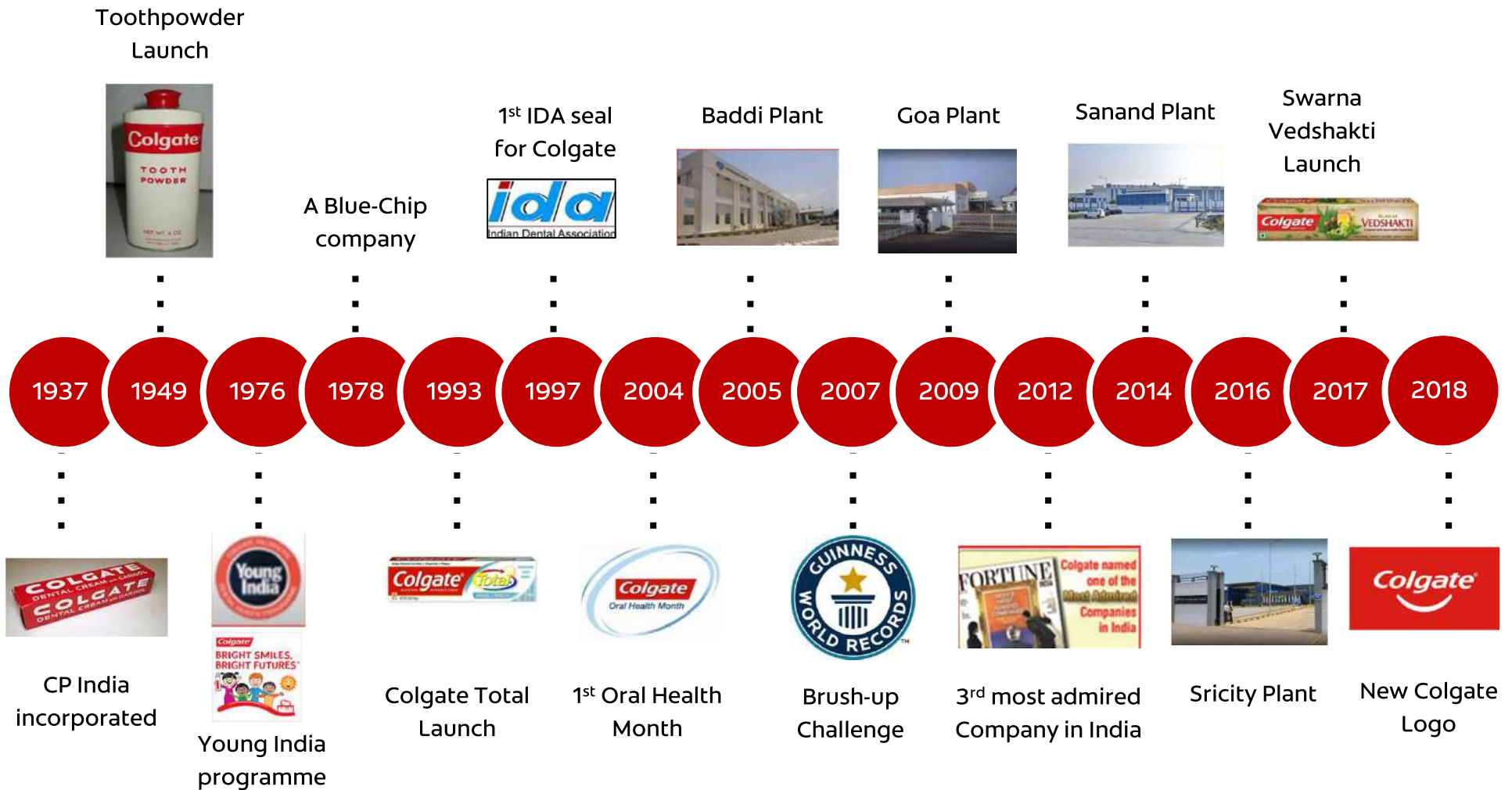
# Agenda

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- **CP India Overview**
- **Global Support to India**
- **Financial Performance**
- **Let's Talk**



# 80+ Yrs of spreading smiles



# #1 penetrated brand across categories

**Colgate®**



**88%**

**HH Penetration**

**241  
MM**

**# Households  
Reached**

# #1 Toothpaste Brand in 5/8 segments

Whitening	
Multi Benefit	 
Sensitivity	 
Family	 
Low Price Point	
Freshness	  
Naturals	  
LUPs	 



Source : AC Nielsen (new panel data)

# #1 Toothbrush Brand in 4/5 segments





# #1 Brand in Consumer Equity



# India's Most Trusted Brand for 7 yrs in a row

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# Endorsed by biggest Celebrities

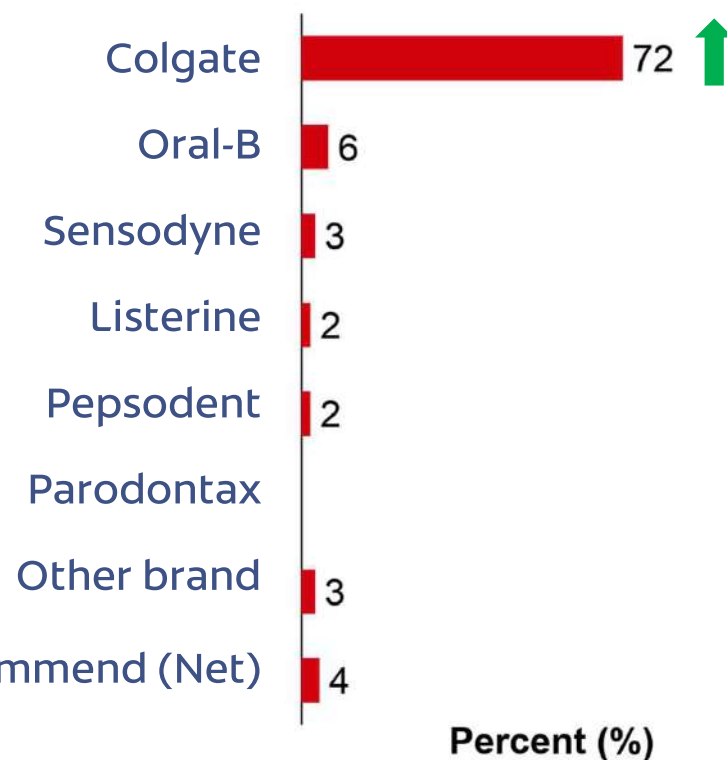


Colgate®

# #1 Recommended Equity by Dentists



Do Not Recommend (Net)



# Consistently Reaching out to Millions

**Colgate + ida**  
ORAL HEALTH MONTH

Let's make India's smile  
strong from within.

**Colgate**

**Free dental check-ups\***

**Colgate Strong Teeth**  
Strengths from within.

**Colgate** SCHOLARSHIP OFFER\*

**Padhoonga  
aur  
Badhoonga**

**Aayush Bansal**  
Winner

WIN SCHOLARSHIPS WORTH ₹1 LAKH\*

**Colgate Strong Teeth**  
with Cavity Protection

**BYJU'S** Free video/audio courses worth ₹999\*  
inside every pack of 100g and above.

\*M.C. apply. For detailed terms and conditions on scholarship offer and BYJU'S offer visit website [www.colgate.com/in](http://www.colgate.com/in).  
Purchase of the product not mandatory to participate in the Colgate Scholarship offer.

# Without losing focus on local preferences



Nusrat – West Bengal



Samantha – Tamil Nadu



# Making strong in-roads into Naturals



# And Finding new opportunities to grow



One of the most popular Kids character in India



Exciting New Launches!



