



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 17, 2021

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 to Analyst /Institutional Investors

This is further to our letter dated May 14, 2021 regarding the Analyst/Institutional Investor Meeting held today i.e. May 17, 2021. In this regard, please find enclosed a presentation made to the Analyst/Institutional Investors on the Audited Financial Results for quarter and financial year ended March 31, 2021 at the said meeting.

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®



Analyst Meeting  
May 2021



Colgate - Palmolive

# Key Highlights

## Continued Growth Momentum



- Sustained growth - Year Ago and sequential
- Double digit growth across key categories
- Rural growth sustains, while urban shows strong recovery

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## Robust Financial Performance Q4'21



- Strong gross margins: **67.5%**
- Health profitability
  - Ebitda: **+840 bps**
  - NPAT Growth: **54.1%**



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## Strong Brand Metrics



- India's #1 penetrated brand
- Strengthening brand metrics - top of mind & attitudinal equity
- Category leading innovation

# Our strategic framework



# Our strategic framework

Winning  
with brands



Driving  
Profitable  
Growth



*Colgate*<sup>®</sup>



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**Smile karo aur shuru ho jao**



Leading optimism through culture



**Colgate**

यशस्वी की तरह  
आप भी शुरुआत कीजिये

यशस्वी जायसवाल  
क्रिकेटर



**Colgate**



# Core continues to grow



Accelerated double digit growth



Among top 3/5 distributed SKUs



Amplified focus on strong teeth for nutrition

I am strong  
because my teeth  
are strong!



Colgate®



Energizing youth everyday

**Everyday is  
a Fresh Start**



Colgate®



Amplified across personal experiences





# A dazzling relaunch



**+80 bps**  
MT \$SOM\*



**+120 bps**  
ECOM \$SOM\*



**4.3**  
PRODUCT RATING



\*Exit Q1 SOM



# Digital First Amplification

Colgate India 2h

Are you ready to dazzle the world with your bright smile? Time to try the new Colgate Visible White Instant...  
[#DazzewhiteDazzleright](#)

**Colgate**

This dazzling smile always wins.

[Buy Now >](#)

One shade whiter teeth in one week.

**Colgate** VISIBLE WHITE  
1 SHADE WHITER IN 1 WEEK\*  
SPARKLING MINT  
100g

\*When used as directed, for extrinsic stains only.

Colgate India 2h

Wondering how I dazzle right with my smile?

**Colgate** VISIBLE WHITE  
1 SHADE WHITER IN 1 WEEK\*  
SPARKLING MINT  
100g

Colgate India 2h

Want to know the secret to my dazzling smile?

**Colgate** VISIBLE WHITE  
1 SHADE WHITER IN 1 WEEK\*  
SPARKLING MINT  
100g





# Our strategic framework

Winning  
with brands



**Driving  
Profitable  
Growth**



**Leading  
Innovation**

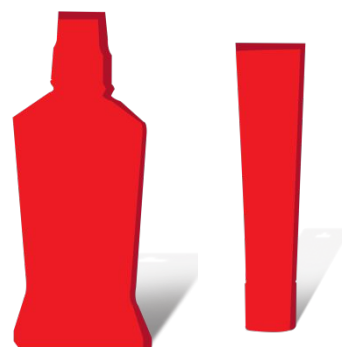


# Strategic outlook to innovation

**Build  
Platforms**



**Technological  
Superiority**



**New  
Opportunities**





# Building platforms on Vedshakti





# Sustained momentum on Vedshakti toothpaste



ET BRANDEQUITY.com  
From The Economic Times  
#6 Top 10 ads of 2020

#6 Most Loved Ad



+60 bps  
SOM



Sustained increase  
in loyalty ~ 50%



# Creating a new category with Vedshakti Spray



Strong consumer repeats  
~ 30%



Already available in  
100k stores &  
counting



Equivalent to ~1% TP SOM



# Amplified digital reach

**Shraddha Kapoor**  
**58.3M Followers**



shreddhakapoor • Follow  
Paid partnership with colgatein

shreddhakapoor Here's my new out of home essential- the Colgate Vedshakti Mouth Protect Spray - because there are millions of germs in our mouth, especially when we are on the go!

I keep this Ayurvedic Power House in my pocket all the time to kill mouth germs anytime, anywhere and get long lasting fresh breath. @colgatein

Simply search for Vedshakti Mouth Protect Spray on any of your favorite online store and Buy Now! 🌿💜

#VedshaktiMouthProtectSpray  
#AaKaroGermsKoNaaKaro  
#AnytimeAnywhereMouthSpray  
#AyurvedicMouthSpray

606,716 views  
2 HOURS AGO

Add a comment... Post

**Shahid Kapoor**  
**30.0M Followers**



shahidkapoor • Follow  
Paid partnership with colgatein

shahidkapoor Want to know my new safety essential when I head out? The new Colgate Vedshakti Mouth Protect Spray. Its instant germ kill formula secures my mouth and gives me long lasting fresh breath behind the mask. Available on your favourite online store. Go order for yourself now. @colgatein  
#SafetyEssential #BeSafe #SafetyFirst!

#VedshaktiMouthProtectSpray  
#AaKaroGermsKoNaaKaro  
#AnytimeAnywhereMouthSpray  
#AyurvedicMouthSpray  
#onthegoessential  
#pocketfriendly  
#LongLastingFreshness  
#getsetspray

