



**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

May 22, 2020

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 of Analyst/Institutional Investor Meeting.

This is further to our letter dated May 19, 2020 regarding the Analyst/Institutional Meeting scheduled to be held today i.e. May 22, 2020 at 11.00 am. Please find enclosed a presentation on the Audited Financial Results for the Financial Year 2019-20 to be made at said Meeting. The link to join the meeting is <https://links.ccwebcast.com/?EventId=COLP22052020>

*Note: Changes may happen due to exigencies on the part of investors/company.*

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-Palmolive (India) Limited





# Key Priorities

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Drive  
Sales  
Growth



Maximize  
Earnings



Lead to  
Win



# Key Priorities

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Drive  
Sales  
Growth



Maximize  
Earnings



Lead to  
Win





- Superior Brand Engagement
- Innovation for Growth
- Winning in Emerging REs
- Continue to Strengthen GTM



- Superior Brand Engagement
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# Our Brand Purpose



EVERYONE  
DESERVES A  
FUTURE  
THEY CAN  
SMILE  
ABOUT





Bringing our philosophy to life



Smile karo aur shuru ho jao

# #Championing Optimism through stories



# Driving Conversations



Colgate स्माइल करो और शुरू हो जाओ



Colgate Get started with a smile

# Celebrating Real Heroes of Optimism



Anand Arnold  
*Wheelchair Olympian*



Sindhu Tai (Maai)  
*Mother to 1400 Orphans*



Divyanshu Ganatra  
*Visually Impaired Solo Paraglider*

# Maximizing Special Days

**Colgate India**  
February 10 · 🌐

His talent, determination, and endeavour has made the country proud! Congratulations to the man responsible for our smiles 😊 #U19CWC #SmileKaroAurShuruHoJao



For the performances that made the country smile

**Yashasvi Jaiswal**  
U19 Indian Cricketer

**Colgate** Smile karo aur shuru ho jao

**Colgate India**  
March 7 · 🌐

Just like Deepika Mhatre, Haimanti Sen and Sindhutai Sapkal this Women's Day you too can brighten the world with your smile. Happy Women's Day from Colgate. #SmileKaroAurShuruHoJao #WomensDay

**Colgate**

Life is tough, but so am I.

**Deepika Mhatre**  
Once a maid now a stand-up comic.

**Colgate**

She believed she could, so she did.

**Haimanti Sen**  
College student and teacher to street children.

**Happy Women's Day !**

Here's to three strong women, who started their jou...

👍❤️👍 80

**Happy Women's Day !**

Here's to three strong women, w

5 Comments 22 Shares

👍 Like    💬 Comment    ➦ Share

**Humans of Bombay**  
May 10 at 3:07 PM · 🌐

"I've never known a mother's love—I was an unwanted girl child. I wasn't educated, and when I was 9, I was forced to cower under my 'ghungat' as she married me off to a 32 year old stranger. No tears were shed for me; only sighs of relief. At my sasuraal, my husband and in-laws hit me every chance they got. I spent hours toiling in the cowshed, cooking and cleaning the house, only to forcibly please my husband at night. At 20, I was 9 months pregnant, but then life took a t... See More



👍❤️👍 29K    1.4K Comments 5K Shares

**Dr. Sindhutai Sapkal** 🌐 तुमच्या पेजवरून माझ्याबद्दलची माहिती दिल्याबद्दल आपले आभार ! आपण सगळे आपली काळजी घ्या.

Like · Reply · See Translation · 1w

👍❤️👍 225

👉 10 Replies

View more comments

2 of 1,27

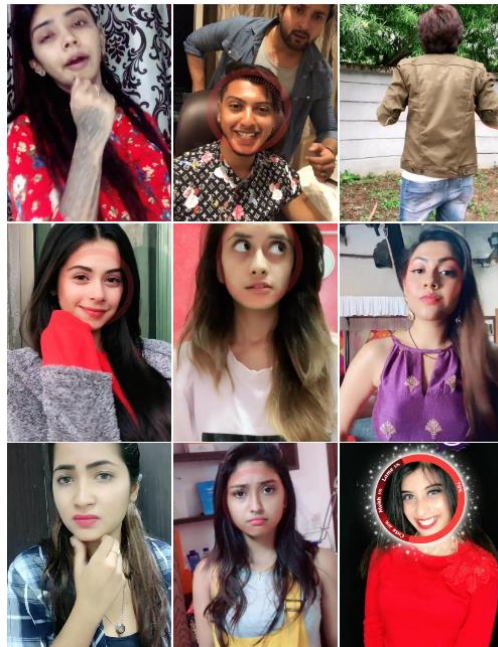
# Celebrating Smile Day



#SmileDayChallenge

78 views

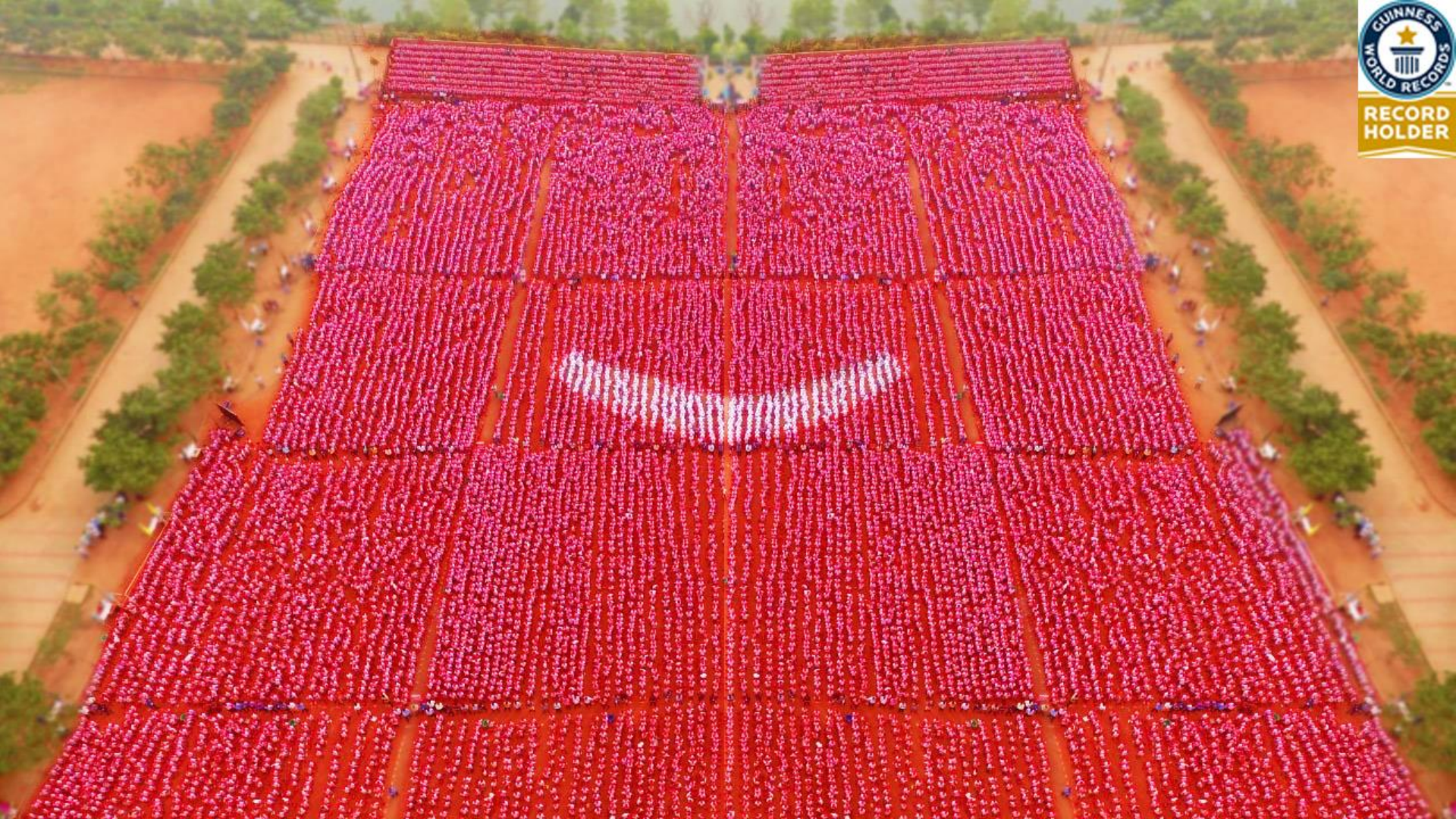
Take the #SmileDayChallenge, see what kind of smile you have and make sure you share it around.



