



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 28, 2019

The Secretary,
BSE Limited
P.J.Towers- 25th 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

Pursuant to Regulation 30(5) of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, please find enclosed a presentation to Analyst/Institutional Investors on Audited Financial Results for the Financial Year 2018-19.

Request you to take the same on record.

Thanking you,

Yours sincerely,

For Colgate-Palmolive (India) Limited

K
RANDHIR
SINGH
Digitally signed
by K RANDHIR
SINGH
Date: 2019.05.28
10:38:52 +05'30'

K. Randhir Singh

Company Secretary & Compliance Officer

Encl: a/a

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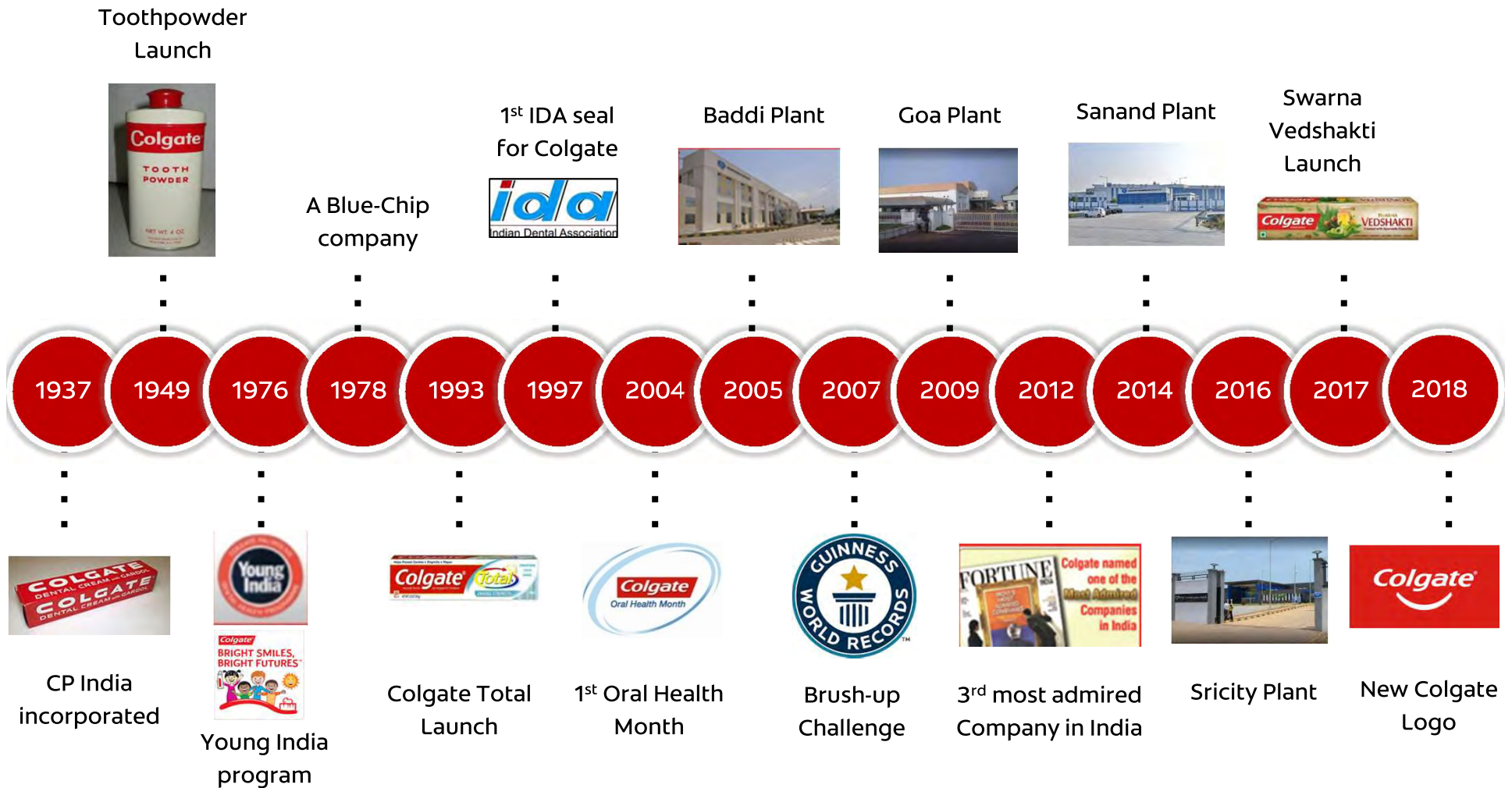
Tel.: (022) 6709 5050, Fax: (022) 2570 5088