1,242,630 views  
MARCH 19

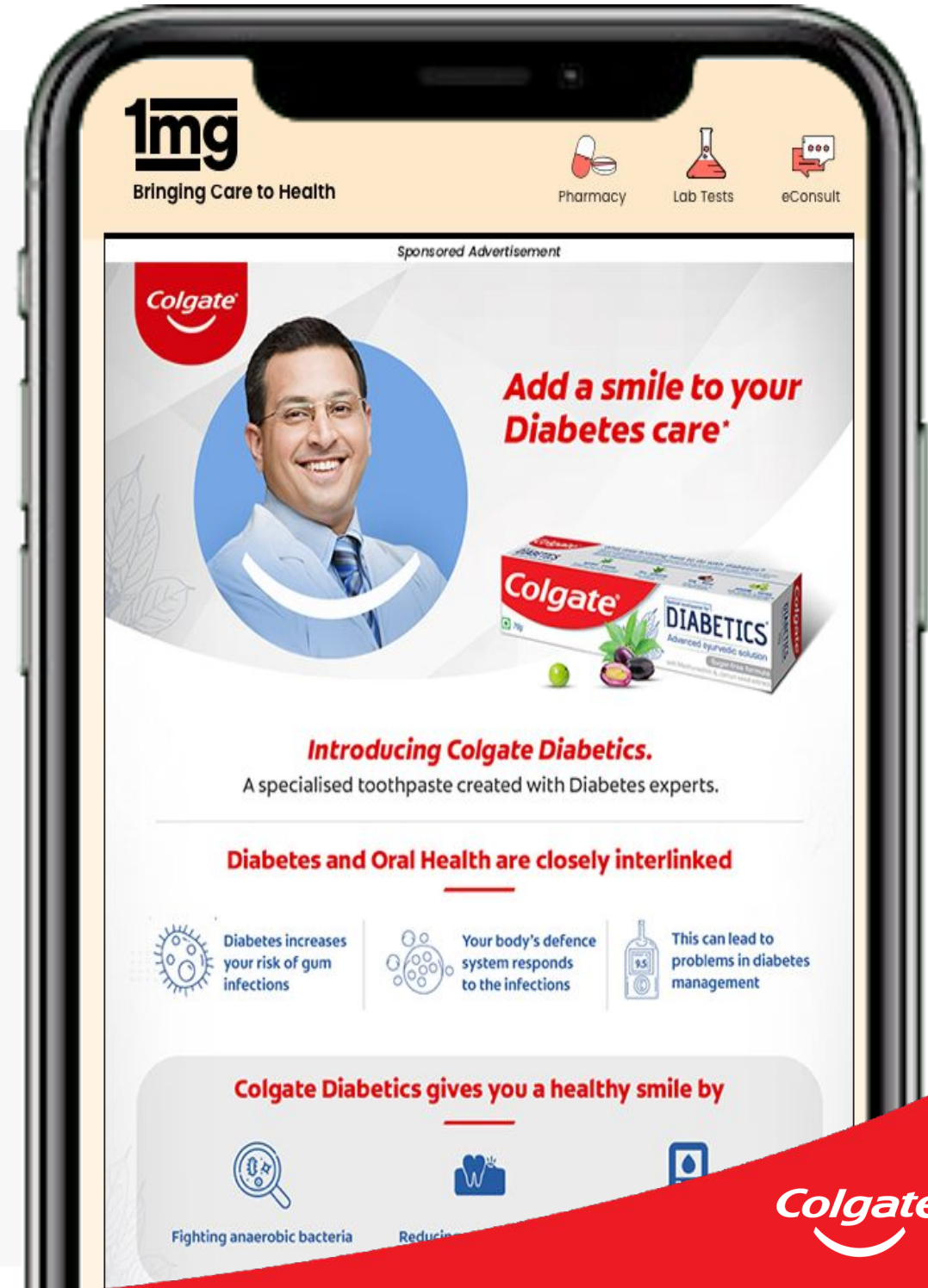
Add a comment... Post

# World's 1<sup>st</sup> TP for diabetics





Led by strategic partnerships



# Encouraging start



**#1 SKU on e-pharma (4.3 Rating)**

**20% Repeat Rate**

**Available in 25% Urban Pharmacies  
& Direct Dentist Reach**



# Redefining Gentle Cleaning



gentle  
ENAMEL



0.8 MT SOM  
in 3 months



Top 5  
Bestsellers

Amazon's Choice

“tooth brushes ultra soft”



gentle  
ULTRAFOAM



0.9 MT SOM  
in 3 months



Top 10  
Bestsellers

Amazon's Choice

“toothbrushes soft”



# Extending Slimsoft with Naturals

**SlimSoft™**  
*Himalayan Salt*



₹85/-

**SlimSoft™**  
*Turmeric*



₹85/-



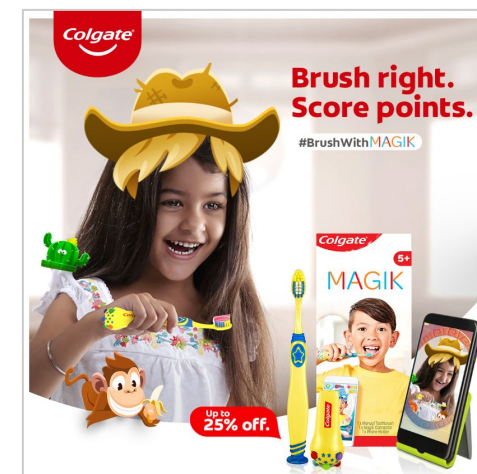
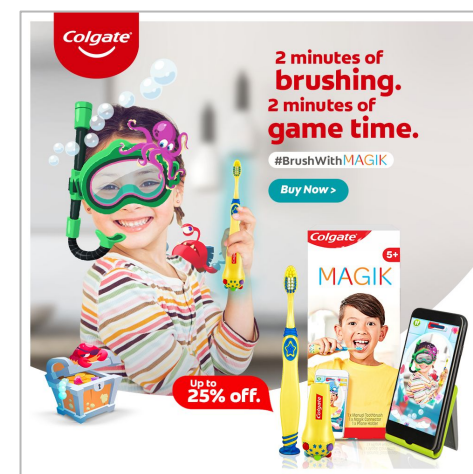
# Innovation in Kids portfolio