1<sup>st</sup> time ever – TV Support



# Breaking Boundaries with new launches

**PALMOLIVE**  
FACIAL BAR

Glow naturally

**PALMOLIVE**  
SKIN THERAPY  
FACIAL BAR  
Vitamin C & E

**PALMOLIVE**  
SKIN THERAPY  
FACIAL BAR  
Charcoal Powder

**PALMOLIVE**  
SKIN THERAPY  
FACIAL BAR  
Turmeric & Tamarind

Colgate®

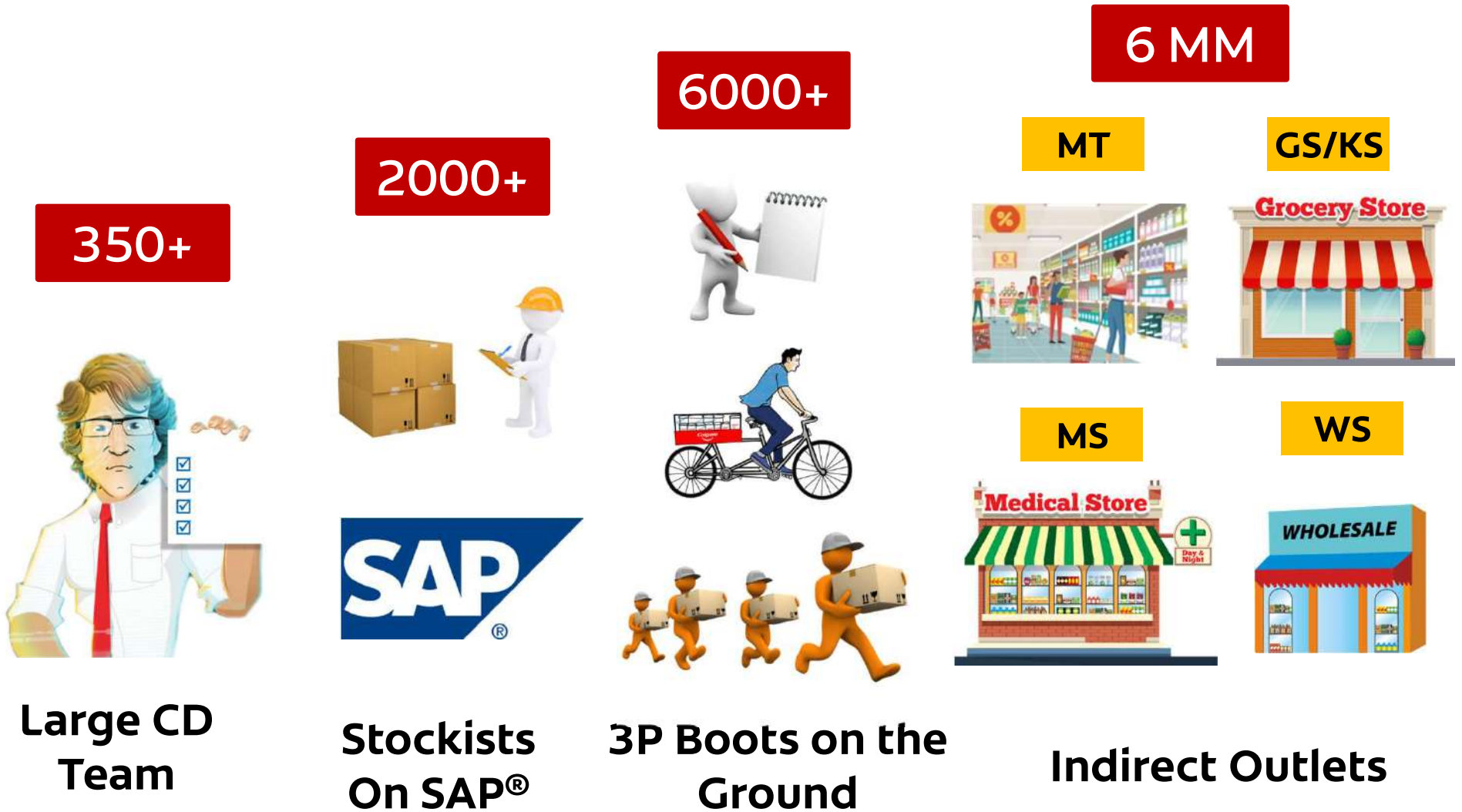
The advertisement features a woman with dark hair and a nose ring on the left side, looking towards the camera. The background is a lush green forest. In the center and right, three bars of Palmolive Facial Bar soap are displayed on a mossy surface. The top bar is orange and labeled 'Vitamin C & E'. The middle bar is grey and labeled 'Charcoal Powder'. The bottom bar is beige and labeled 'Turmeric & Tamarind'. Each bar is accompanied by its packaging box, which features a woman's face and the product name. The text 'Glow naturally' is written in a large, elegant font in the center. The Colgate logo is visible in the bottom left corner.

# Focusing on consumer centric innovations



Sensitive  
Toothbrush  
@  
25/-

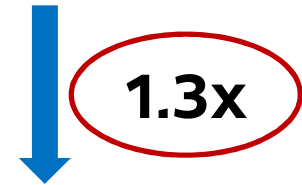
# Supported by Robust Customer Development



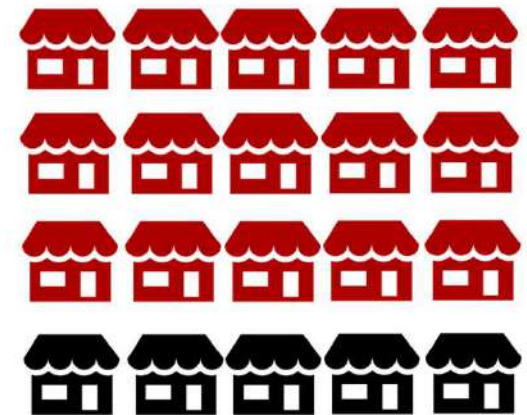
# With an even stronger Direct Distribution



Exit '17



Exit '18



# Continued Winning in Store



# Continued Winning in Store



# Continued Winning in Store



# Relentless focus on profession

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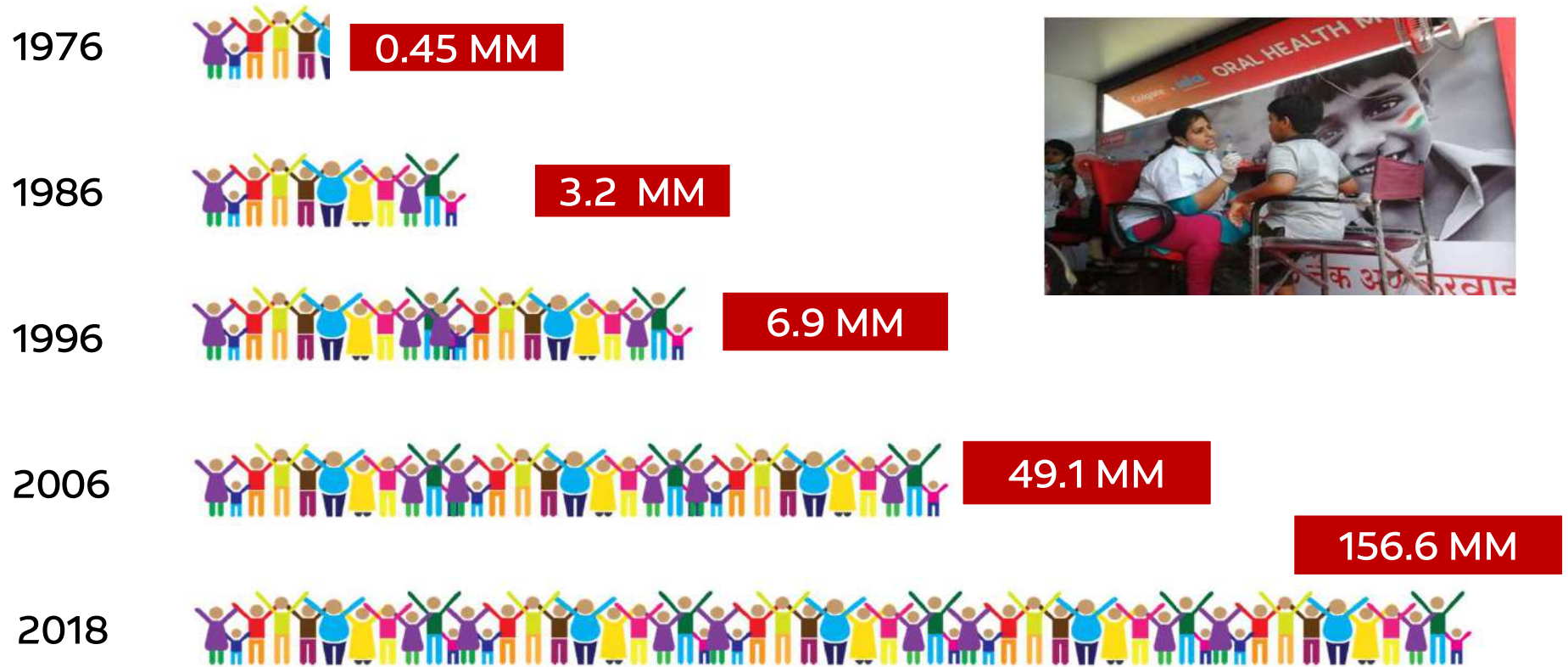
**Indian Dental Association  
Conference 2019**