2.4Bn+



1.6Mn+



**A moment of pride**

**Guinness World Record for  
26,382 children brushing  
simultaneously at one venue**



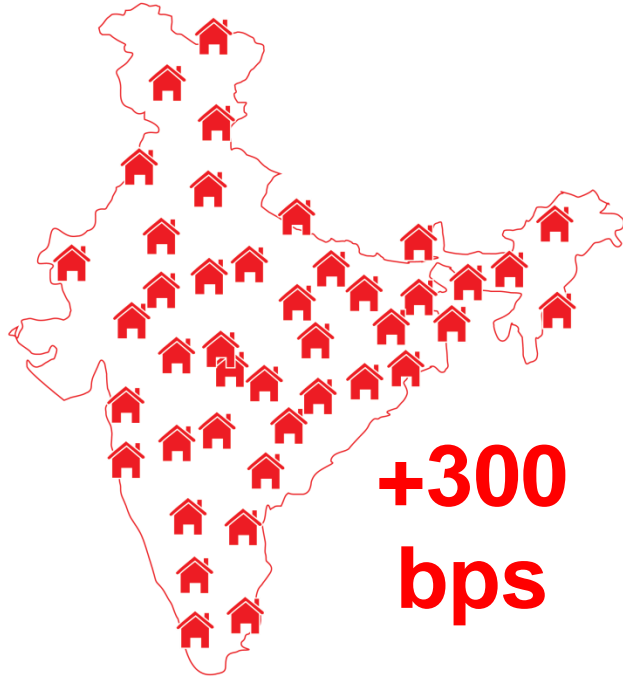
# Most Trusted Oral Care Brand

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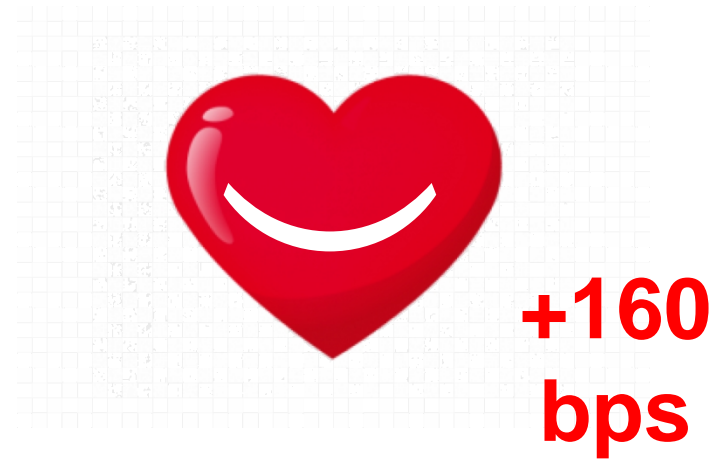


**9 yrs in a row!**

# Bought by more & loved more



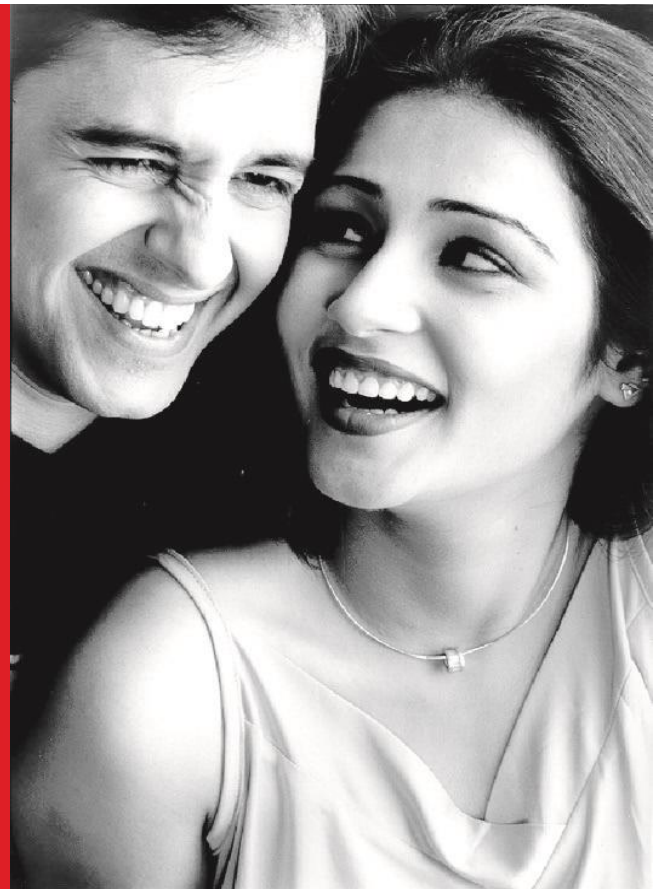
*Colgate Household Penetration – Q1 '20\**



*Colgate Brand Love – 2019\*\**



**EXTENDING  
OUR  
PHILOSOPHY  
TO  
OUR BRANDS**



# Every Day – A fresh start with Maxfresh!

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# MaxFresh<sup>®</sup> X Ranveer Rap Battle



**GOLD** at IAMA (Indian digital awards 2020) for the Best use of Instagram

# Winning with Naturals

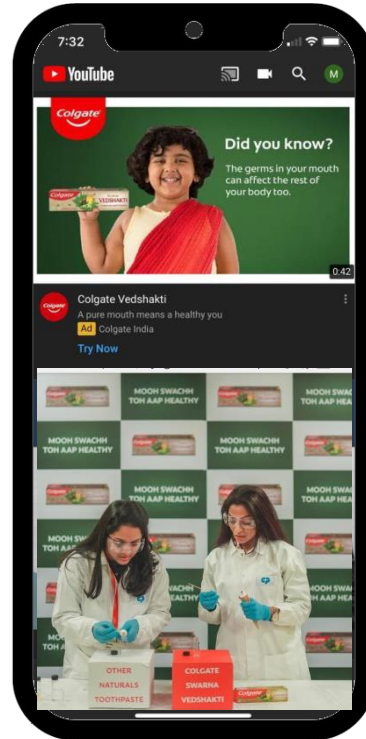




# Impactful Brand Experience Campaign



*Impactful TV communication*



*YouTube Takeover  
5 Mn engagement*



*Delighting shoppers  
Both offline & online*



# Continued focus on trials



**Van Sampling**  
**400+ Towns**

**70 Mn+**  
**samples**



# Encouraging Results

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**Awareness**  
**+15%**



**New Triers**  
**9x**



**Penetration**  
**2x**



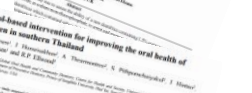
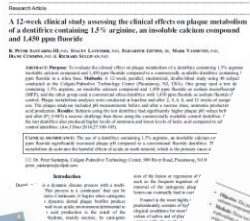
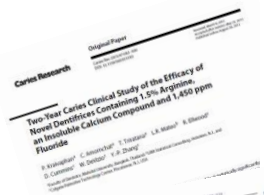
- Superior Brand Engagement
- Innovation for Growth
- Winning in Emerging REs
- Continue to Strengthen GTM

# New News in India's #1 Brand



*Biggest Revolution in Oral Health in decades*

# Our Best Ever Clinically Superior Technology



23+

Clinical Studies

25+

Consumer Tests

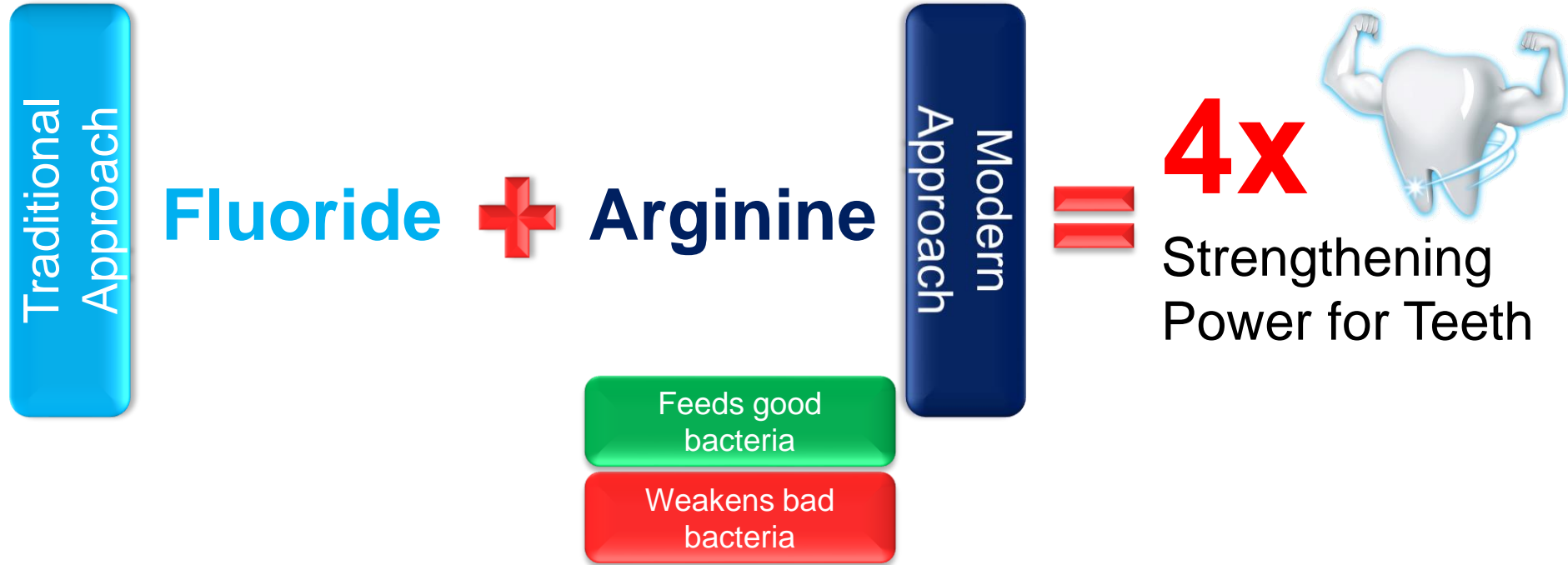
10+

Years of Research

+18,000

PEOPLE PARTICIPATING

# Building strong teeth with Amino Shakti



# Re-launch like never before



Communication highlighting  
'Andar se Strong'