  
Exclusive



## Colgate Magik

*India's 1st  
Augmented Reality  
Based Toothbrush*





# Our strategic framework

Winning  
with brand



**Driving  
Profitable  
Growth**



Leading  
Innovation



**Strengthening  
GTM**





# Winning in Ecom



Win with Right Portfolio



Increase traffic to drive conversions

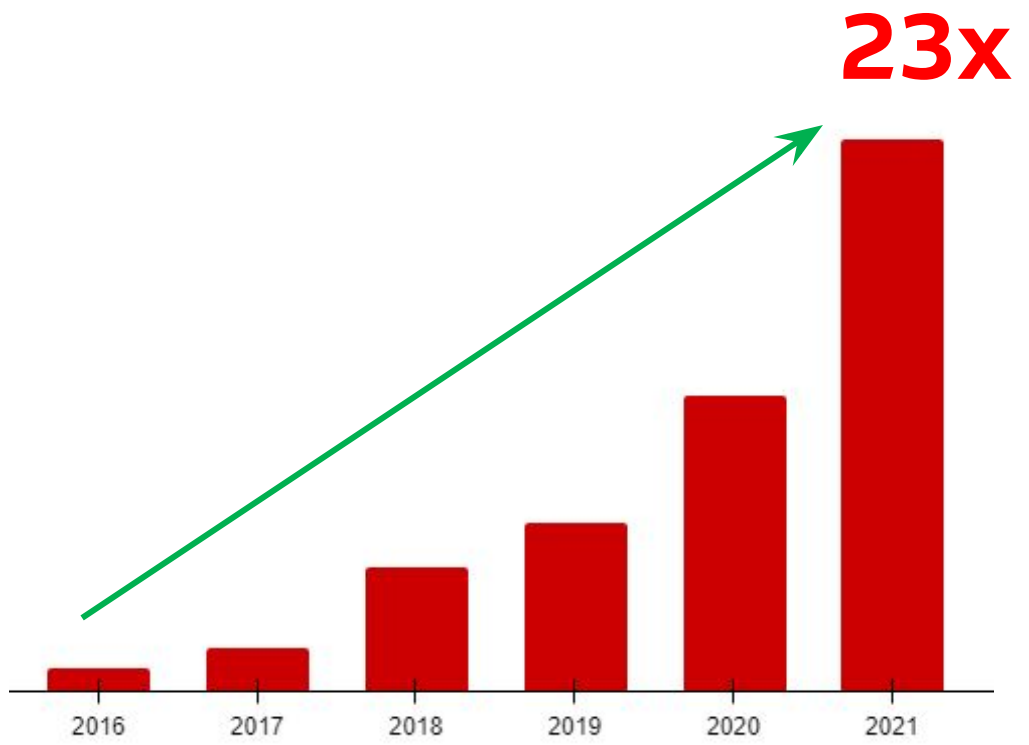


Win across platforms

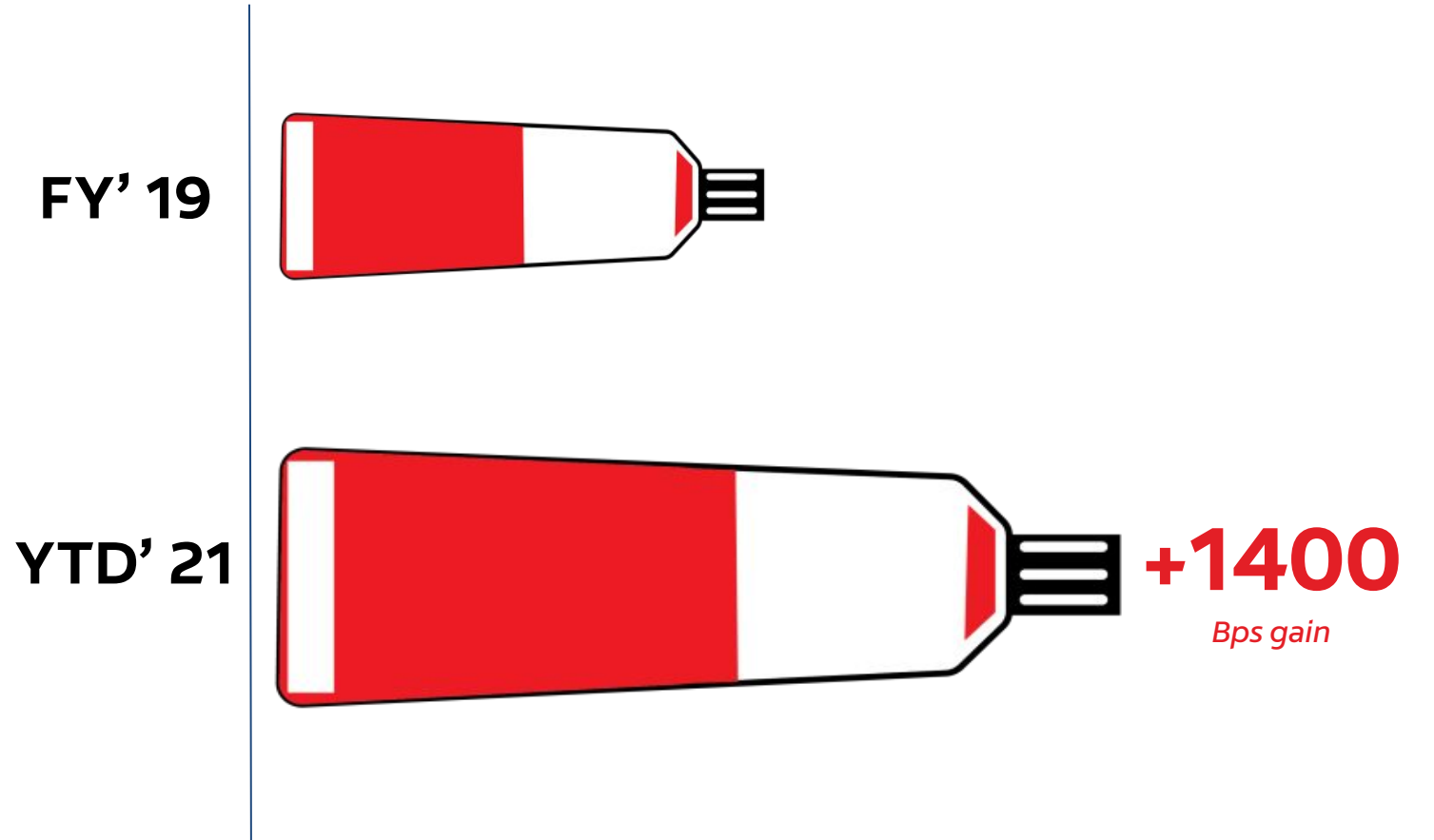


Focus on shopper journey

# Winning in Ecom



Colgate E-commerce Business



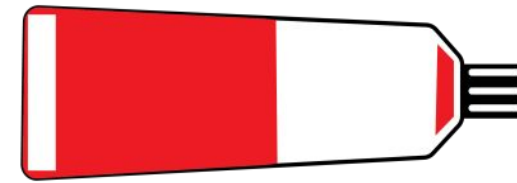
Colgate E-commerce SOM