**Collaboration with Dental Council of  
India**



# Winning with the community



**150 million+ school children contacted across 327,000 schools in the last 40 years (Oral Health Month)**

# Empowering Communities

Water Program for communities  
In villages of Amrawati , Maharashtra



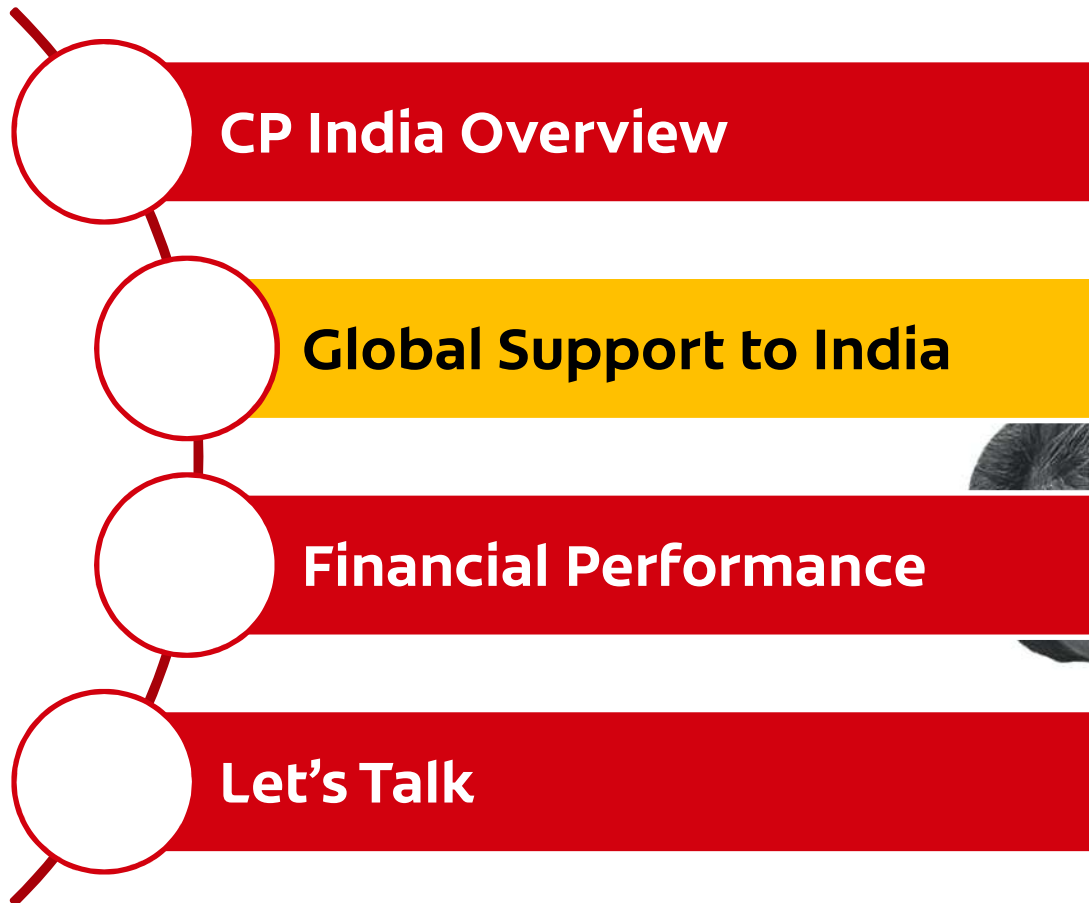
*Colgate - Seva Mandir Education Scholarship program*

Women Empowerment through livelihoods,  
supported with *Water Augmentation*



# Agenda

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**Product  
Innovation**



**Brand  
Building**



**Digital & Ecom**



**Manufacturing &  
Packaging**

# World's #1 Multi benefit TP now with Zinc & Arginine

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India Launch - 2019



# Case Study: Colgate Total Toothpaste



## Formula development

- >700 unique formula iterations to get to launch bundles
- Development of flavors
- >3,000 stability studies
- Thousands of in-vitro tests

## Clinical and Consumer testing

- 38 clinical studies with >9,000 panelists
- Consumer tested with over 1,500 people
- Trained panel sensory evaluation

## Support for engagement with trade and dental professionals

- Kits for live demos
- Scientific publications
- 70 patents Granted globally and 93 patent applications filed

# Superior Occlusion technology vs numbing technology



India Launch - 2011

Colgate®

# Longer Lasting Cooling than other freshness pastes



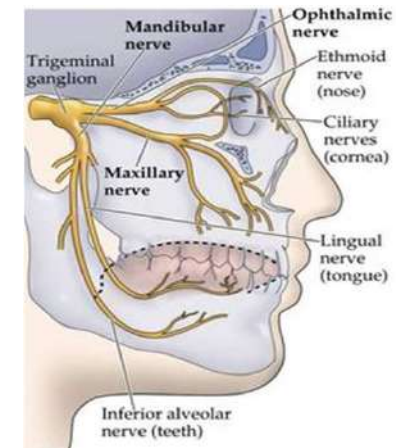
India Launch - 2018





# Case Study – Freezestorm Technology

- New Breakthrough Technology for Plax Mouthwash and Maxfresh Toothpaste
  - 5 Years of Research
  - Powerful long lasting cooling experience
- Formula optimization to Drive incremental sales
- Extensive Consumer validation conducted
- Validation of this technology through consumer tests
- Patents
  - Maxfresh - Globally 37 Granted and 3 applied.