Website. www.colgatepalmolive.co.in e-mail ID. investors_grievance@colpal.com

With a Smile at the Heart of Colgate



80+ Yrs of Spreading Smiles



Colgate is No.1 Most Trusted Oral Care Brand of India



Trusted by Mega Celebrities



Key Priorities

Driving
Organic Sales
growth

Maximizing
Productivity
Across the
P&L

Effective
deployment
of Cash flow

Leading to
win

Key Priorities

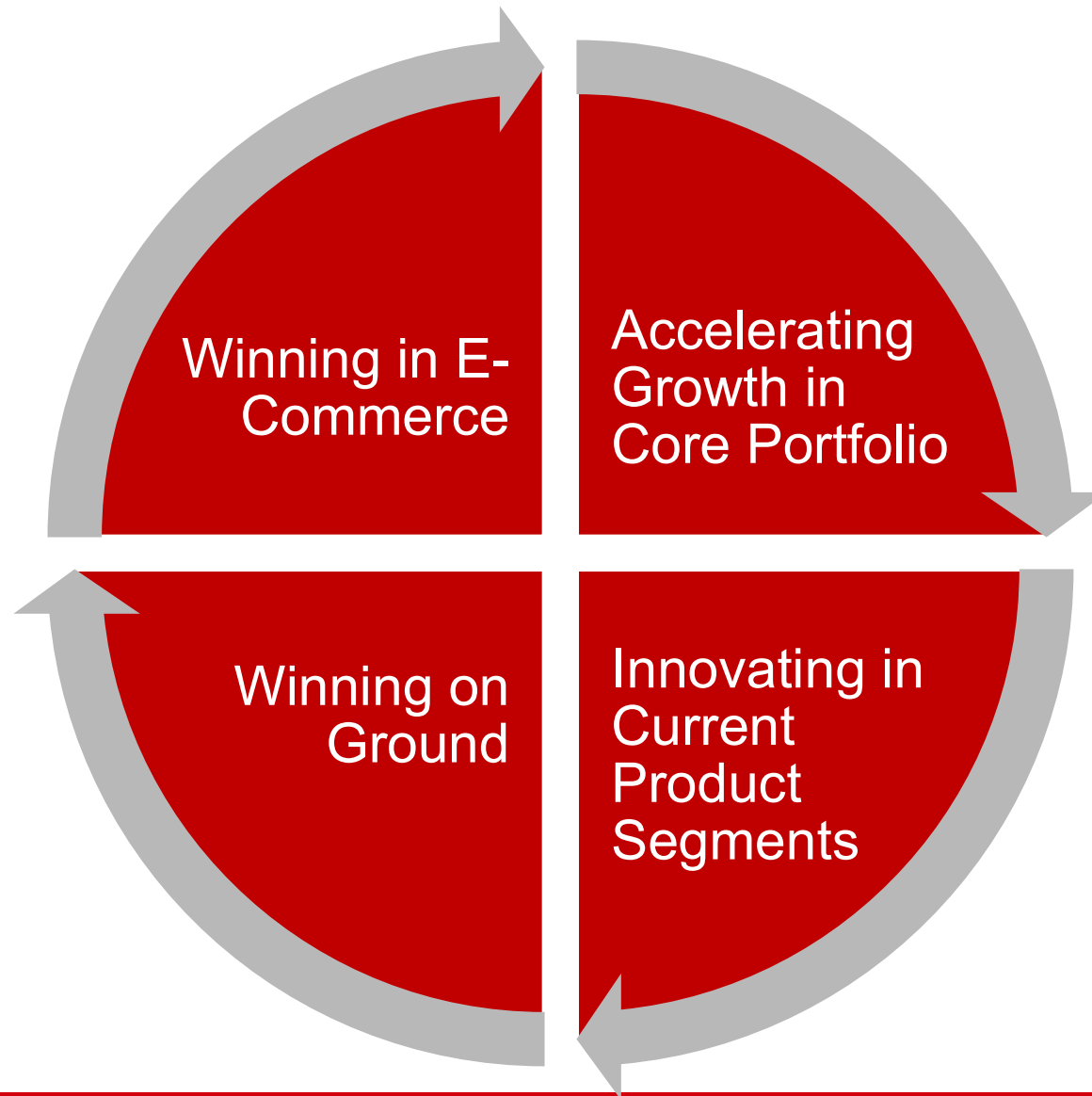
Driving
Organic Sales
growth

Maximizing
Productivity
Across the
P&L

Effective
deployment
of Cash flow

Leading to
win

Driving Organic Sales Growth



Driving Organic Sales Growth



Accelerating Growth in Core Portfolio



Accelerating Growth in Core Portfolio



Strengthening the Colgate Brand Belief



THERE ARE TRANSFORMATIONAL MOMENTS IN LIFE WHERE WE DON'T FEEL SURE, AND IN THESE MOMENTS OF SELF-DOUBT, A SMILE IS OUR SECRET WEAPON, WHICH DISSOLVES NEGATIVE THOUGHTS, BOLSTERS COURAGE AND NUDGES US TO BETTER PLACES