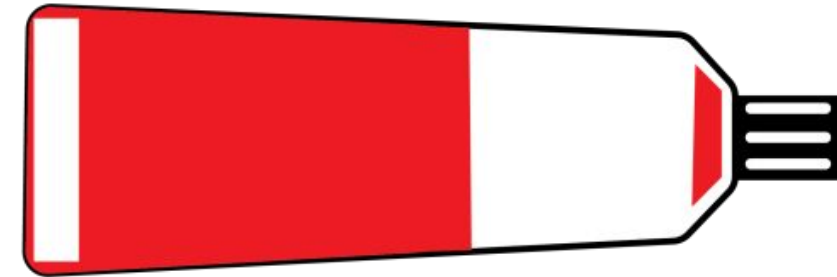
# Winning in Modern Trade



YTD 20



YTD 21



**+170**  
*Bps gain*

# Strengthening our Rural Presence



Continued expansion with  
**Muskaan** program

3x

Idx growth of Muskaan WS



# Our strategic framework

Winning  
with brand



Leading  
Innovation



**Driving  
Profitable  
Growth**

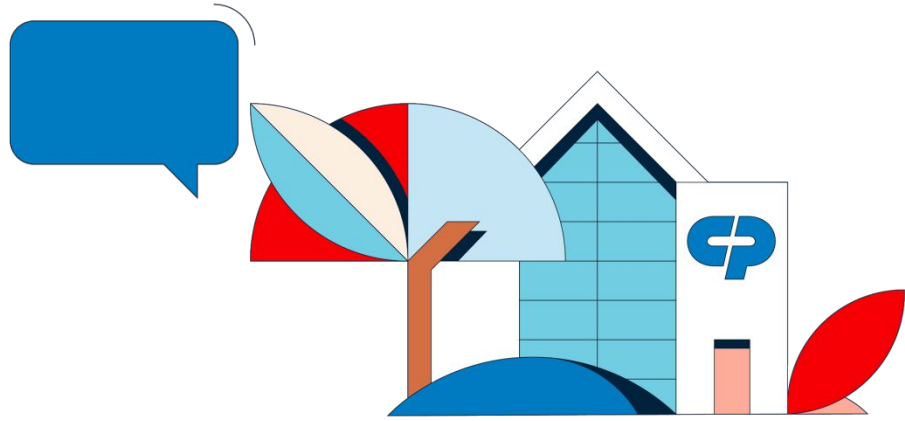
Strengthening  
GTM



**Caring for  
communities**

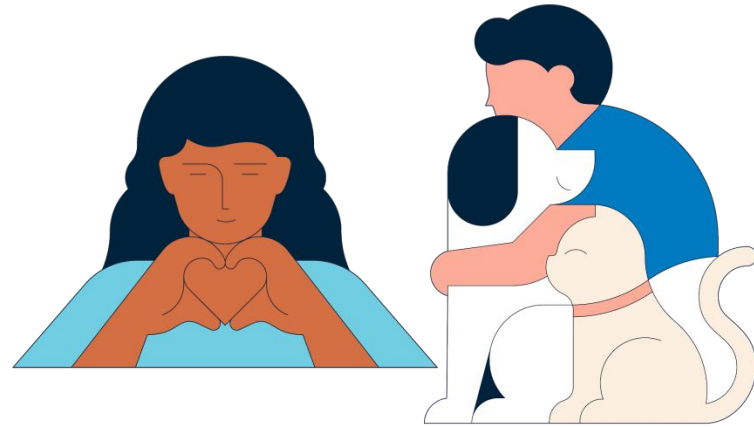


# Reimagining a healthier future



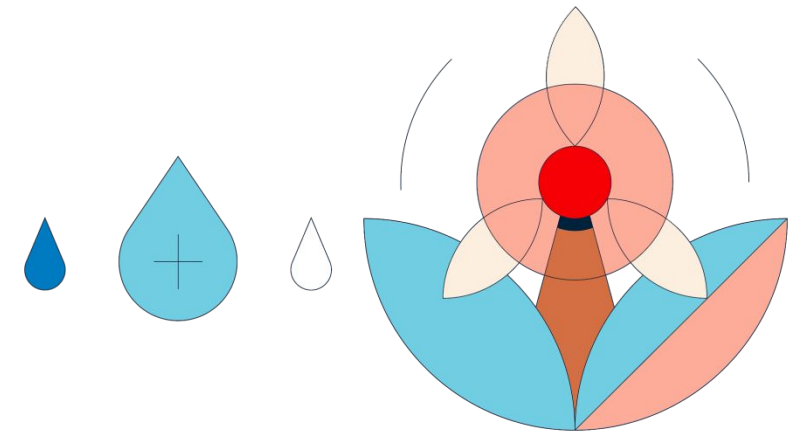
Driving

**S**ocial Impact



Helping