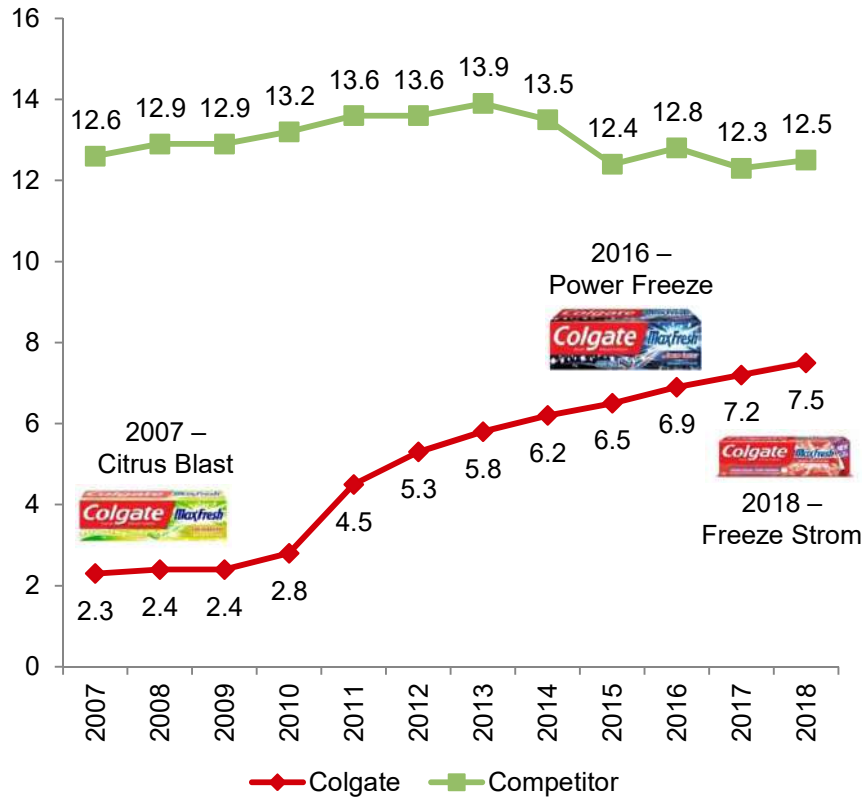


Understanding Science of Cooling sensation

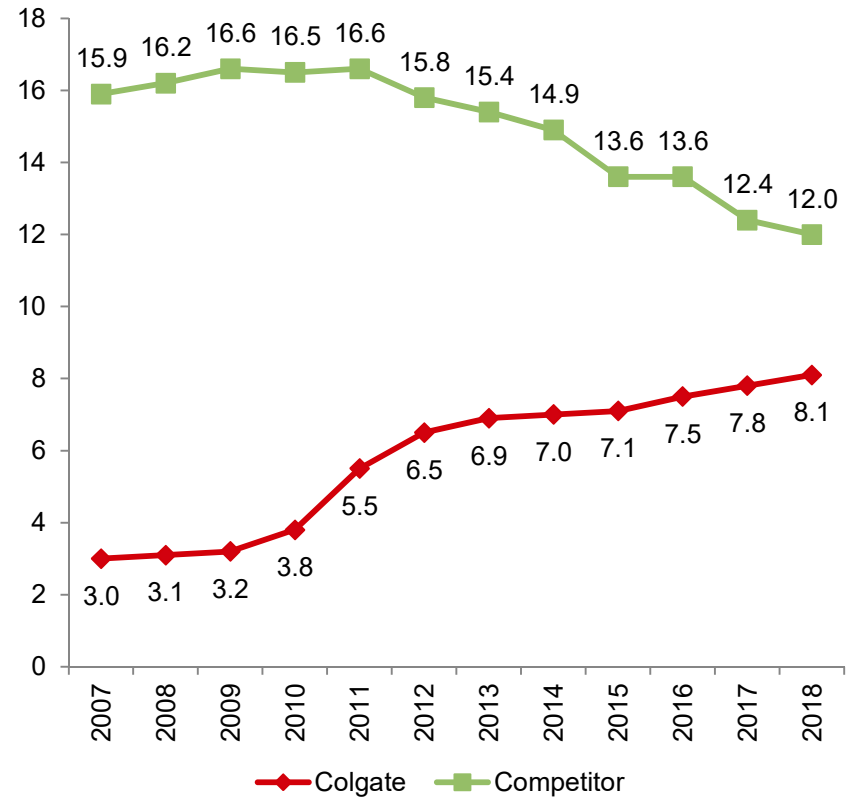
**MaxFresh**

# Impact of Innovation – Colgate Max Fresh

Volume share



Value share



Continuous product upgrade ensured Max fresh gained volume share inspite of premium pricing

# 1<sup>st</sup> to launch Tapered Bristles in India



**17x**  
**SLIMMER**  
**TIP BRISTLES**

**INFUSED WITH**  
**CHARCOAL**



**India Launch - 2015**



# Strong Innovations in Power Segment

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India Launch - 2019

# No Alcohol formula with Longer Lasting Freshness



India Launch - 2018



# Rapid adoption of Global Innovation pipeline



# Global Technology Team and priorities

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**Innovation**

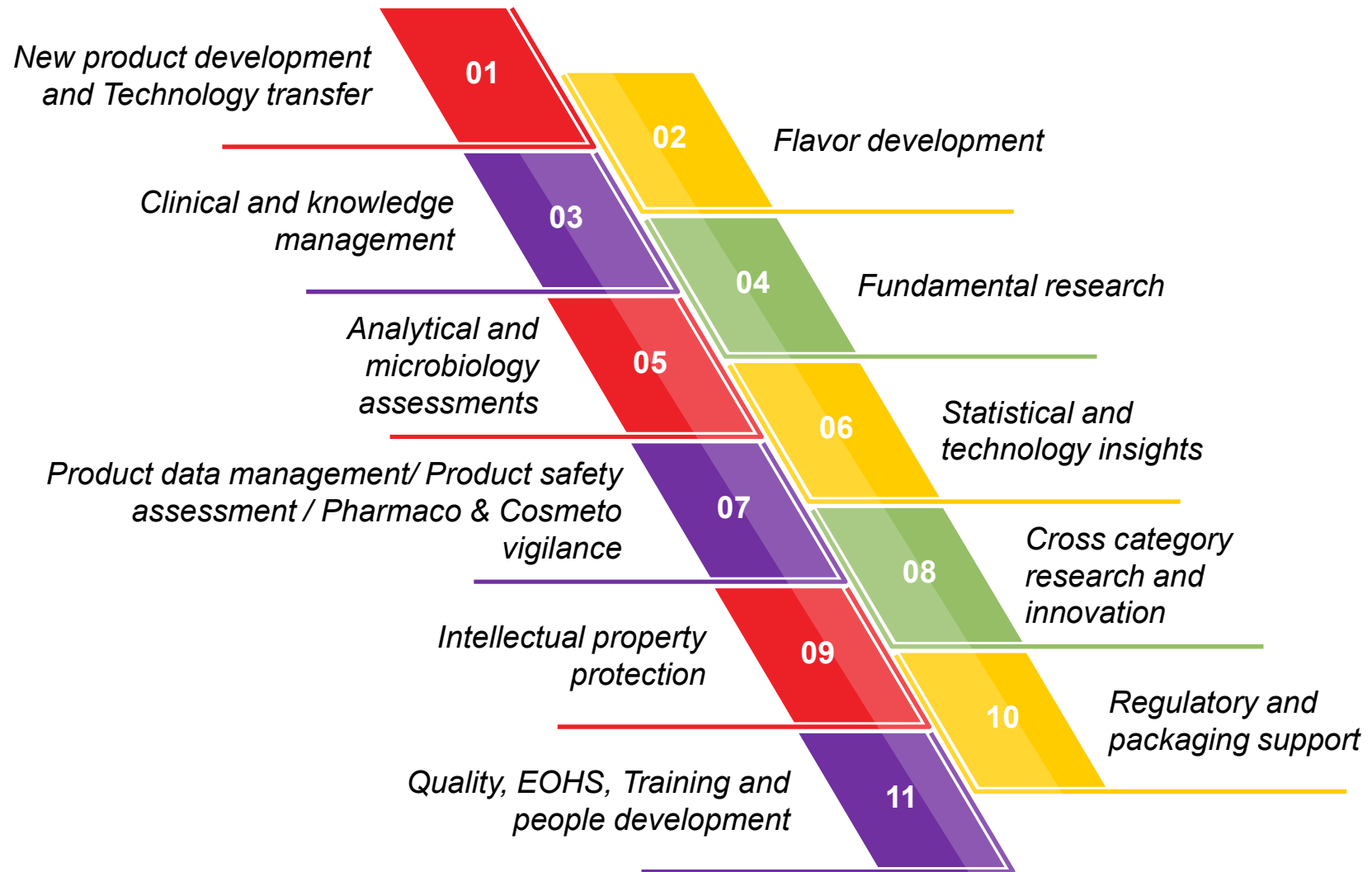
**Product  
Stewardship**

**Speed to  
Market**

**Drive  
Profitability**

- ❑ State of the art facility in Piscataway Technology Campus in US works on advanced research programs to meet evolving consumer needs with over 600 scientists focused on innovation
  - Customer insight driven innovation to develop value added products
  - Investment to create necessary infrastructure and generate resources with required expertise in diverse technology fields of interest
  - Creating similar facilities at different location with same level of investment would be very expensive
- ❑ Colgate Palmolive has 7 Strategic global technology centers
  - USA, Mexico, Brazil, Switzerland, China, Australia & India
- ❑ In Oral Care, approx 1,780 patents were granted in 2017 to Colgate with the five year average ~4x of the nearest competitor