SMILE KARO AUR SHURU HOJAO

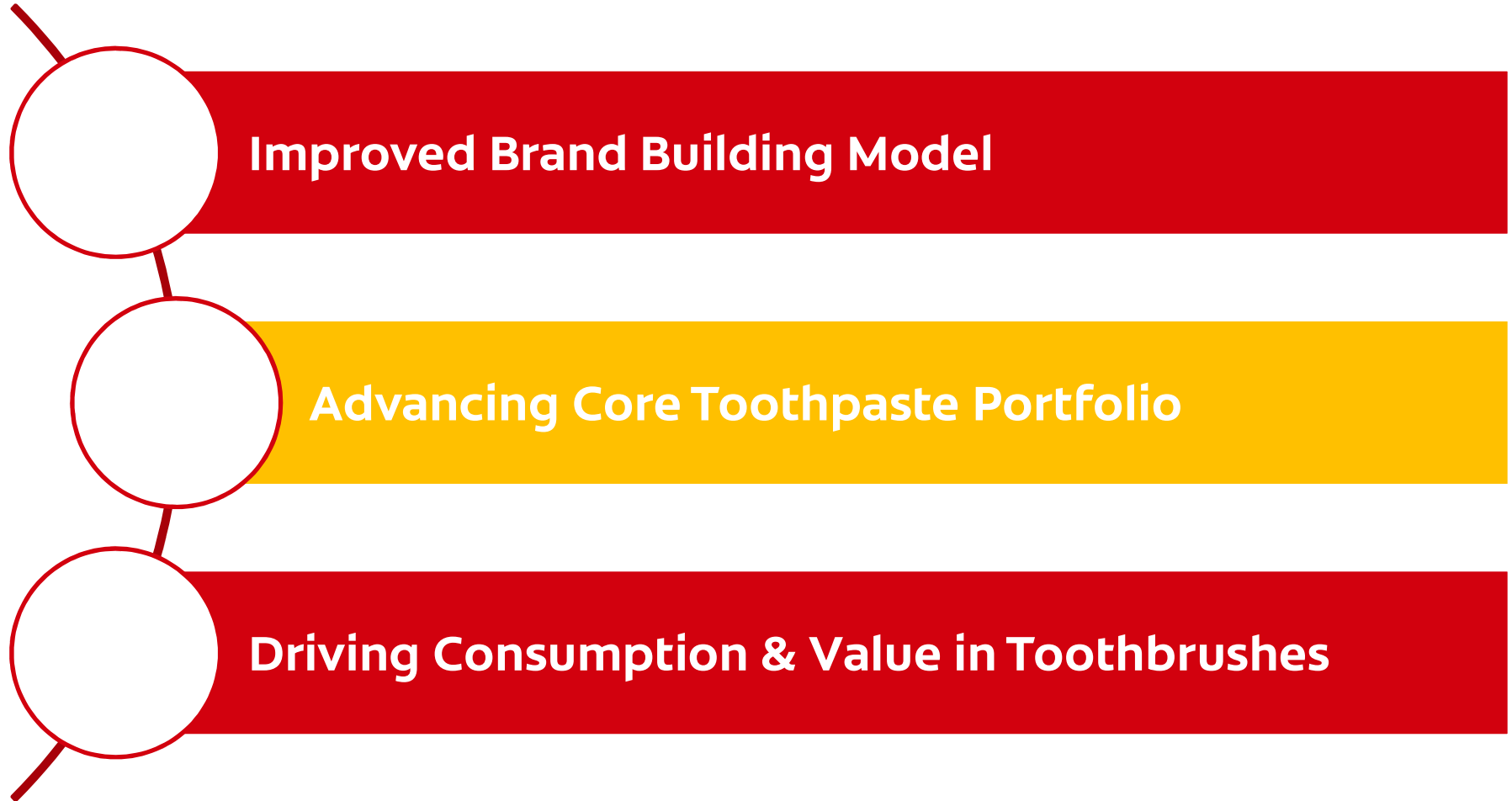
Smile Karo Aur Shuru ho Jao – TVC



- Colgate on India's biggest media property: IPL
- **450 MM+** on TV and **250 MM+** on Online TV



Accelerating Growth in Core Portfolio



India's #1 Brand Now with Calcium Power



New Way of talking to Consumers



NEW IMC

'Andar se Strong' moment reflected as 'Bahar se Smiles'



Football Ad

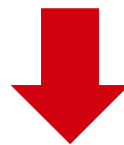


Real Story of India's biggest celeb

Real Stories of India's Biggest Celebs



New News in India's #1 Salt Toothpaste



Power of Salt Micro Crystals

Adapting Communication to Local Culture



Tamil Nadu



West Bengal

The New Improved Colgate Total



— NEW COLGATE TOTAL —
**WITH DUAL ZINC
AND ARGININE**

Upgrade to a healthier mouth

+++ WITH NEW AND IMPROVED BENEFITS +++



Upgrade to a healthier mouth



ANTI-SENSITIVITY BENEFIT
across all variants



**INSTANT NEUTRALIZATION
OF ODORS** associated with
bad breath



Improved
ENAMEL PROTECTION



Improved
FOOD ACID NEUTRALIZATION



NEW COOLING FLAVORS
for long lasting freshness

With a new IMC !

Fights germs on
**Teeth
Tongue
Cheeks
Gums**
For up to 12 hours.*

Colgate

NEW | SUPERIOR PROTECTION*

Colgate Total 12 ADVANCED HEALTH
WHOLE MOUTH HEALTH

FOR WHOLE MOUTH HEALTH

*germ reduction vs. non-anti-germ toothpaste

†with four weeks of continuous use

Size: 28" x 24"