**M**illions of homes

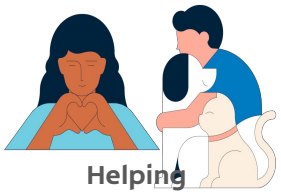


Preserving our

**E**nvironment



# Continued COVID response



**Mil**ions of homes



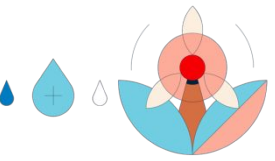
**2.4Mn meals**

**5Mn pcs of health & hygiene packs**

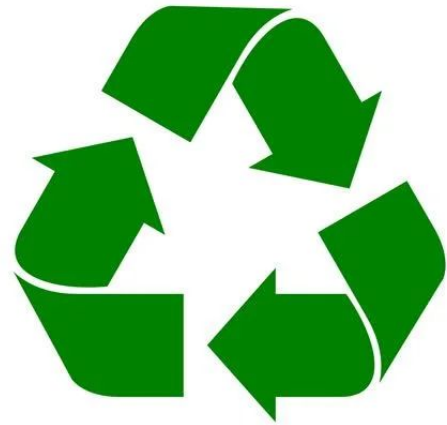
**1.2 Mn pcs of sanitisers**

**Partnering with Govt. authorities on  
medical infrastructure nationally  
(beds, oxygen, relevant supplies)**

# Innovative Recyclable Tube

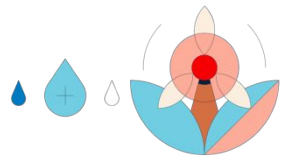


Preserving our  
**E**nvironment





# Protecting the future



Preserving our  