# Scope of R&D Support to CP India business







**Product  
Innovation**



**Brand  
Building**



**Digital & Ecom**



**Manufacturing &  
Packaging**

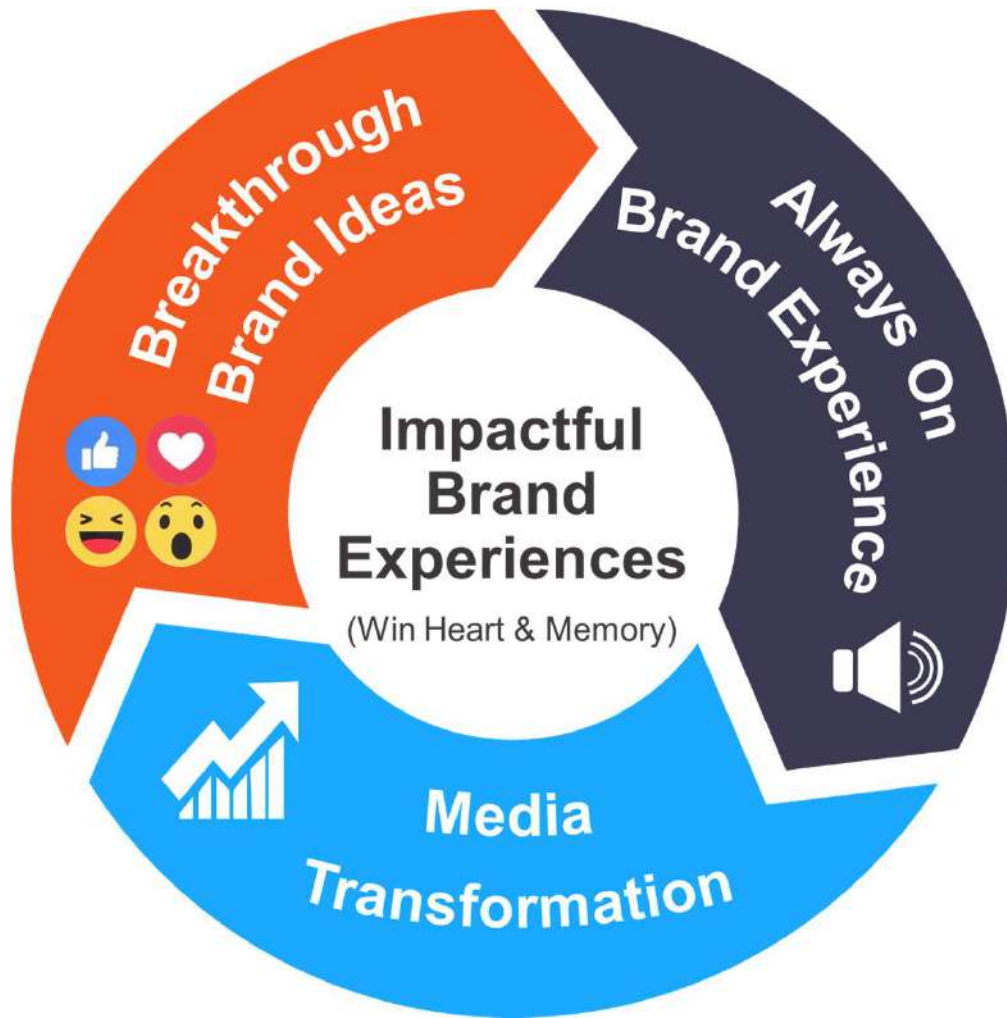
# Learning Brand Building Models



# Integrating Colgate Smile across platforms



# Leveraging Global Training Experts



Training by Colgate Global Team

Supported by global processes for profitable growth





**Product  
Innovation**



**Brand  
Building**



**Digital & Ecom**



**Manufacturing &  
Packaging**

# Efficiency benefits with large global deals

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# Efficient Online Transactions & Security

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Sizmek™

IDV



# Speed & efficiency in Ecom | 18x Gr in 3 yrs.

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CLAVIS  
INSIGHT



**Product  
Innovation**



**Brand  
Building**



**Digital & Ecom**



**Manufacturing &  
Packaging**

# High End Manufacturing Facilities



Sanand Toothpaste



Baddi Toothpaste



Goa Toothpaste



Sricity Toothbrush

# State of Art Manufacturing –Toothpaste Plant

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# Next Gen High Speed Automatic TB machine (Sricity)

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# Expertise Sharing for new age packaging

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**Innovative Texture Finish Carton**



**Recyclable Tube**

# Setting the right process for Global Artworks

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beaT

brand experience to artwork transition

## Support for CPIL from Colgate Palmolive

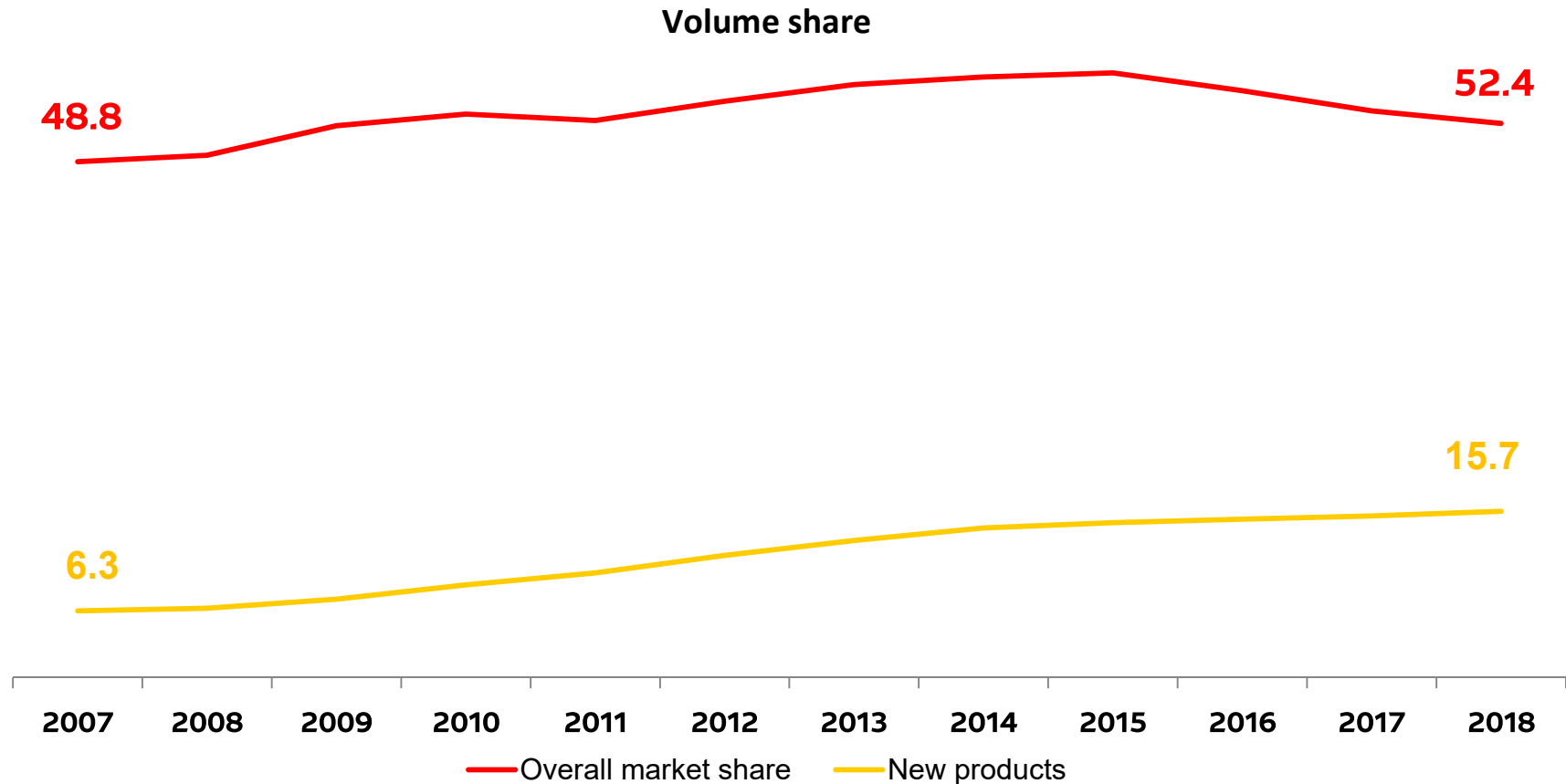
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- Access to World's Leading Brand in Oral Care & Personal Care
- Wide product portfolio across categories
- Global R&D base developing customer insight driven value added products
- Clinical testing of the developed products
- Learnings from experiences across 200 countries
- Support across multiple functions like marketing, manufacturing, supply chain management amongst others

Royalty% has been consistently maintained @5%



# Market Share Gains of Colgate Powered by New Product Development



Existing products are Colgate dental cream and Cibaca  
Key new products: Max Fresh, Active salt, Total, Sensitive, Visible White and SAN

**Market Shares have been strong despite competitive action, due to innovation pipeline.  
New product development has been the key driving force**