Colgate

UPGRADE TO WHOLE MOUTH HEALTH TODAY

Colgate Total 12 ADVANCED HEALTH
WHOLE MOUTH HEALTH

Size: 12in X 48 in

Size: 12in X 48 in

UPGRADE TO WHOLE MOUTH HEALTH TODAY

Colgate Total 12 ADVANCED HEALTH
WHOLE MOUTH HEALTH

TEETH • TONGUE • CHEEKS • GUMS

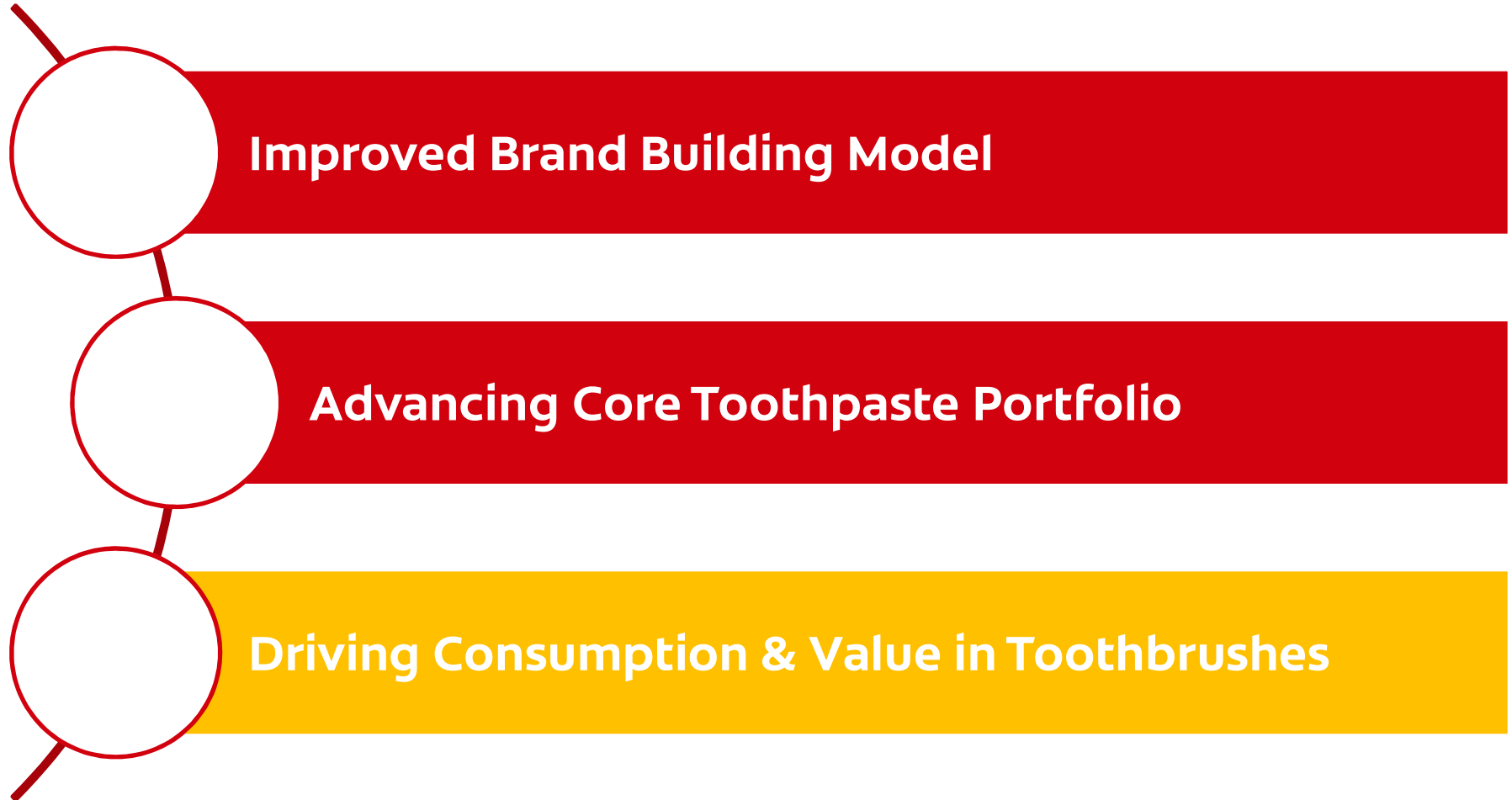
Colgate

Scan with barcode to know more

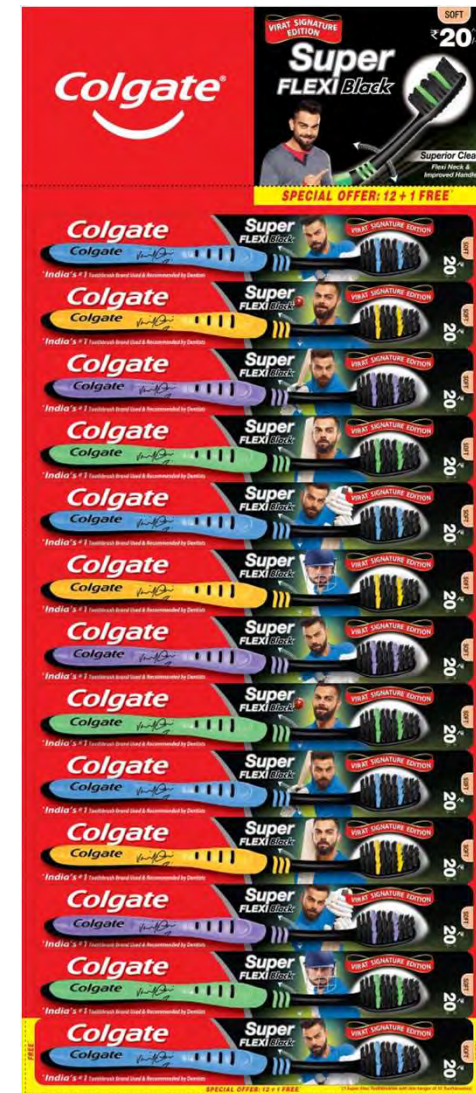
With New Packaging !