Moms Led Digital  
3.5 Mn Engagement



500k stores activated with  
in-store

# Black is Back – This time in toothpaste!

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# Focused Premium Opportunity



*Focused demand generation through digital*



*High Impact MT Activation  
1 SOM in MT*

# Innovating in new sub-segments



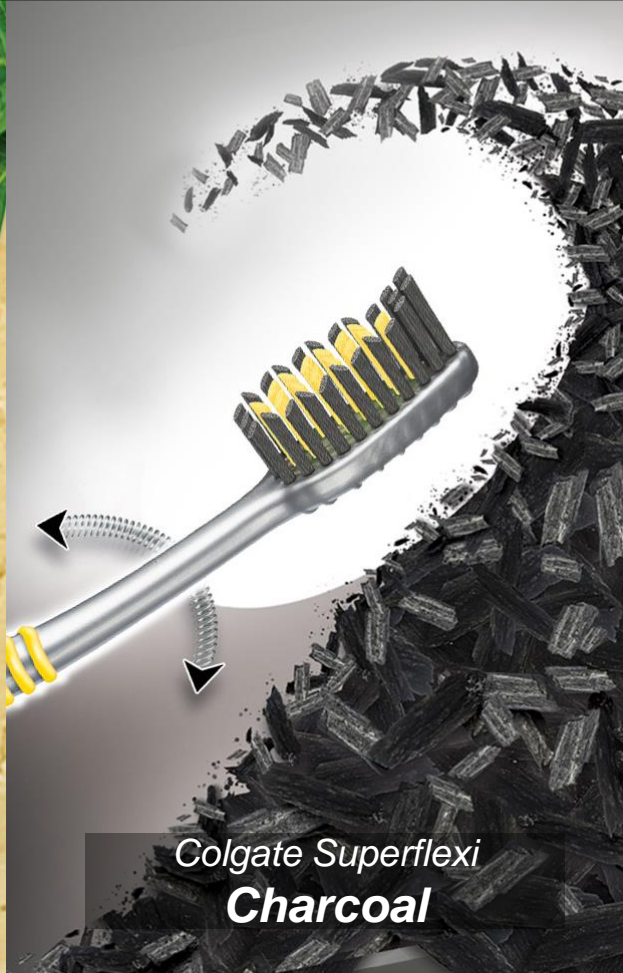
0%

Artificial Colors  
Artificial Preservatives  
Artificial Flavors  
Artificial Sweeteners

# Bringing Naturals to Toothbrushes



Colgate ZigZag  
**Neem**



Colgate Superflexi  
**Charcoal**



Colgate ZigZag  
**Charcoal**

# Launching Colgate Bamboo toothbrush

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Bamboo Handle

Zero Plastic Packaging

Bamboo Charcoal Infused Bristles

Floss tip bristles

*Power up your brushing experience!*



# Power up your brushing experience



# Exotic Indulgence like never before



# Launching Palmolive Hand Sanitizer

**99.9%**  
Germ Kill

**Cares**  
for your hands







- Superior Brand Engagement
- Innovation for Growth
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- Continue to Strengthen GTM