**Product  
Innovation**



**Brand  
Building**



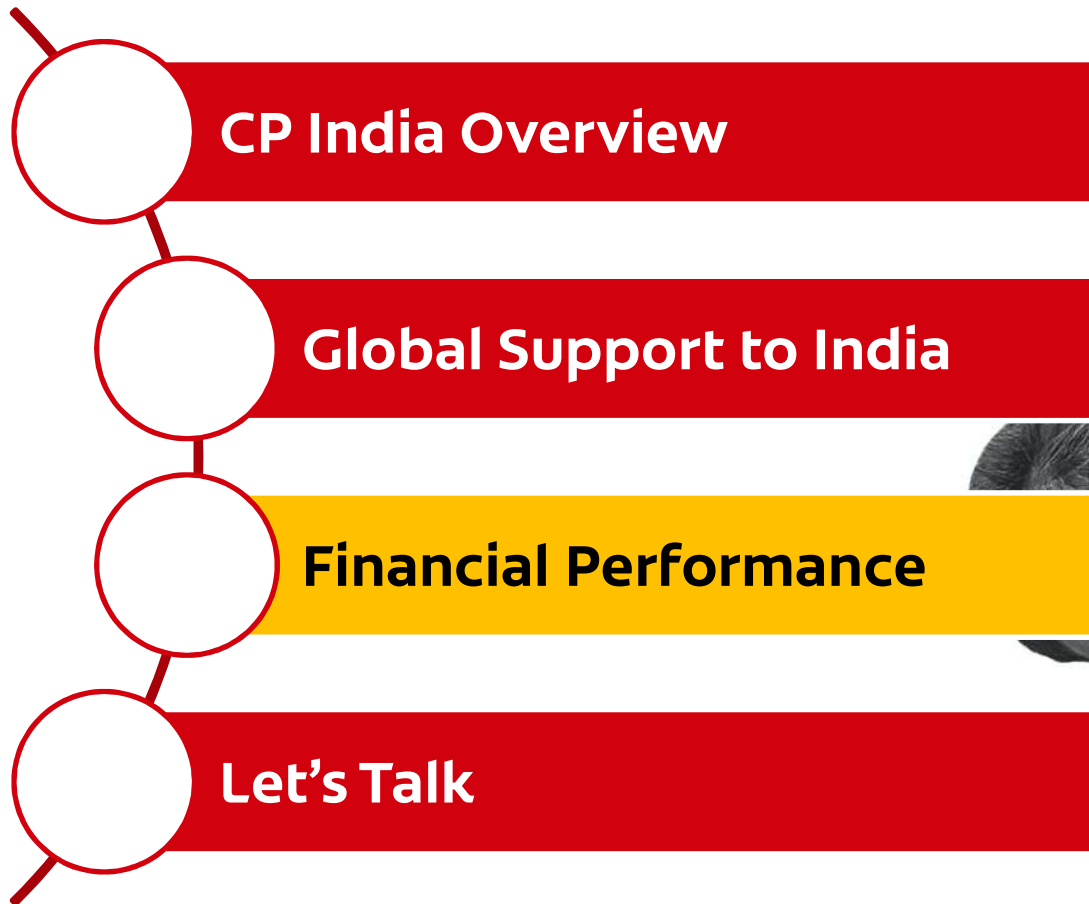
**Digital & Ecom**



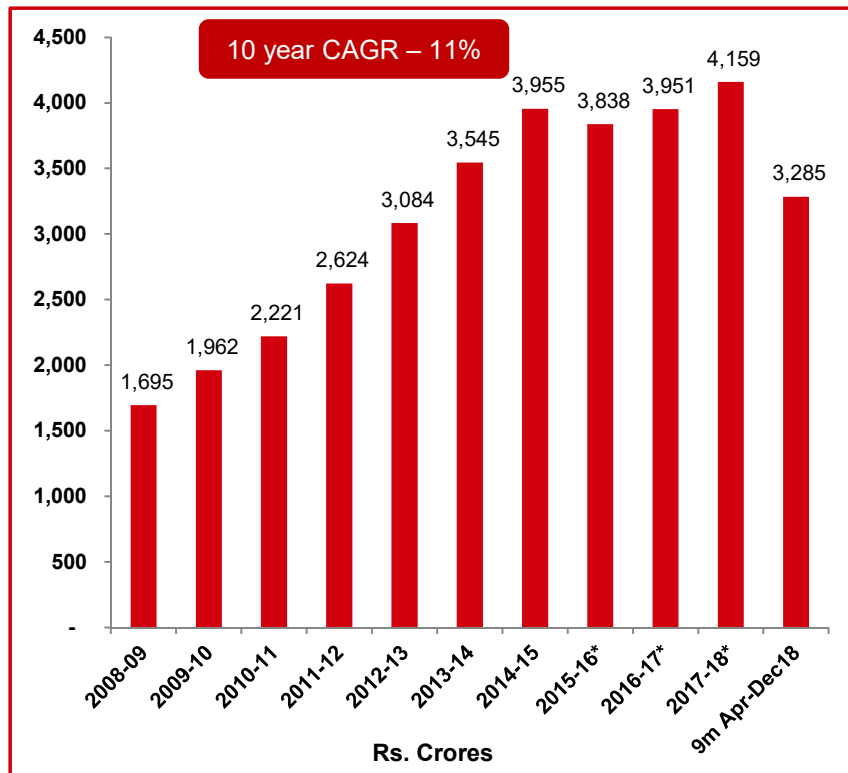
**Manufacturing &  
Packaging**

# Agenda

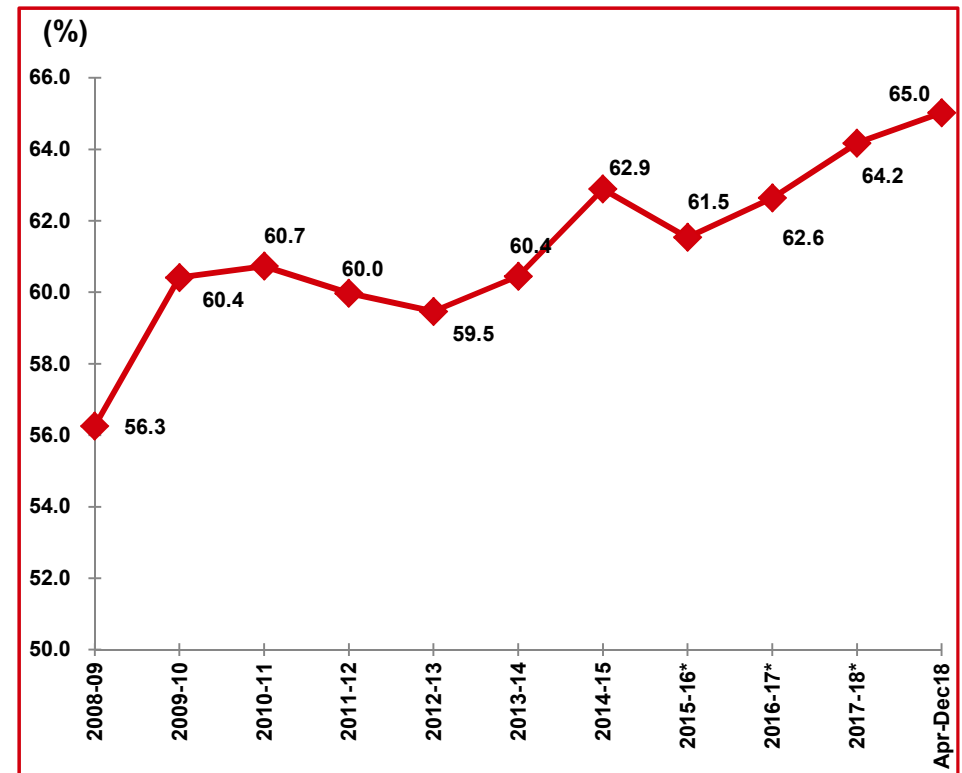
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# Net Sales & Margin %