**E**nvironment

Colgate®



Save water & protect the future  
by brushing with just one cup



## #EveryCupCounts

Amplified digital campaign

**320Mn Ltr water saved, 64k pledges**

in a record 1 year

**2 Bn Ltrs target**

by 2022

Colgate®

# Our strategic framework





# Financial Strategy

Sales/Volume



Margin



Non-variable  
Overhead

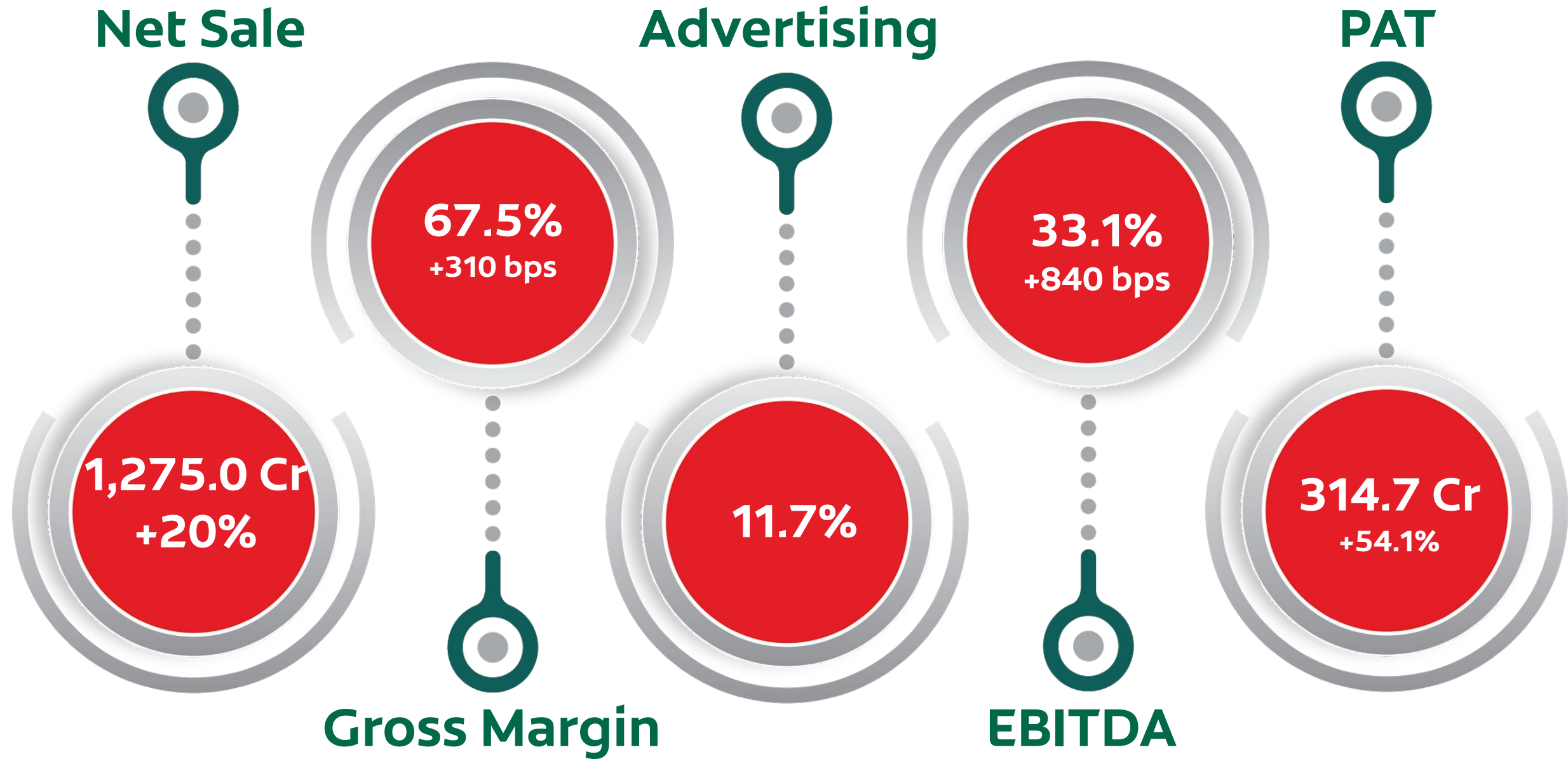


Advertising

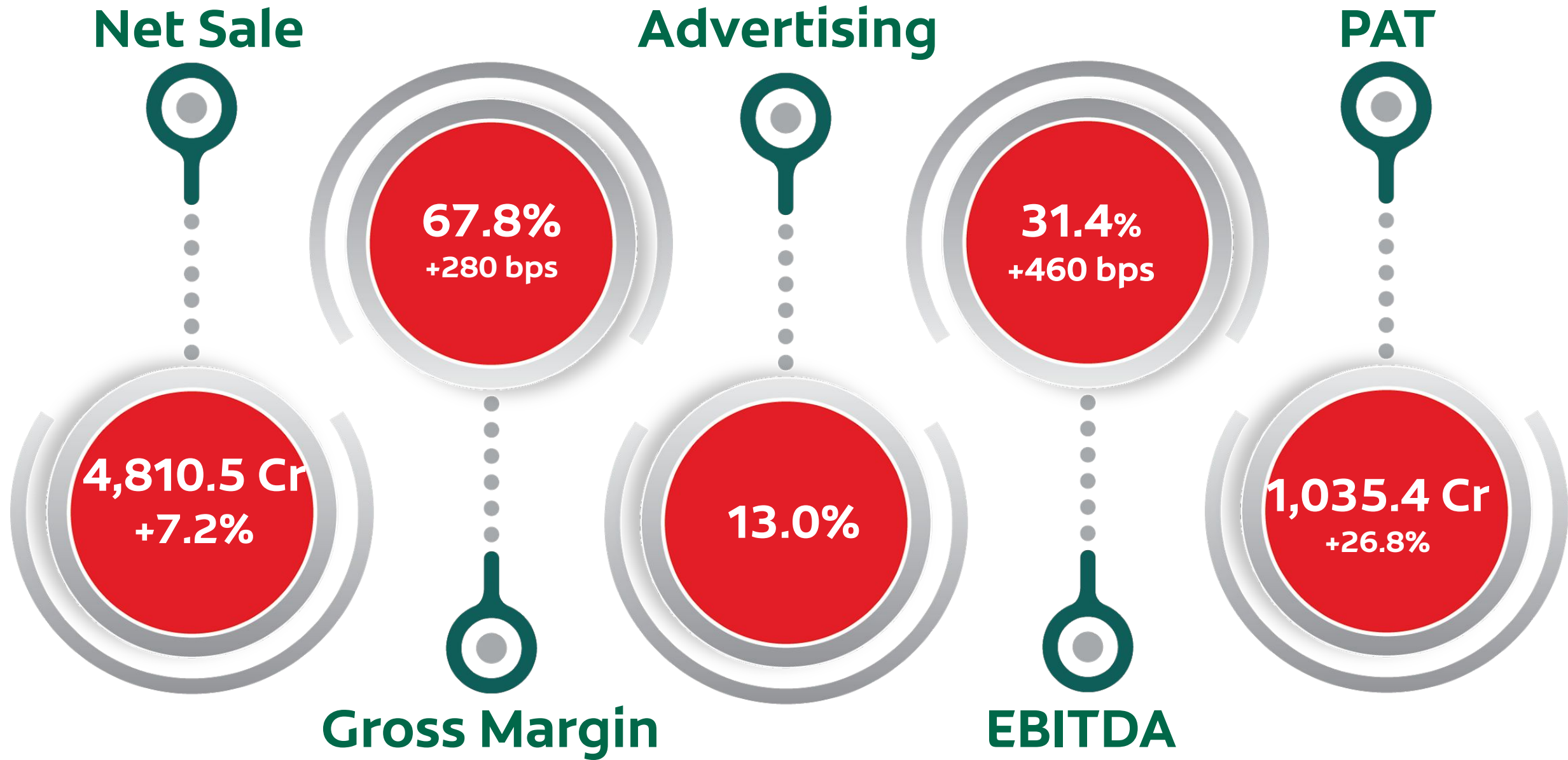


Operating Profit

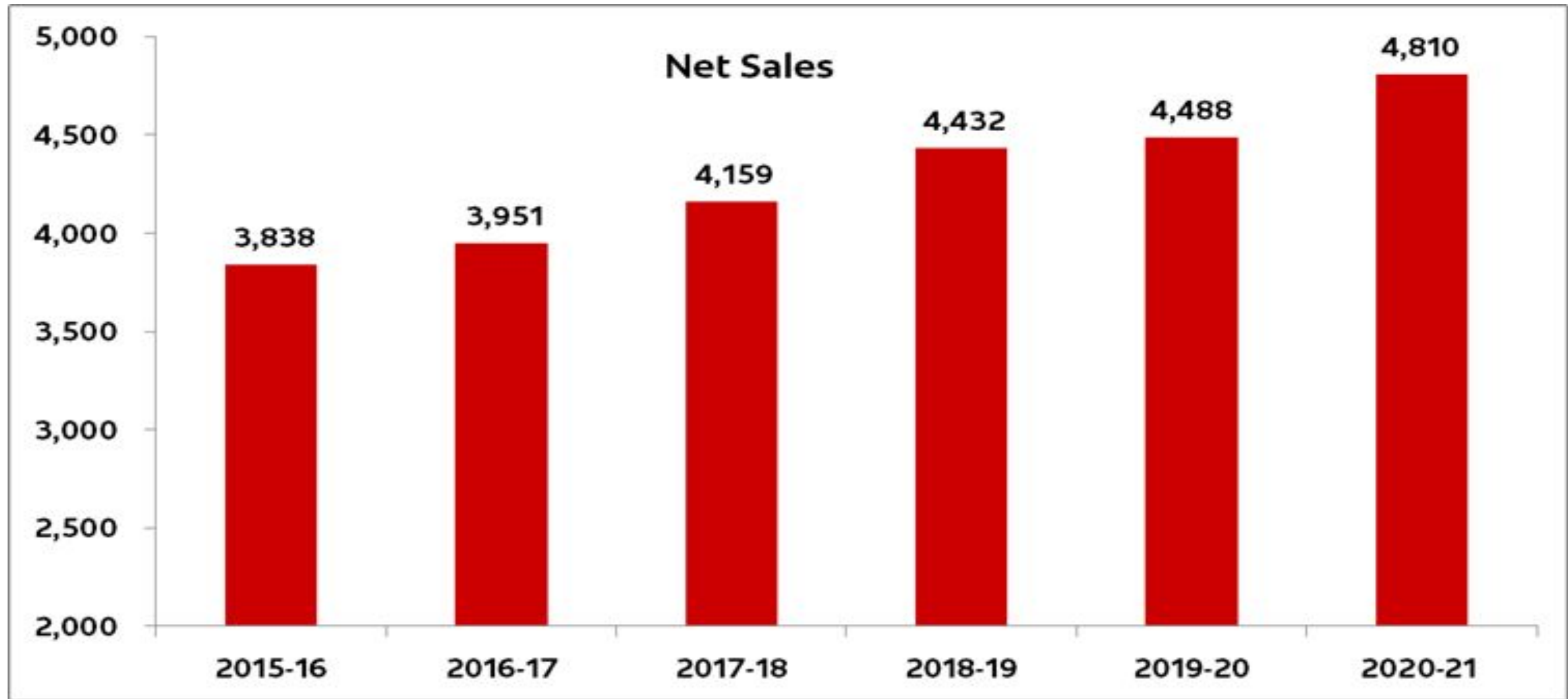






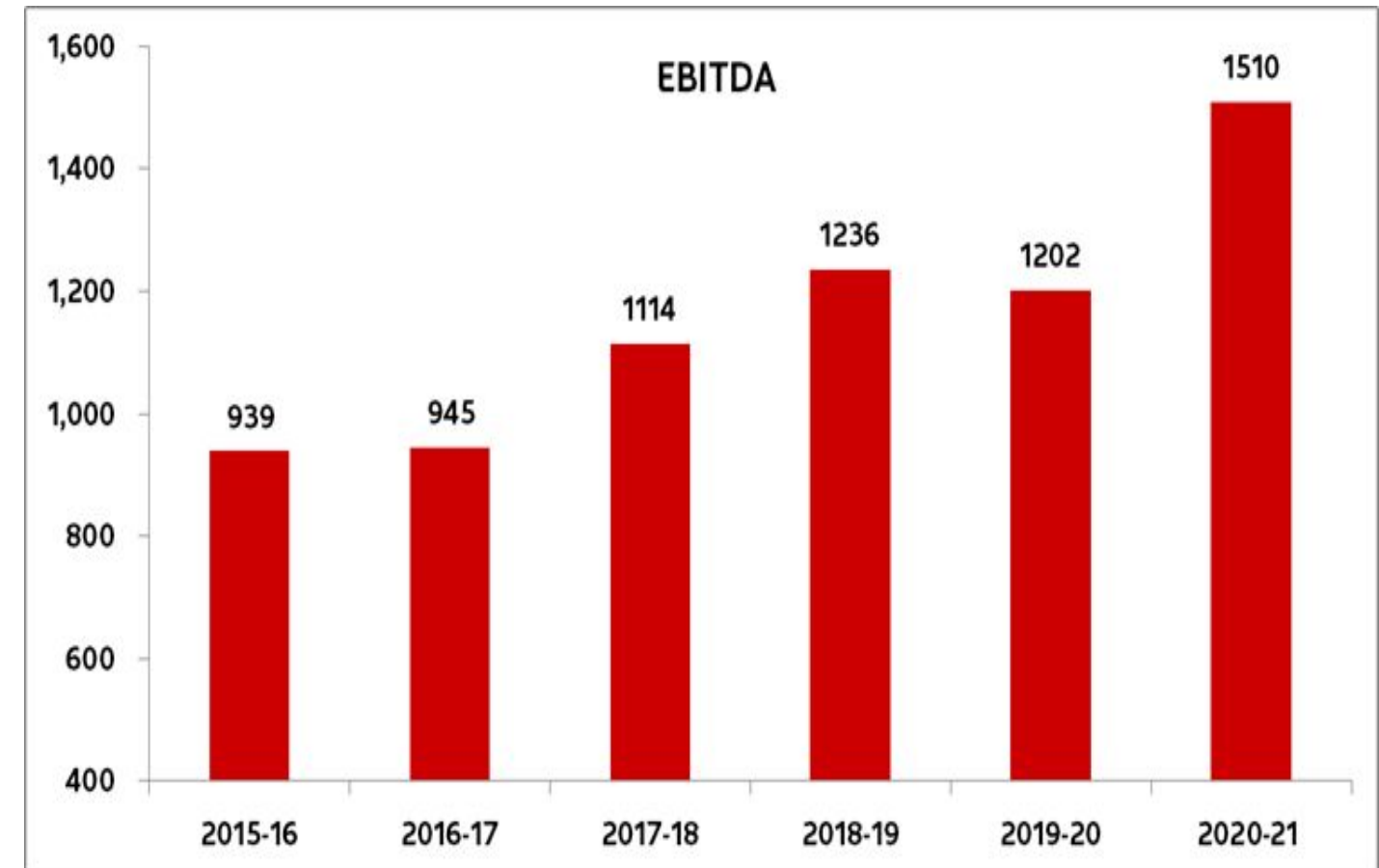
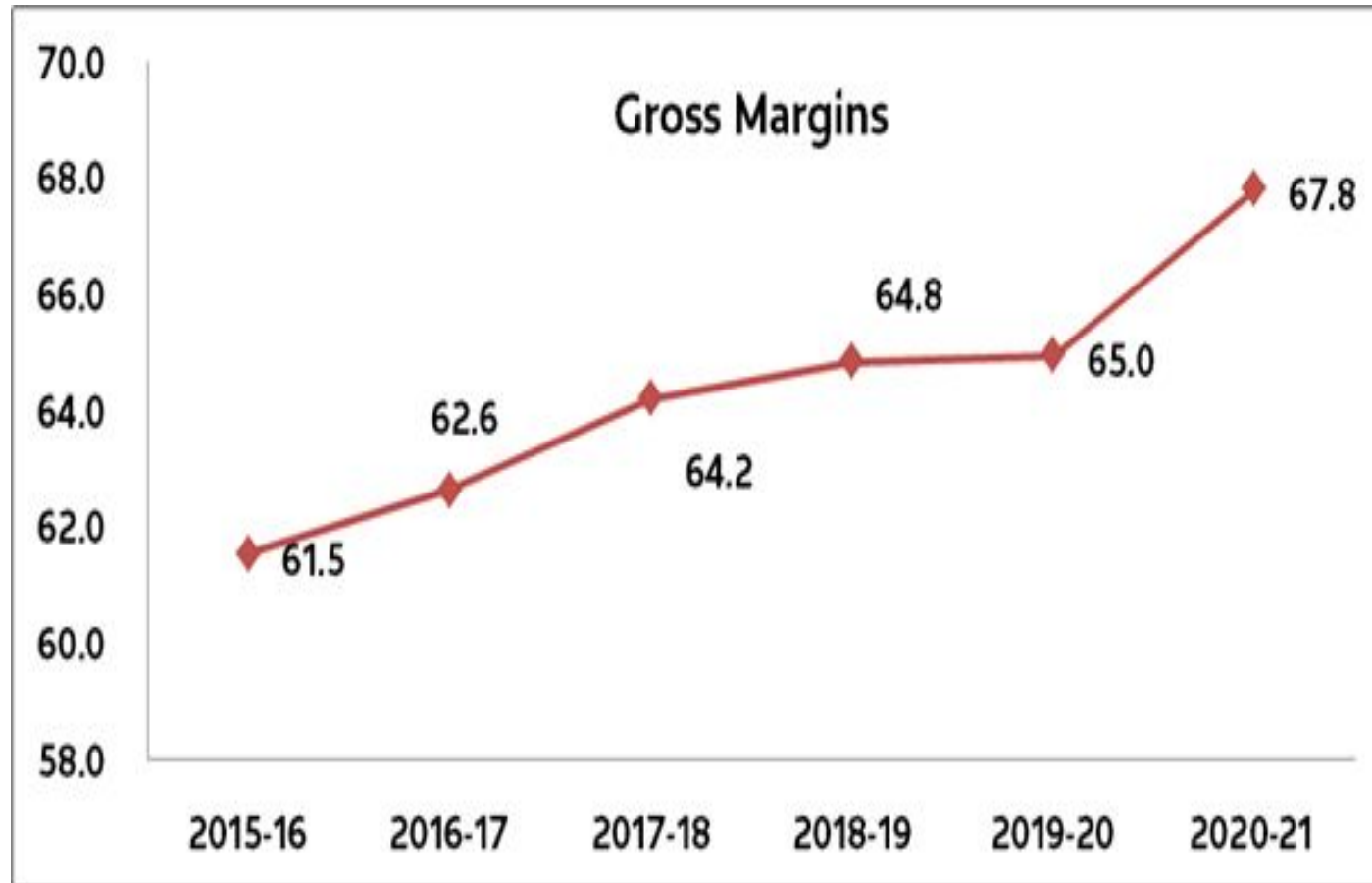