# Winning in Ecom



*Dedicated Organization*

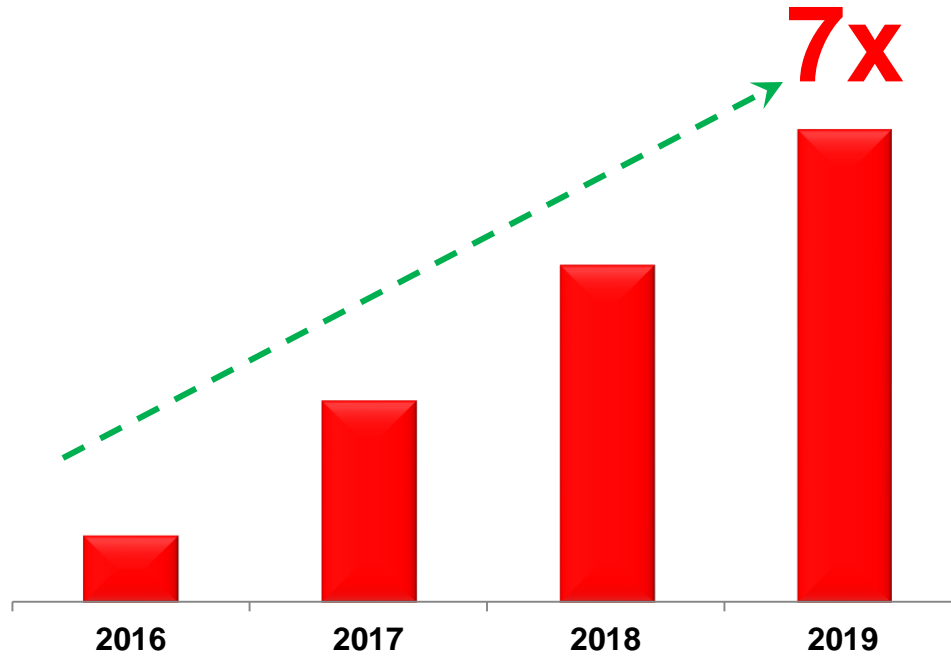


*Distinctive Portfolio*

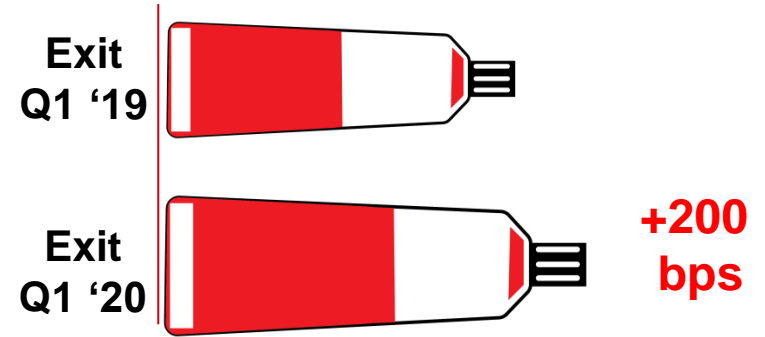


*Customer Event partnerships*

# Winning in Ecom



*Colgate E-commerce Business*



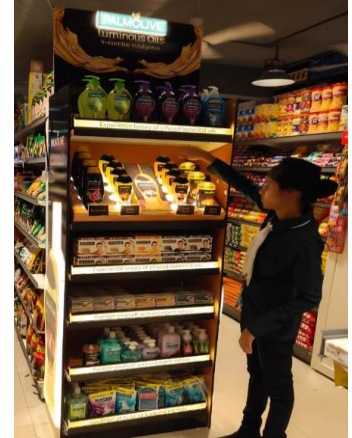
*Colgate E-commerce SOM*

# Winning in Modern Trade

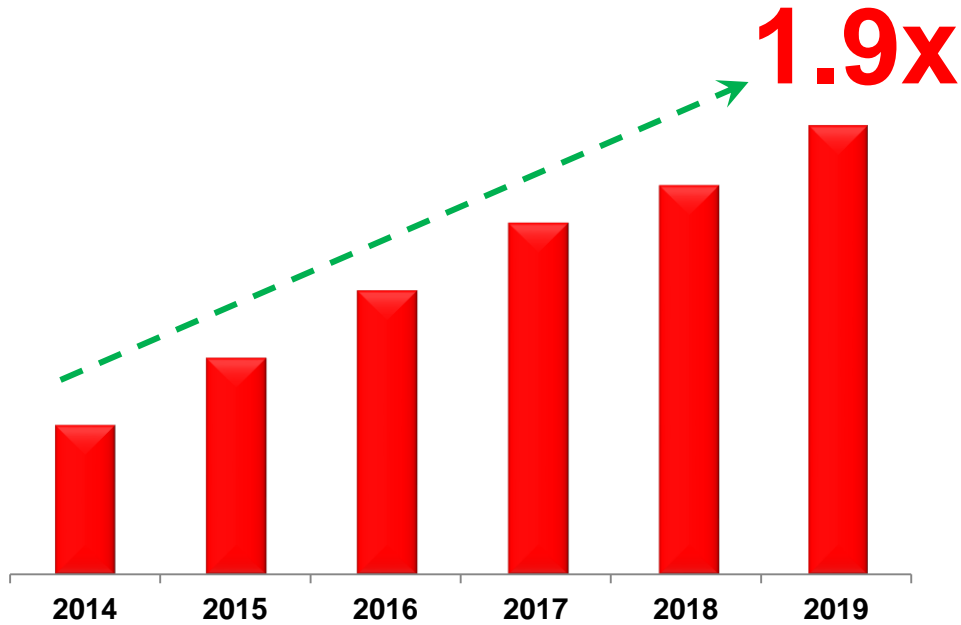
Shopper focused portfolio



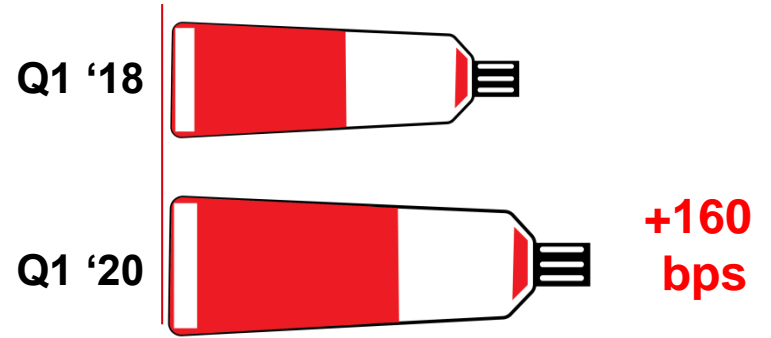
Demand generation in-store



# Winning in Modern Trade



*Colgate Modern Trade Business*

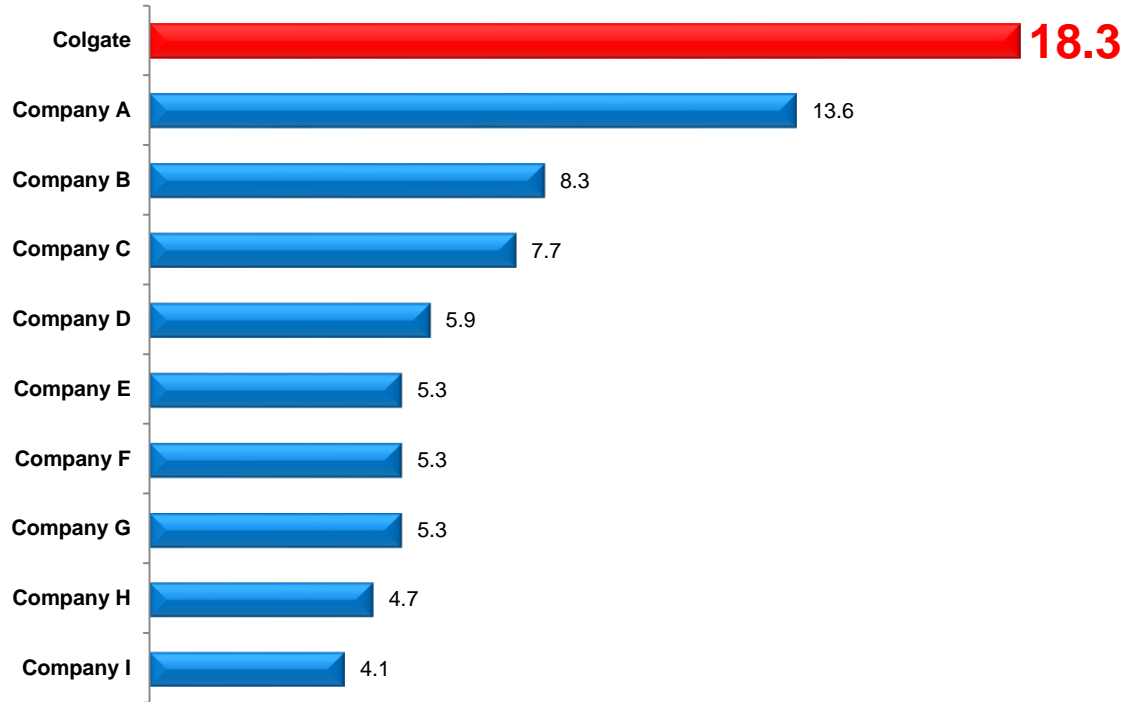


*Colgate Modern Trade SOM*



- Superior Brand Engagement
- Innovation for Growth
- Winning in Emerging REs
- Continue to Strengthen GTM

# Winning with our stockists



*Colgate-Palmolive voted as the most preferred manufacturer by distributor community*



# Winning with Wholesale

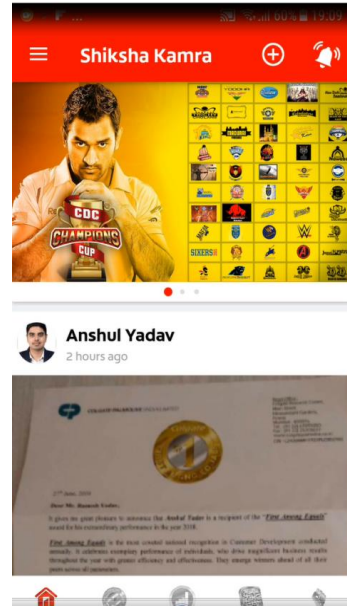




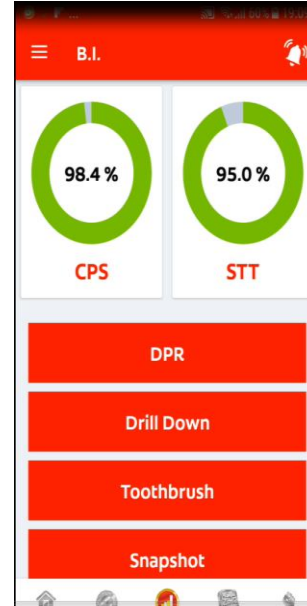
# Leveraging technology to increase productivity