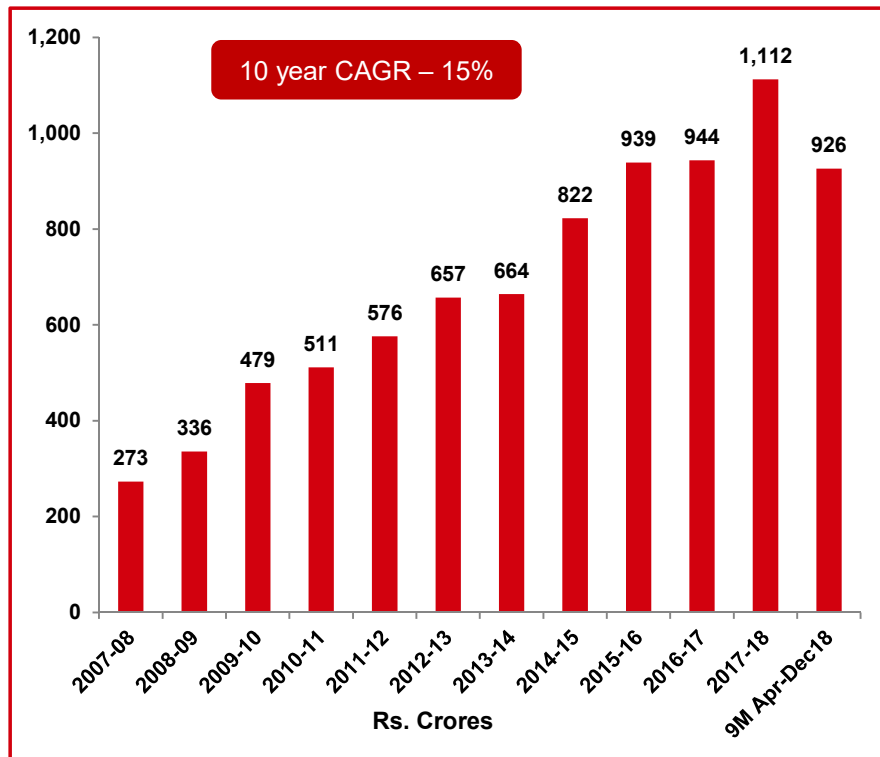


Net Sales

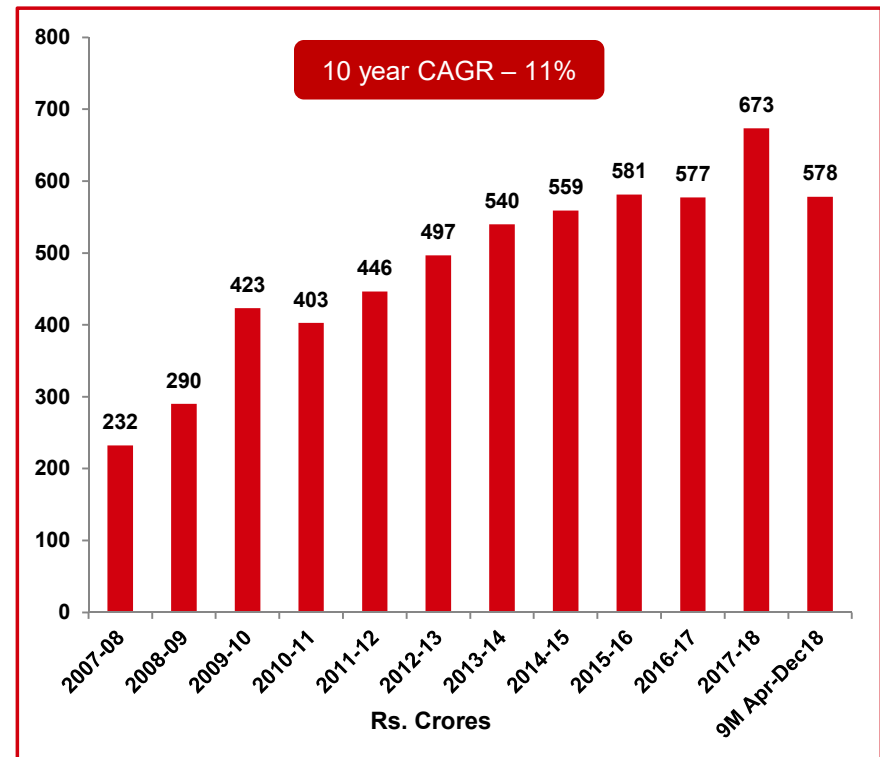


Gross Margin %

# EBITDA & PAT

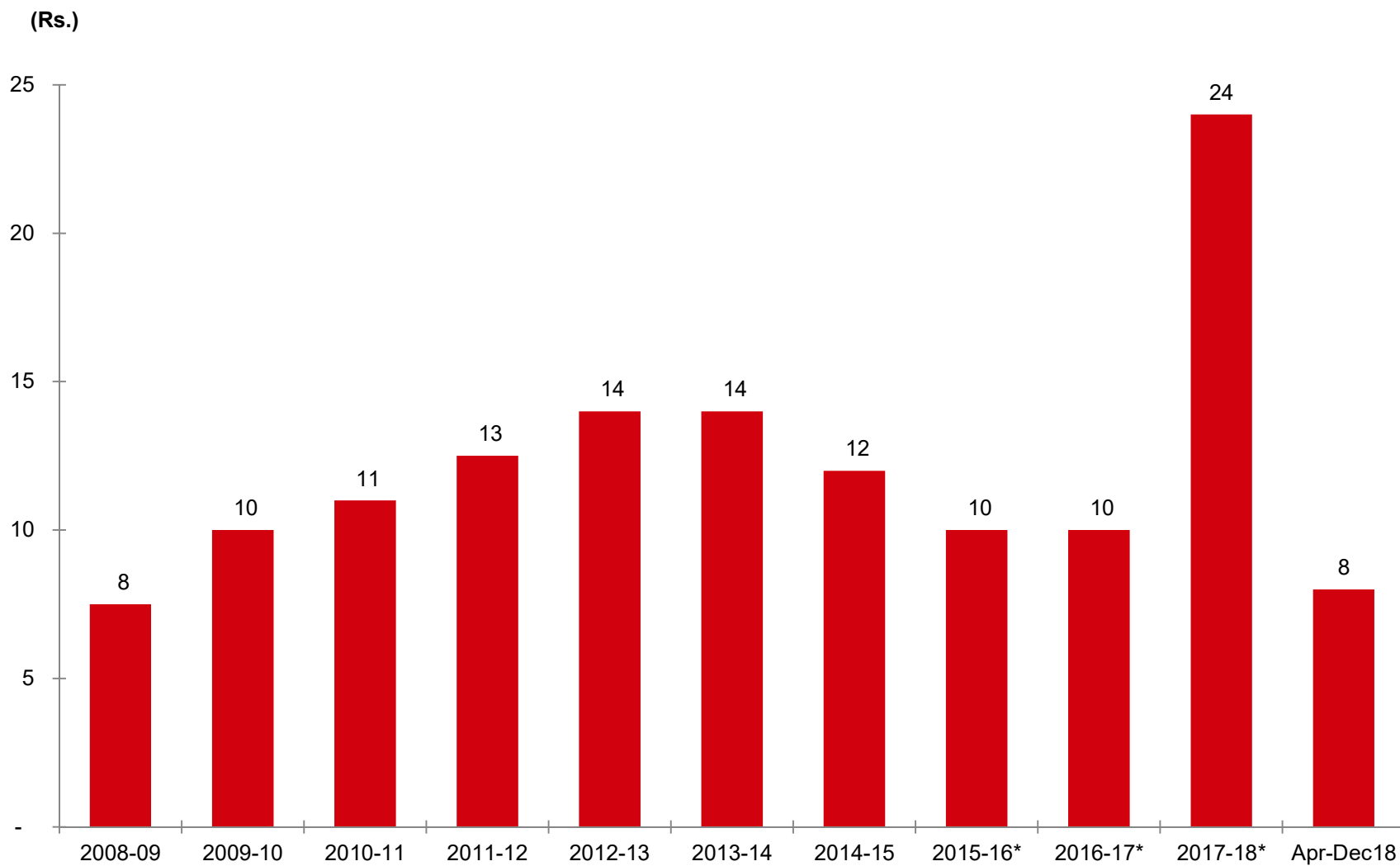


EBITDA



PAT

# DPS



\* Numbers from FY 15-16 onwards are as per IND AS

## Delivering Shareholder Returns

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<b>Year</b>	<b>Shares</b>	<b>Value</b>
<b>1978</b>	<b>IPO - 250</b>	<b>6,250</b>
<b>1994</b>	<b>Rights - 1,280</b>	<b>25,600</b>
<b>2019*</b>	<b>Holdings – 28,160</b>	<b>35,078,912</b>
<i>*As on Feb 14, 2019</i>		