# Net Sales Trend

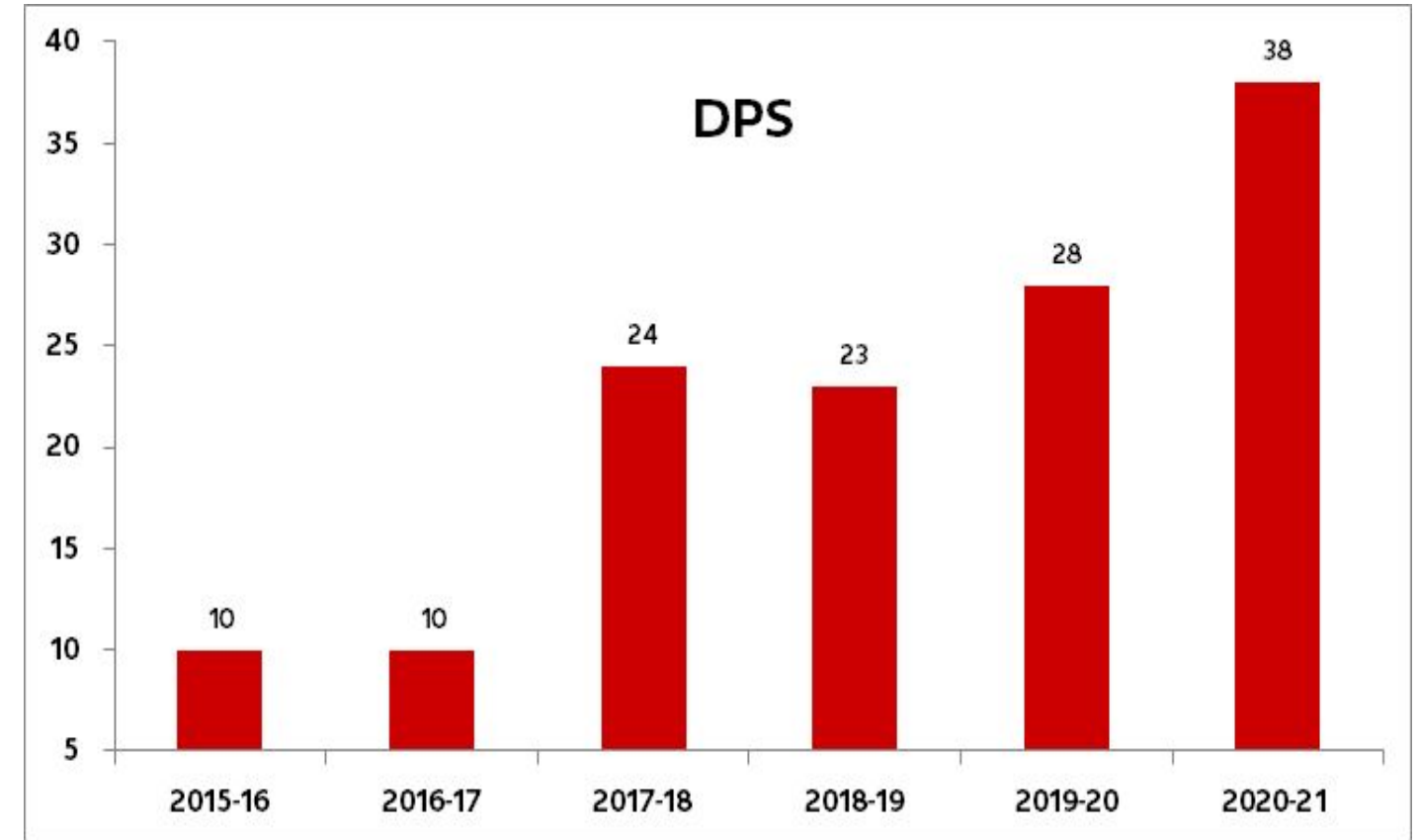
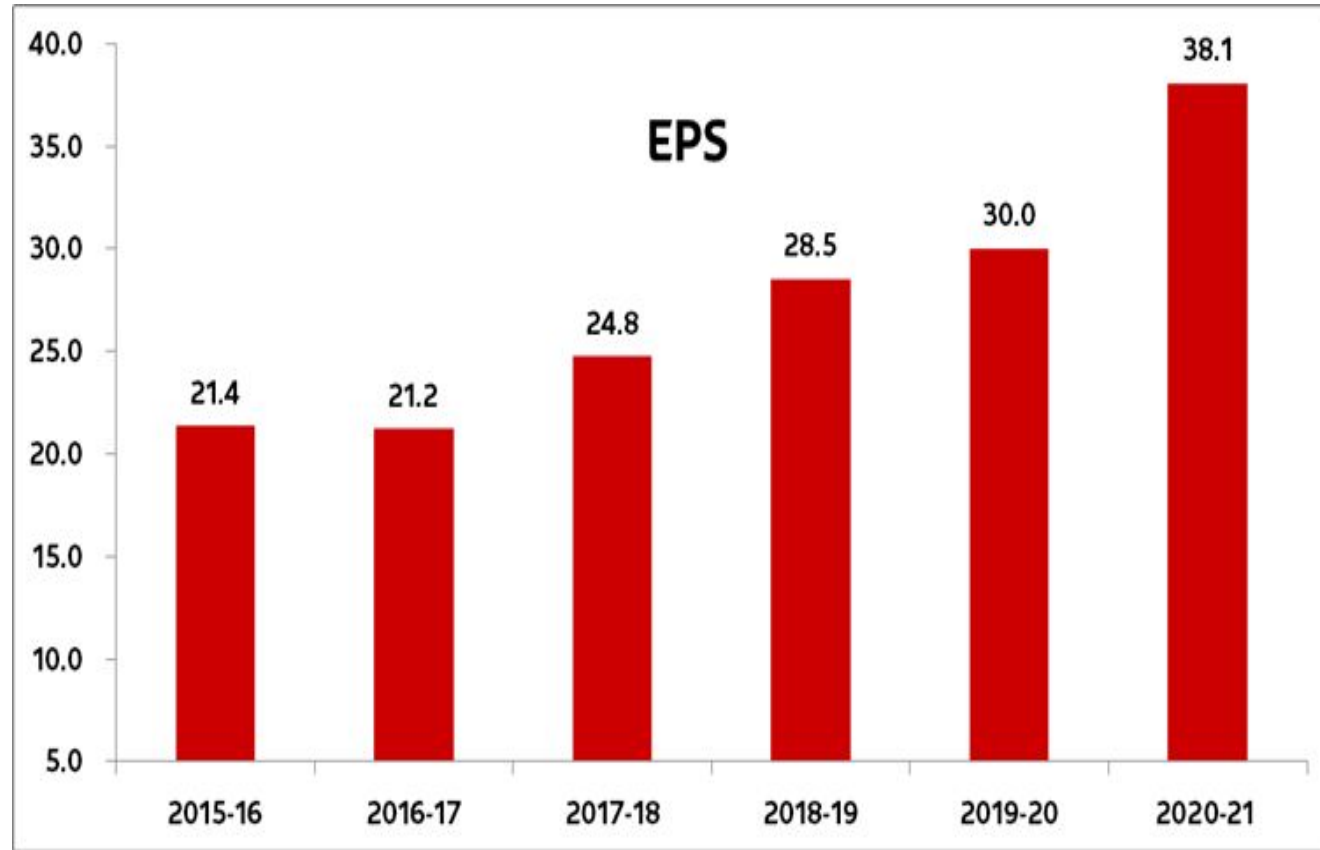