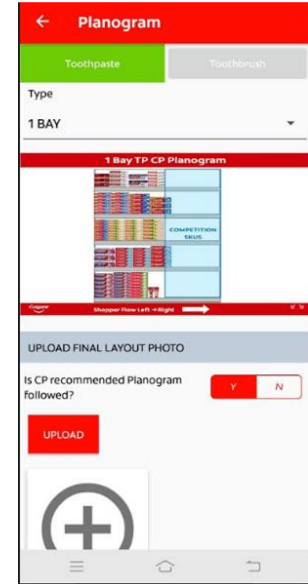
Technology to support Salesman



Two-way Communication



Data Dashboards on the Go

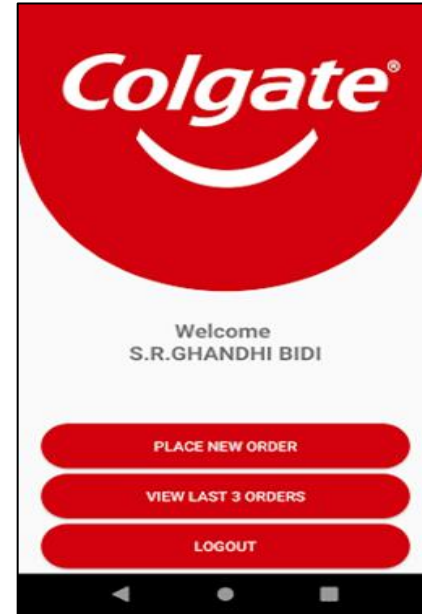


Data Modelling & customized store order recos

# Ensuring availability during COVID



*Leveraging local logistics vendors*



*Leveraging technology for Contactless order booking*