Accelerating Growth in Core Portfolio



Leveraging Celebrities for Engagement



Bringing Colgate Smile to Toothbrushes



Increasing Consumption with Multipacks



Driving Consumer Value with 99 packs



Driving Organic Sales Growth



Innovating in Current Product Segments



Innovating in Current Product Segments



Continued focus on Swarna Vedshakti



Leveraging leading Celebs



Kajol



Jyothika - South

Unprecedented Sampling across Platforms

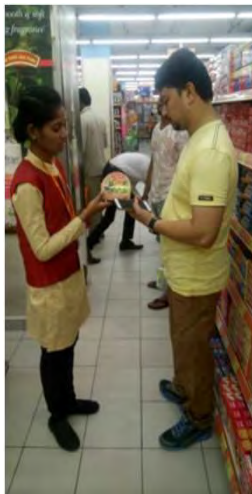
Sampling with Colgate SKUs



Regionally Strong Brands



Modern Trade



Petrol Pumps & ECommerce



Pan India festival Presence



Durga Puja, West Bengal



Rath Yatra, Puri



Ganesh Chaturthi, Maharashtra

Making it bigger in 2019

Painting the town with SVS



Sample distribution at key junction points



Changing the game with SVS Sachet !



Suraksha Wristbands

Given to families with children with space to write emergency contact number