# Gross Margins & EBITDA

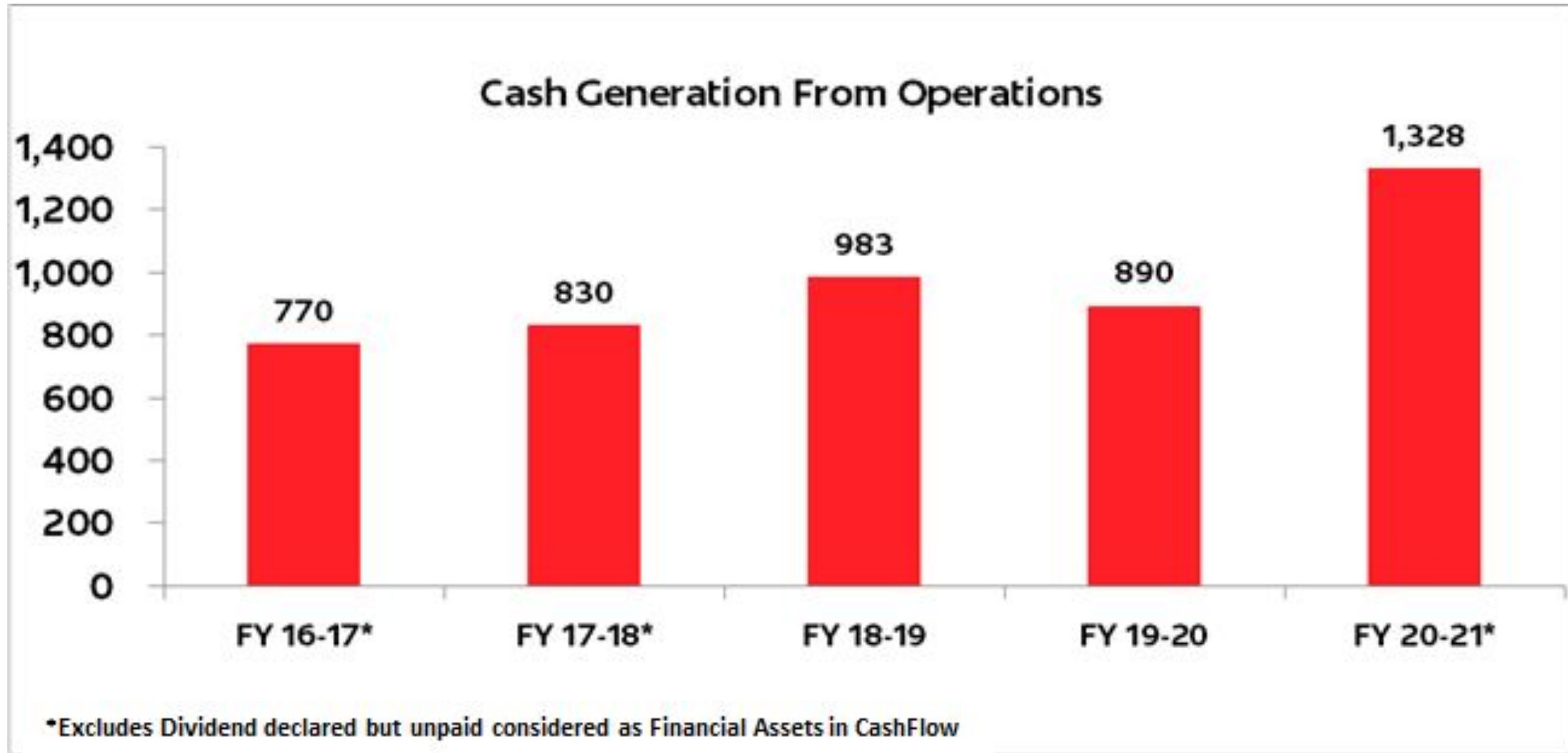


# EPS & DPS





# Strong Cash Generation



# Colgate®



## Smile karo aur shuru ho jao

स्माइल करके आर आरम्भ करि दियके

स्माइल करो और शुरु हो जाओ

ସ୍ମାଇଲ୍ କର ଆଉ ଆରମ୍ଭ କର

स्माइल करके आर शुरु हो जे

स्माइल करो और शुरु हो जाओ

ସମାପିଲ କର ଅਤੇ ମୁରୁଆତ କର

स्माइल करके आर शुरु हो जा

स्माइल करो और शुरु हो जाओ

ஸ்மைல் பண்ணுங்க, ஸ்டார்ட் பண்ணுங்க.

स्माइल करो अने शुरुवात करो

स्माइल करो और शुरु हो जाओ

स्மைல் చేయండి, స్టార్ట్ చేయండి.



*Colgate*<sup>®</sup>



QnA