# Key Priorities

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Drive  
Sales  
Growth



Maximize  
Earnings

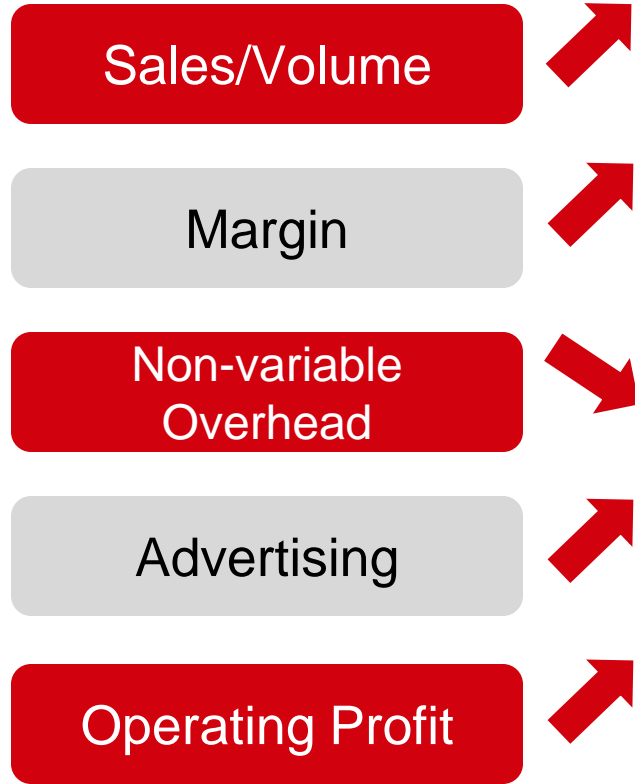


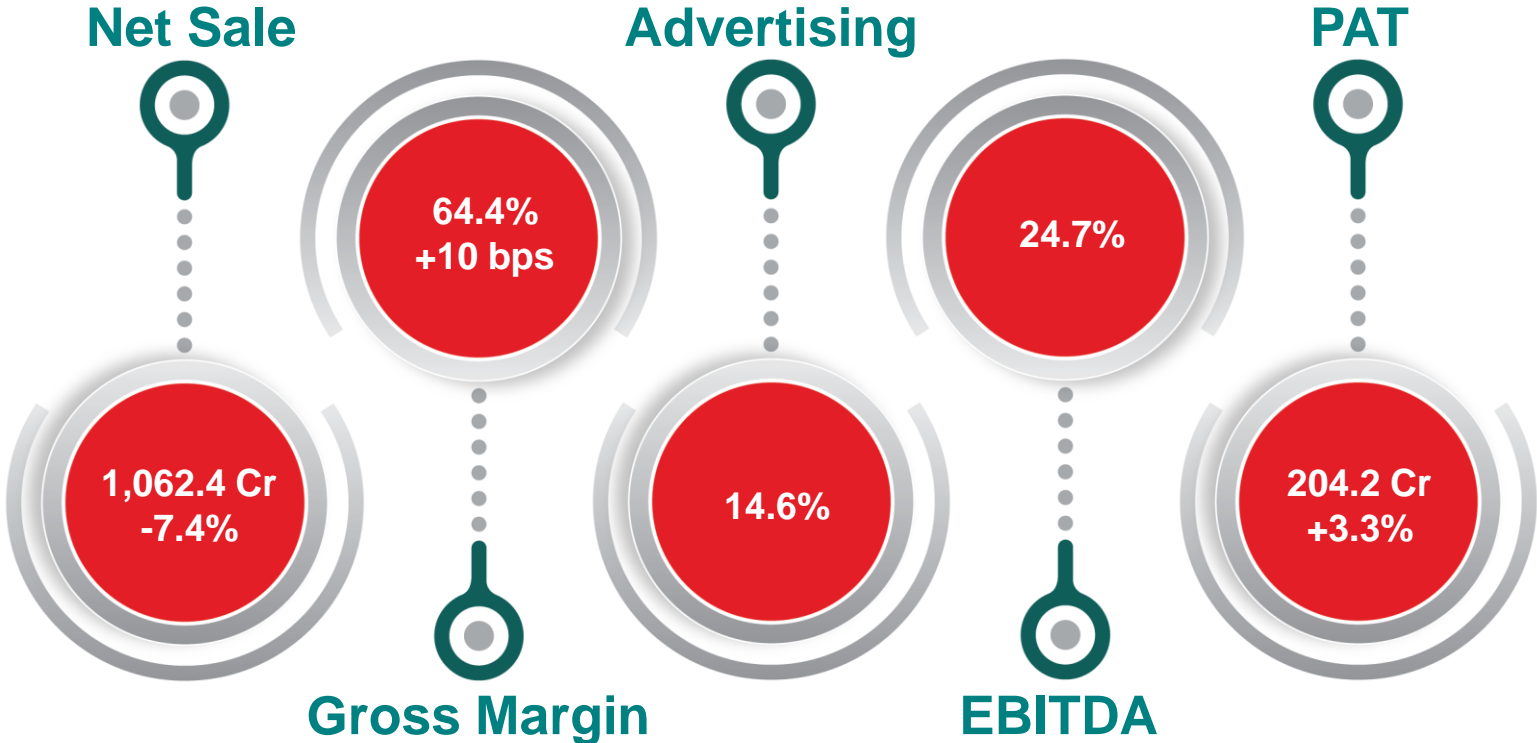
Lead to  
Win

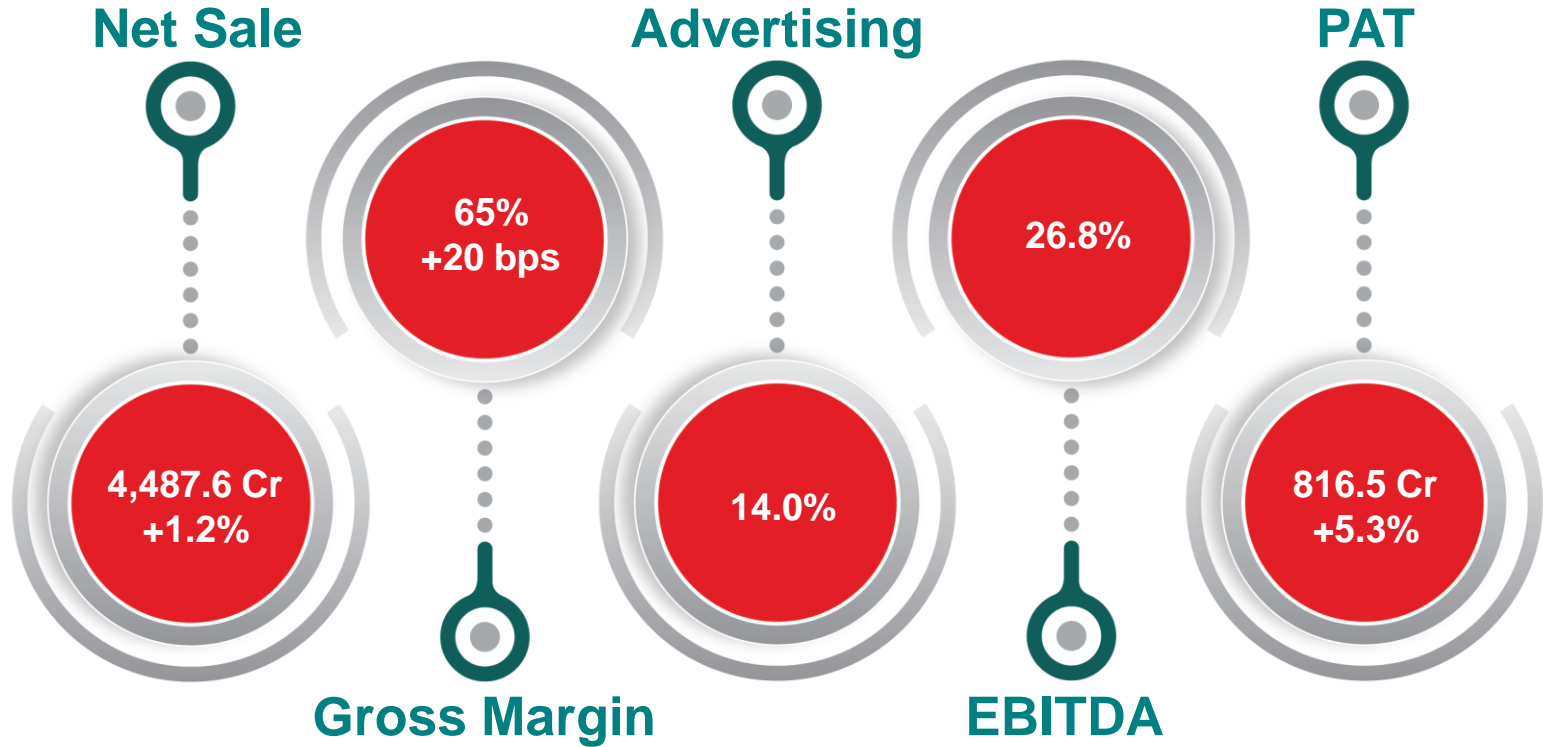


# Finance Strategy

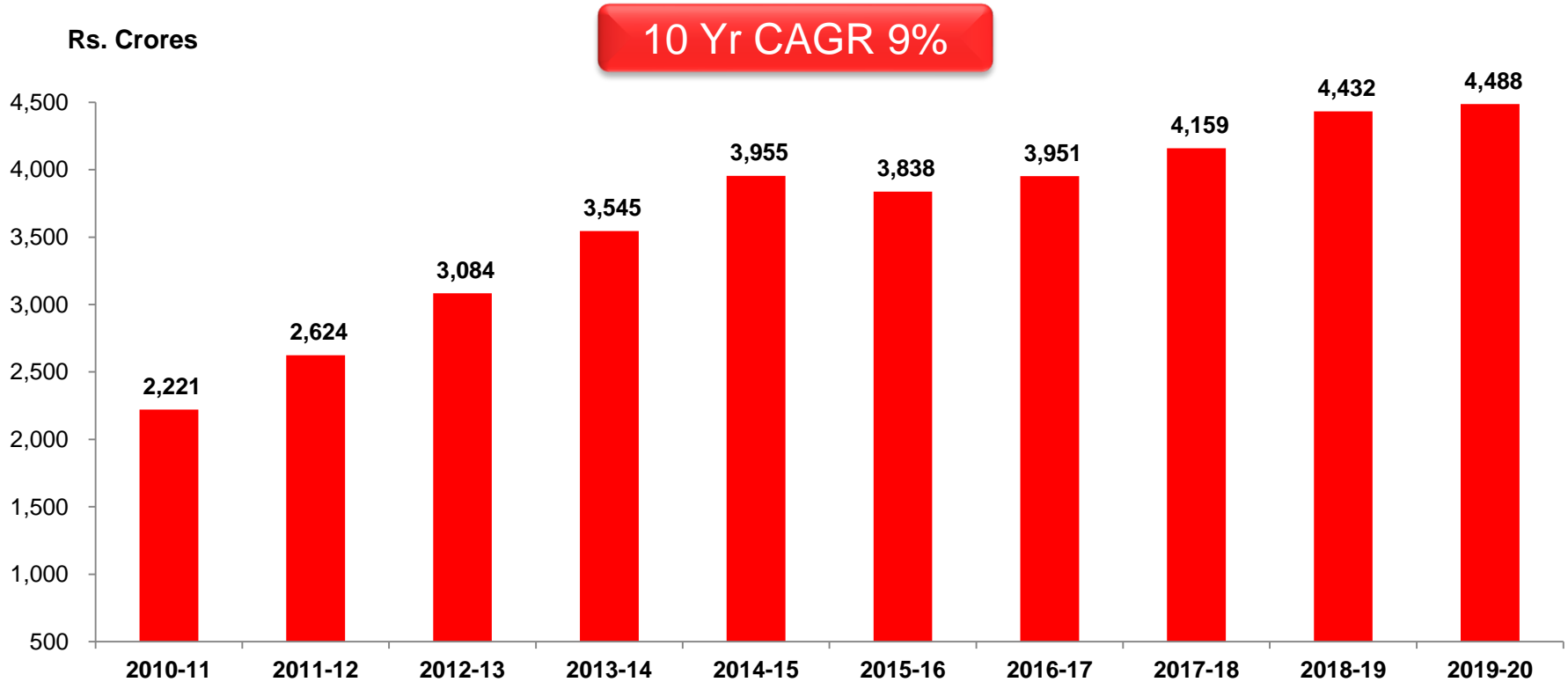
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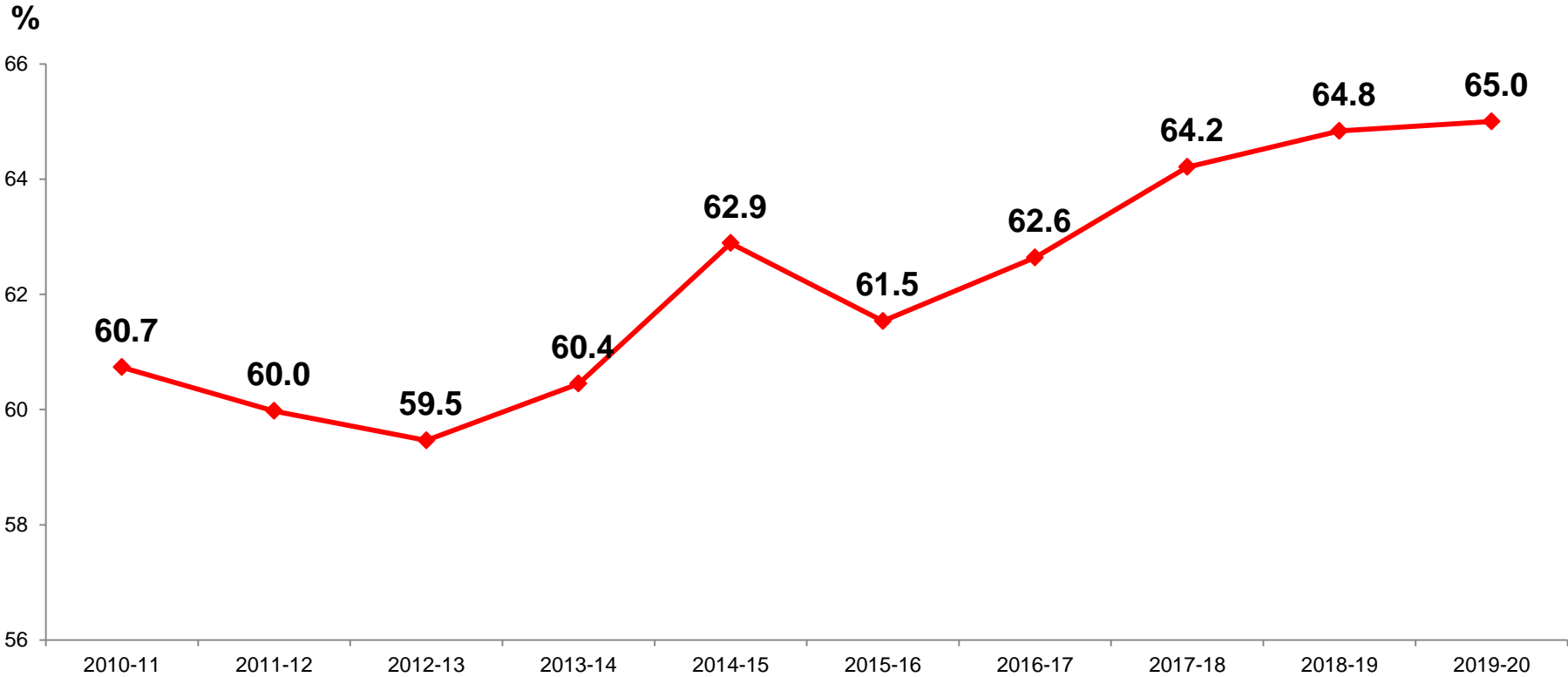