**Dividend Received  
(includes Capital reduction)**

**5,228,459**

**Compounded return of 25% since the IPO**

# Finance Strategy

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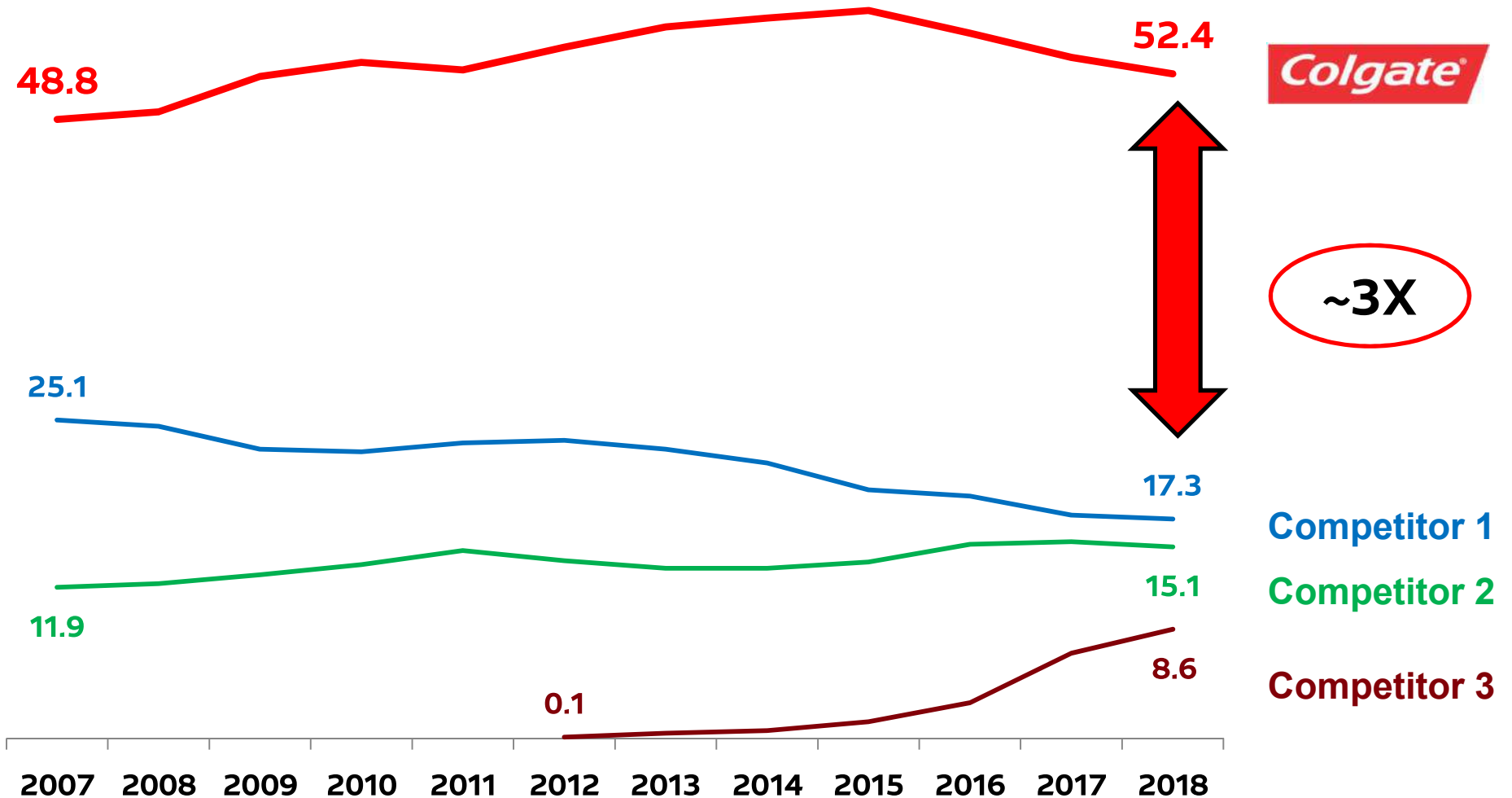


## Financials Summary – Q3 2018-19

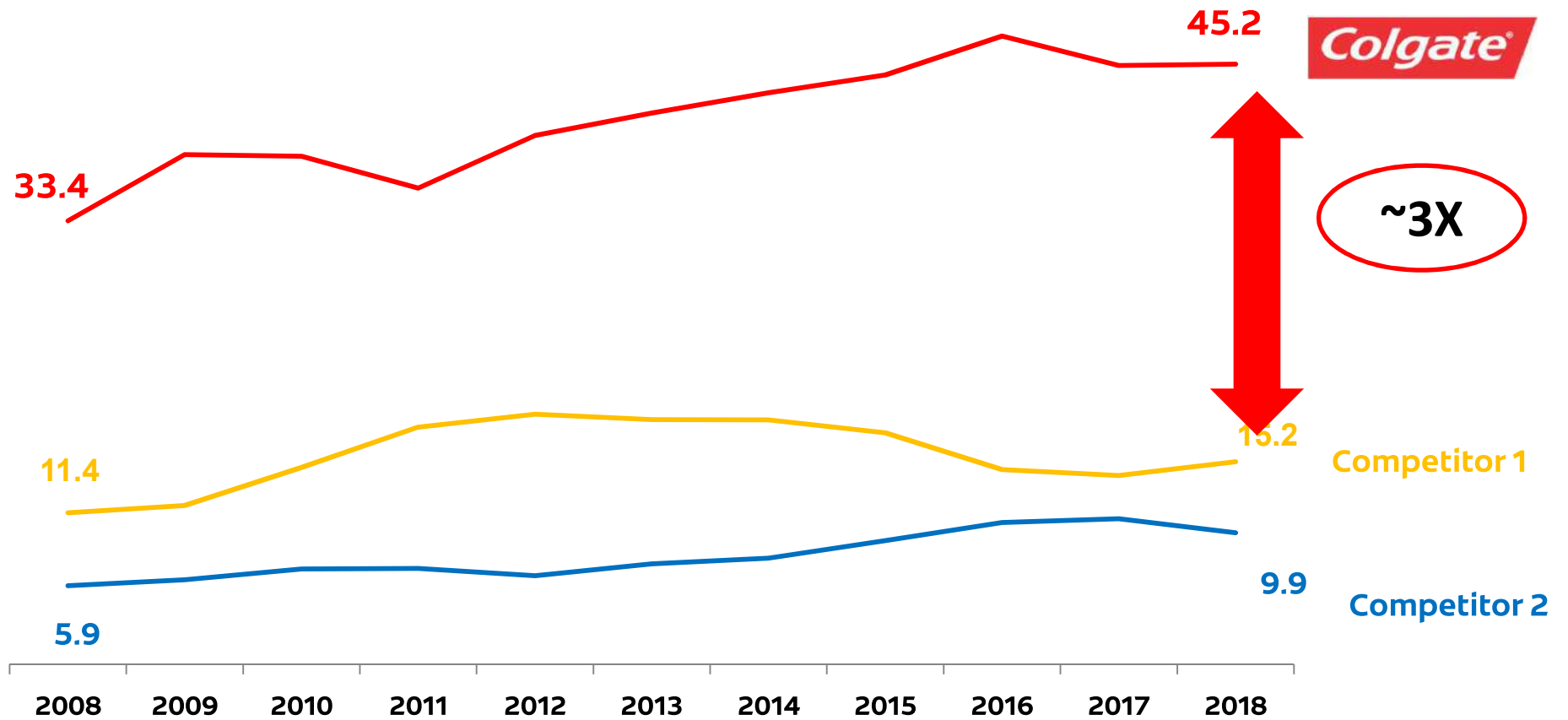
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Net Sales	+6.3% growth
Gross Margin	64.9% to NS
Advertising	12%
EBITDA	+130 bps
PAT	+13%

# Strong Toothpaste Volume Share



# Toothbrush Volume Share: Nearly 3x of the Nearest Competitor



Consistently gaining market share

# Agenda

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