# Net Sales

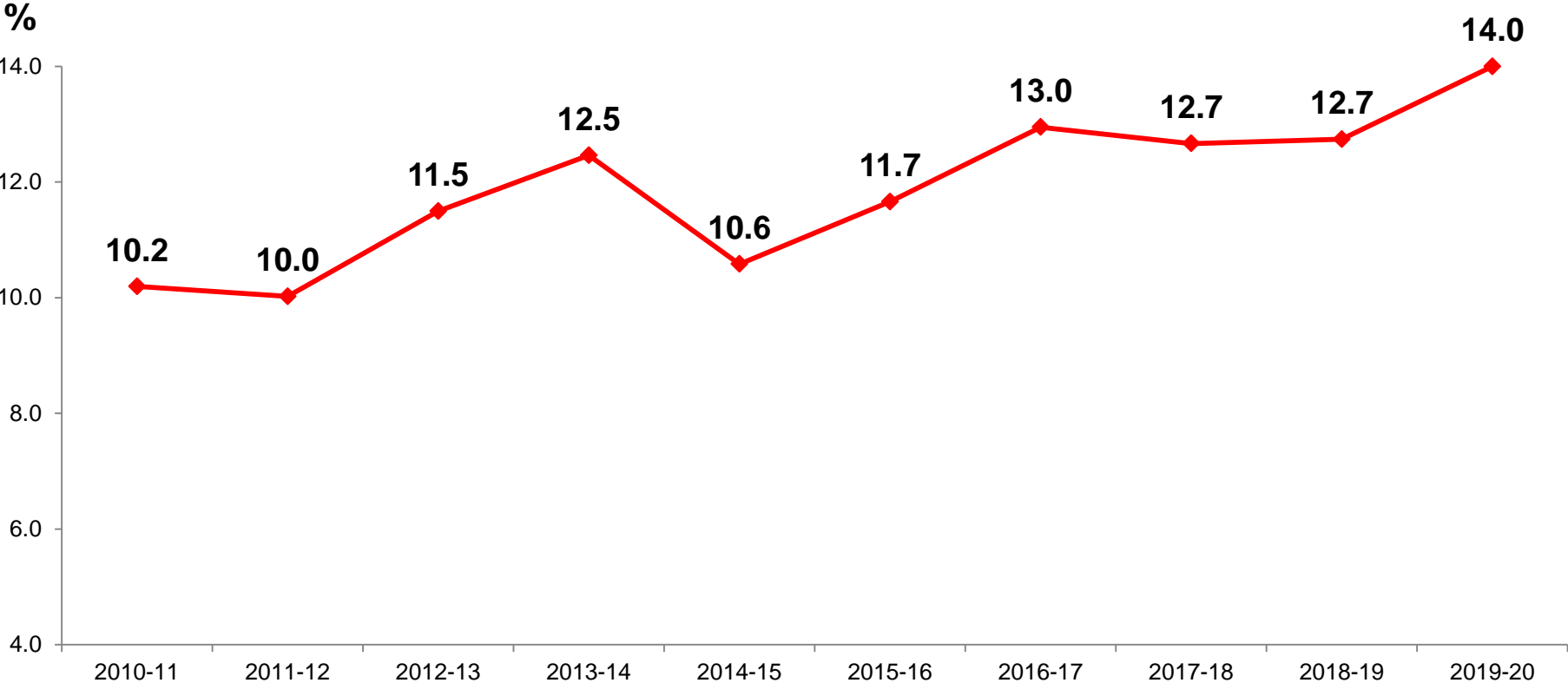


# Gross Margin

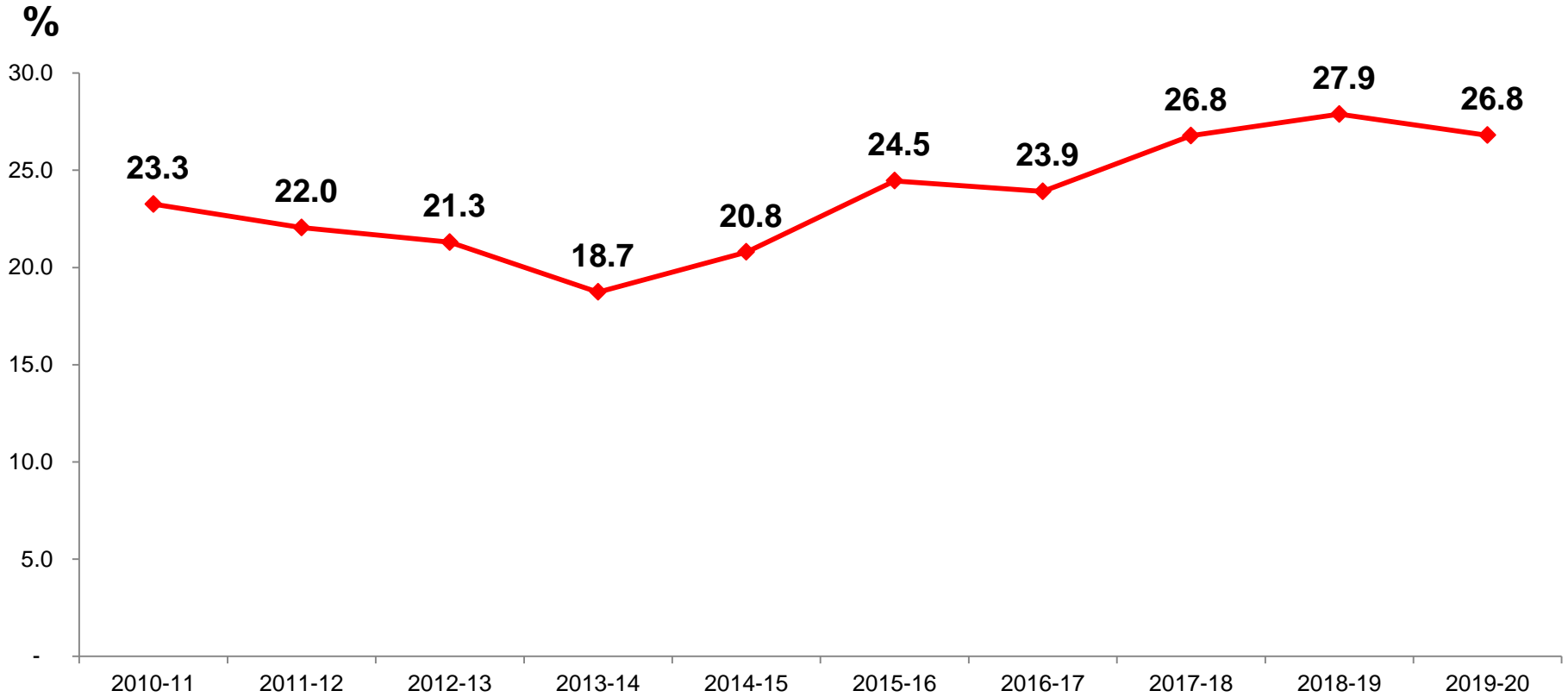




# Advertising



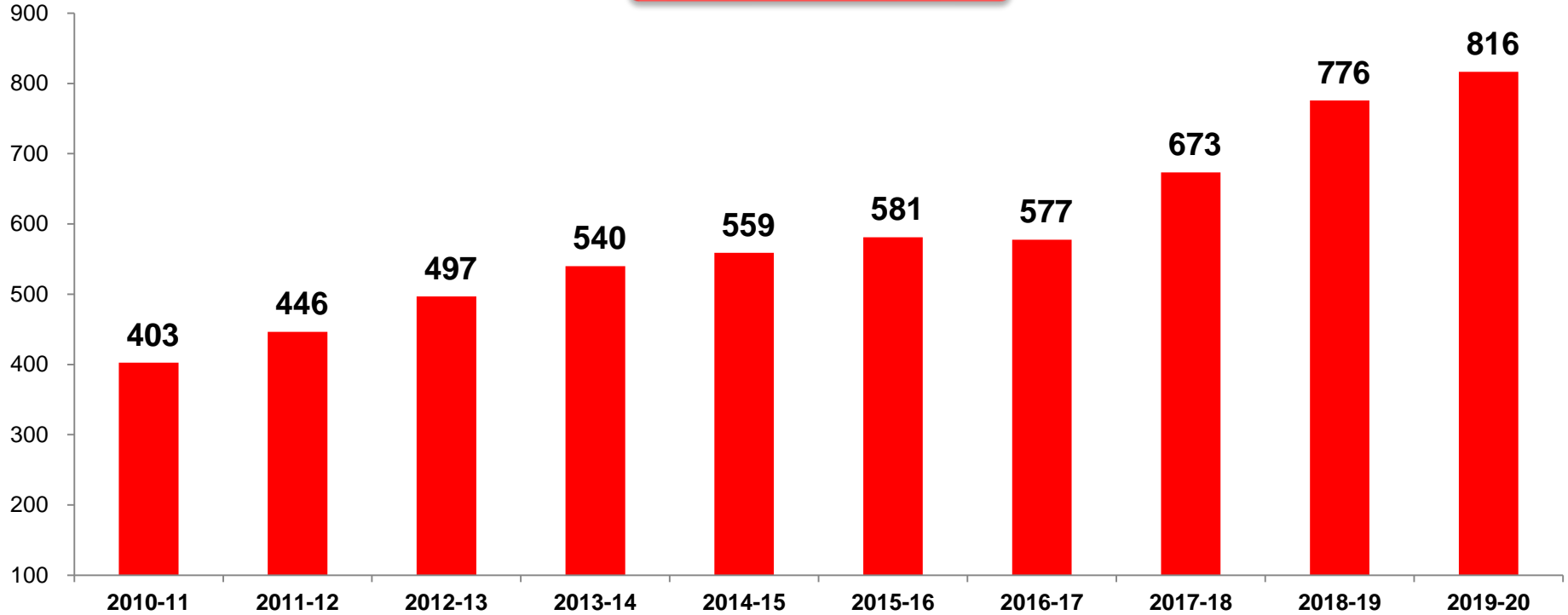
# EBITDA



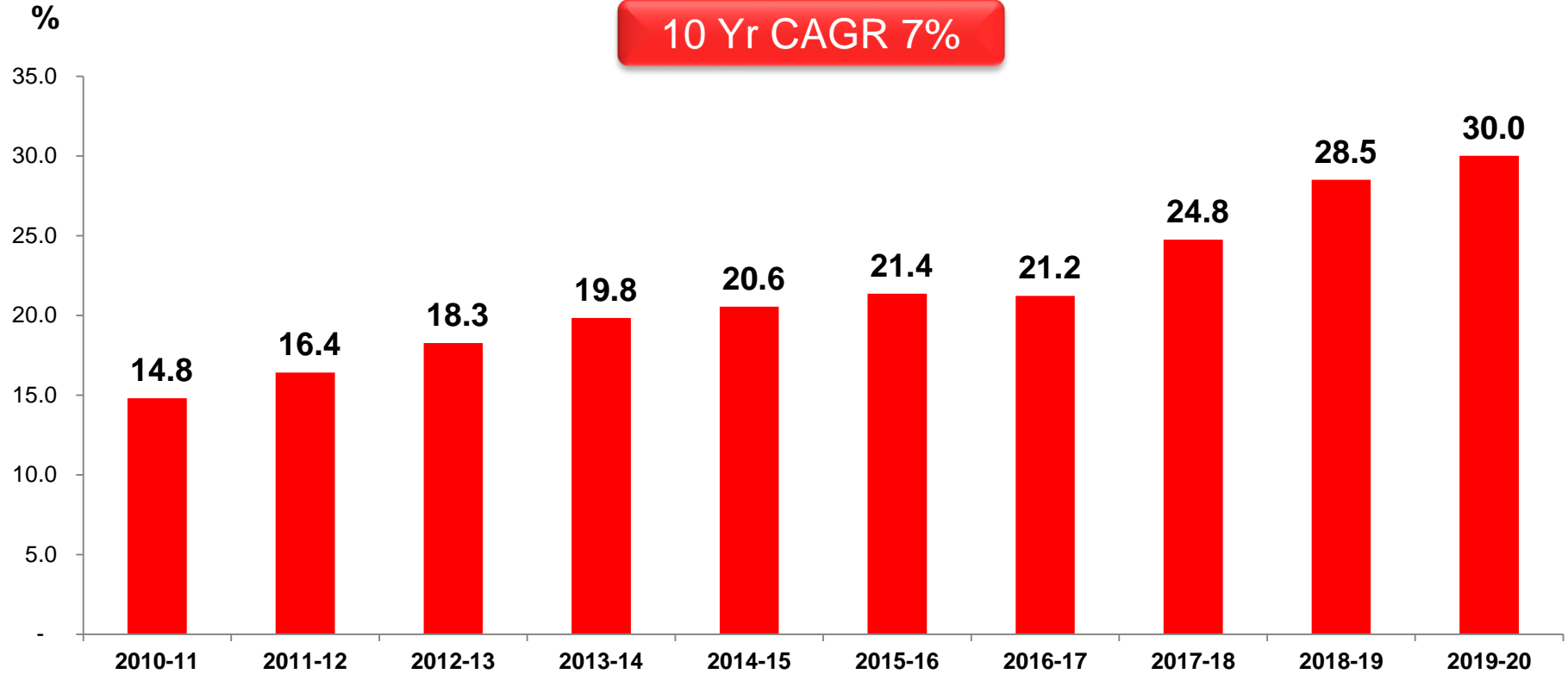
# NPAT

Rs. Crores

10 Yr CAGR 7%

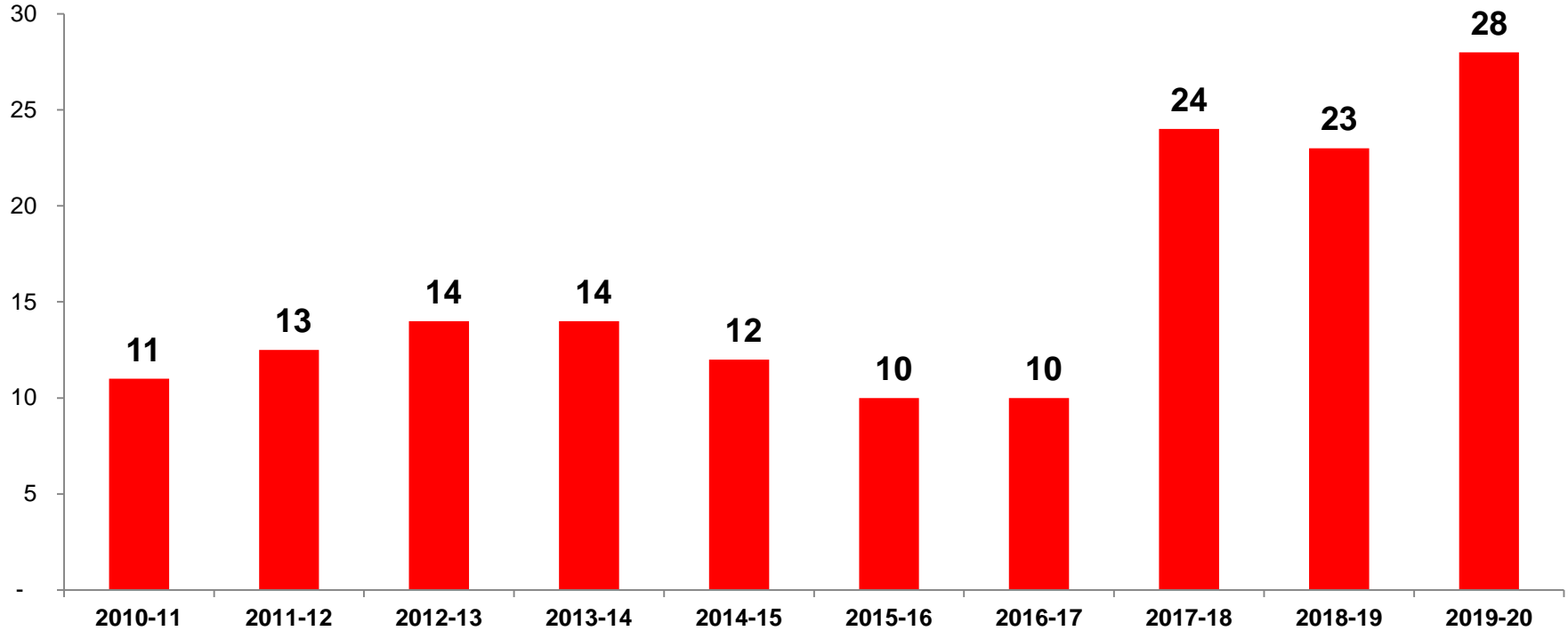


# EPS



# DPS

Rs.



# Prudent Financial Management

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- Proactive Receivables Management
- Supplier payments on time
  - Vendor finance program to address supplier liquidity
- Inventory coverage addressing flexibility requirement
- Continued sharp focus on costs across all lines

# Key Priorities

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Drive  
Sales  
Growth



Maximize  
Earnings



Lead to  
Win



# Leading to win

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**People**



**Performance**



**Planet**



*Focused commitment on where we can  
make the greatest difference*



# People – Our response to COVID



Access to the underprivileged:

- Ration kits
- Oral Health packs



Partnering with Govt on Suraksha Stores initiative



Solving for dental emergencies  
- [dentistsforme.com](https://dentistsforme.com)

# People – Our response to COVID



*Factory Teams*



*Warehouse Teams*



*CD Teams*

# People – Providing foundational support

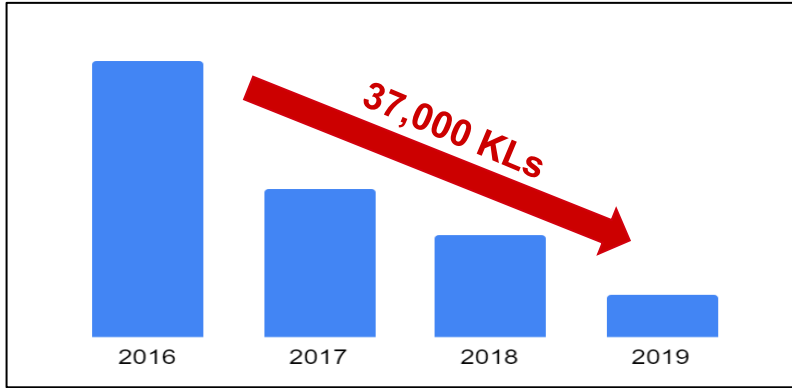


*To Provide Foundational Support  
to millions of Indians*



*Bright Smiles Bright Future Campaign  
Bringing Oral Health education to children*

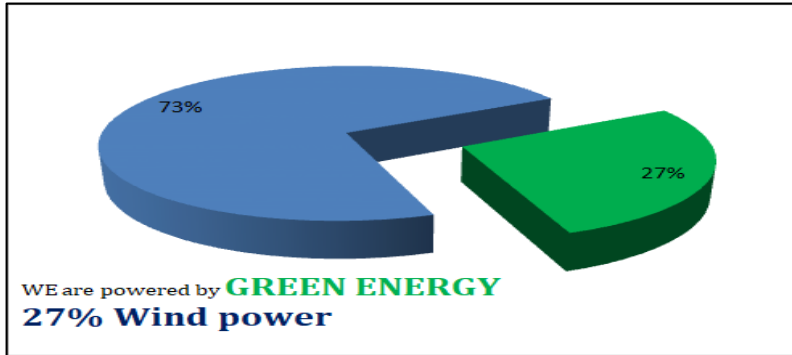
# Performance



*Reduction of Water Usage in Plants*



*Self generated power @ Sri City*



*27% of Sanand is Wind Power Sourced*



*Platinum LEED Certification across all sites*



*Save Water Initiatives - Partnership with Water for People*



*Women Self Help Group*



*Empowering Children with Education*





## Smile karo aur shuru ho jao

स्मైल చేయండి, સ્ટાર્ટ చేయండి.

સ્મైલ માಡಿ, સ્ટાર્ટ માಡಿ.

સમાઈલ કરો અਤੇ શુરુઆત કરો

સ્માઇલ કરો અને શરૂઆત કરો

स्माइल करुन आर शुरु हये यान

स्माइल करऽ आऊर सुरु हो जा

സ്മൈൽ ചെയ്യൂ, സ്റ്റാർട്ട് ചെയ്യൂ.

स्माइल करो और शुरु हो जाओ

स्माइल करो और शुरु हो जाओ

स्माइल करा आणि सुरुवात करा

स्माइल करुन आर आबस्तु करि दियरु

ஸ்மைல் பண்ணுங்க, ஸ்டார்ட் பண்ணுங்க.