Brushing Stations



Suraksha Ropes

Given to families to help them be with each other



And Adding to the list...Kumbh Mela 2019



150 MM + Footfalls
One in 5 visitors exposed to SVS

Innovating in current product segments



'MAKE BRUSHING FUN' – LEVERAGING CHARACTERS



New Kids IMC – Amplification across Platforms

Digital advertising



Exciting Promotions



In-store engagement



Innovating in Current Product Segments



Presenting Palmolive Facial Bar



High Impact Launch – Digital



YouTube voot



Colgate

High Impact Launch – In store /OOH /Print

Outdoor



In-Store



Sampling with Vanitha Magazine in Kerala

Palmolive Facial Bars – Launched with singles



Introducing new Multipack

Buy 3 Get 1 Free



Expanding Palmolive in Liquid Refill segment



Innovating in Current Product Segments



Technology led Innovation in Battery Toothbrushes



Making strides in affordable sensitive



Sensitive
Toothbrush
@
25/-

Driving Organic Sales growth



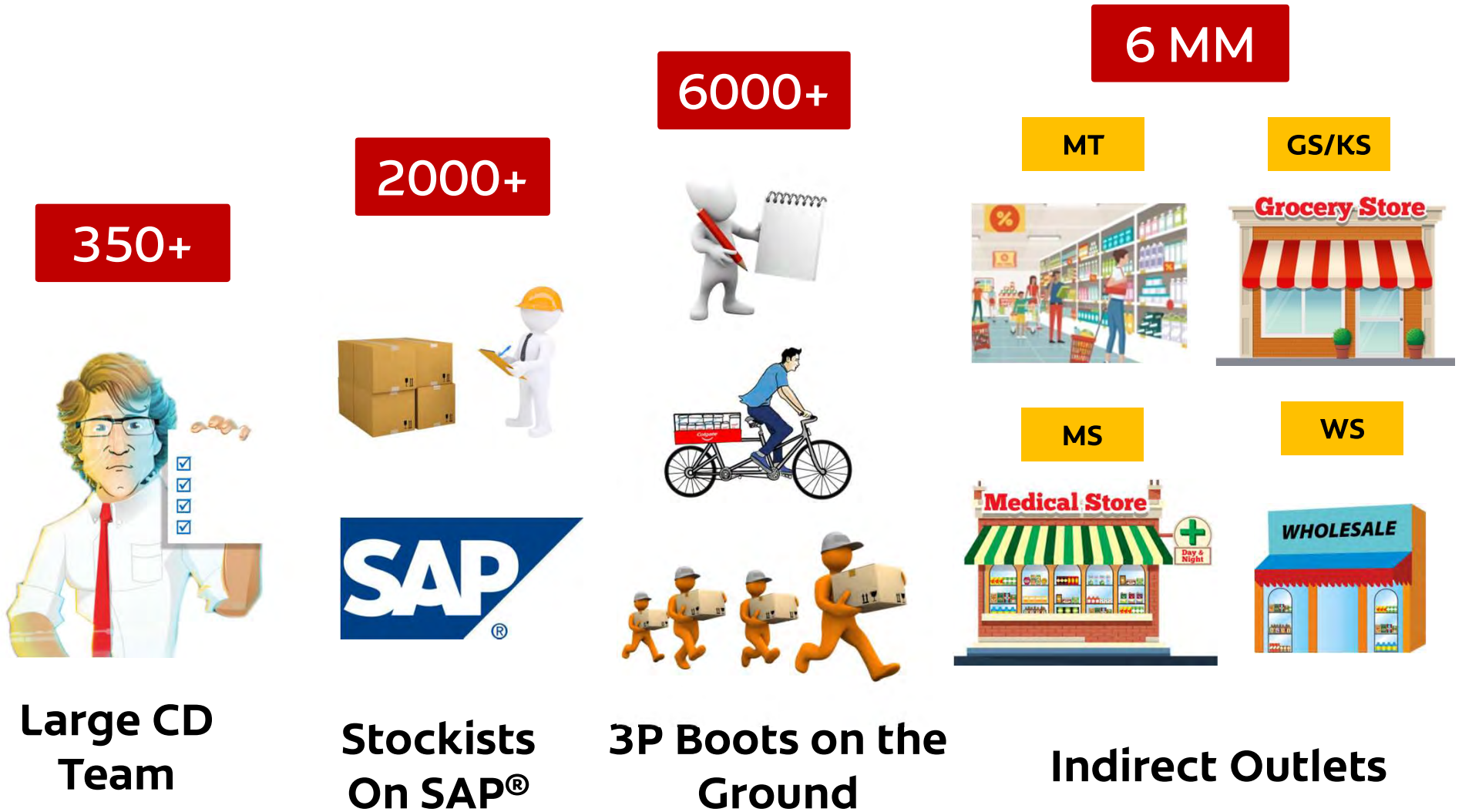
Winning on Ground



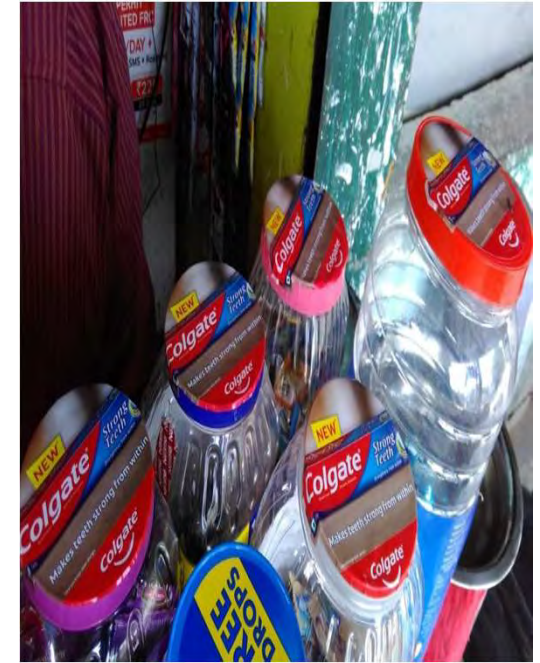
Winning on Ground



Robust Customer Development Team



Winning in Store – CDC #AndarseStrong



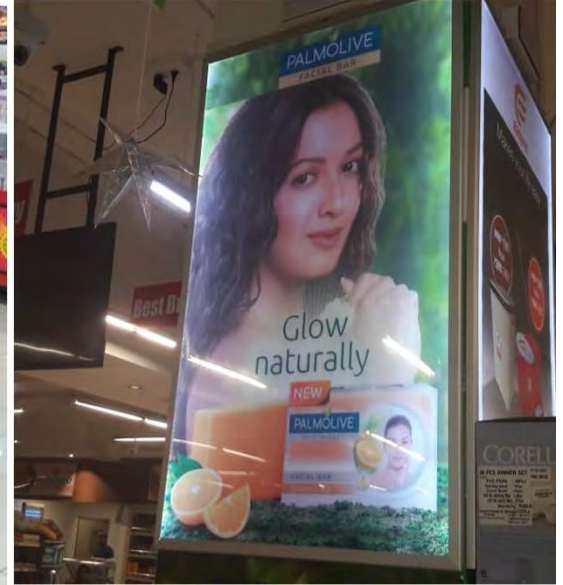
Winning in Store – SVS Activation



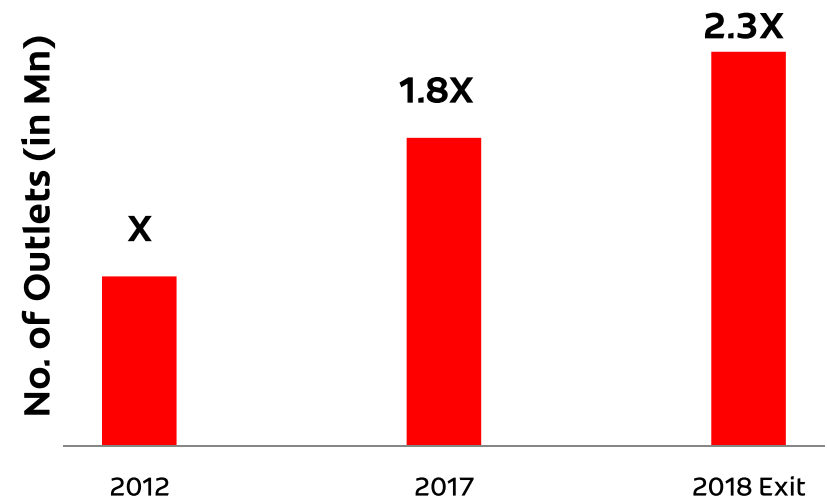
Winning in Store – Total Upgrade



Winning in Store – Palmolive Facial Bars



Giant Leap in Direct Coverage in 2018



Winning on Ground



Winning in Customer Events – Big days



- Participation from cross functional teams across the country
- Significant share gains across categories

SVS crossing 5 share In Top Retail Customers



Driving consumption with saver packs



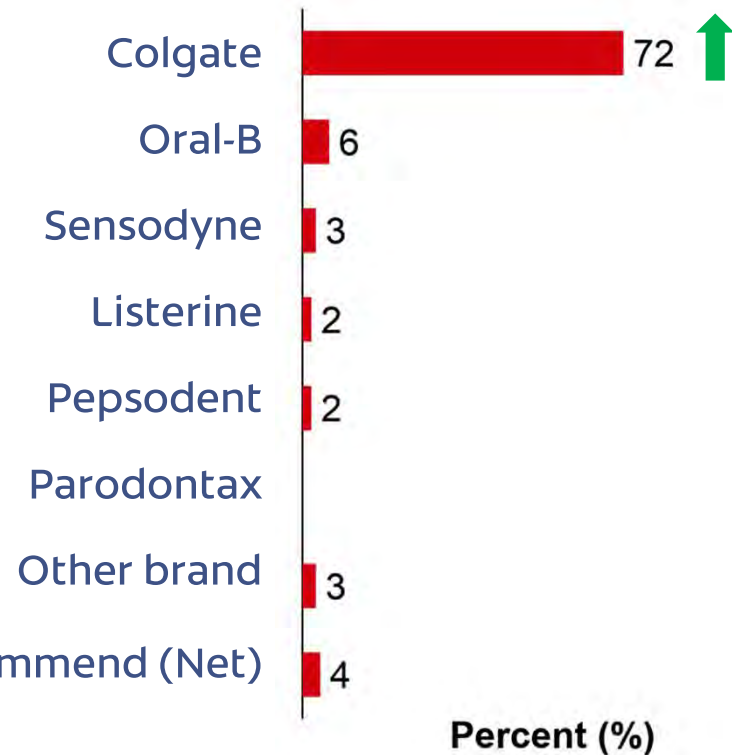
Winning on Ground



Equity Most Often Recommended by Dentists



Do Not Recommend (Net)



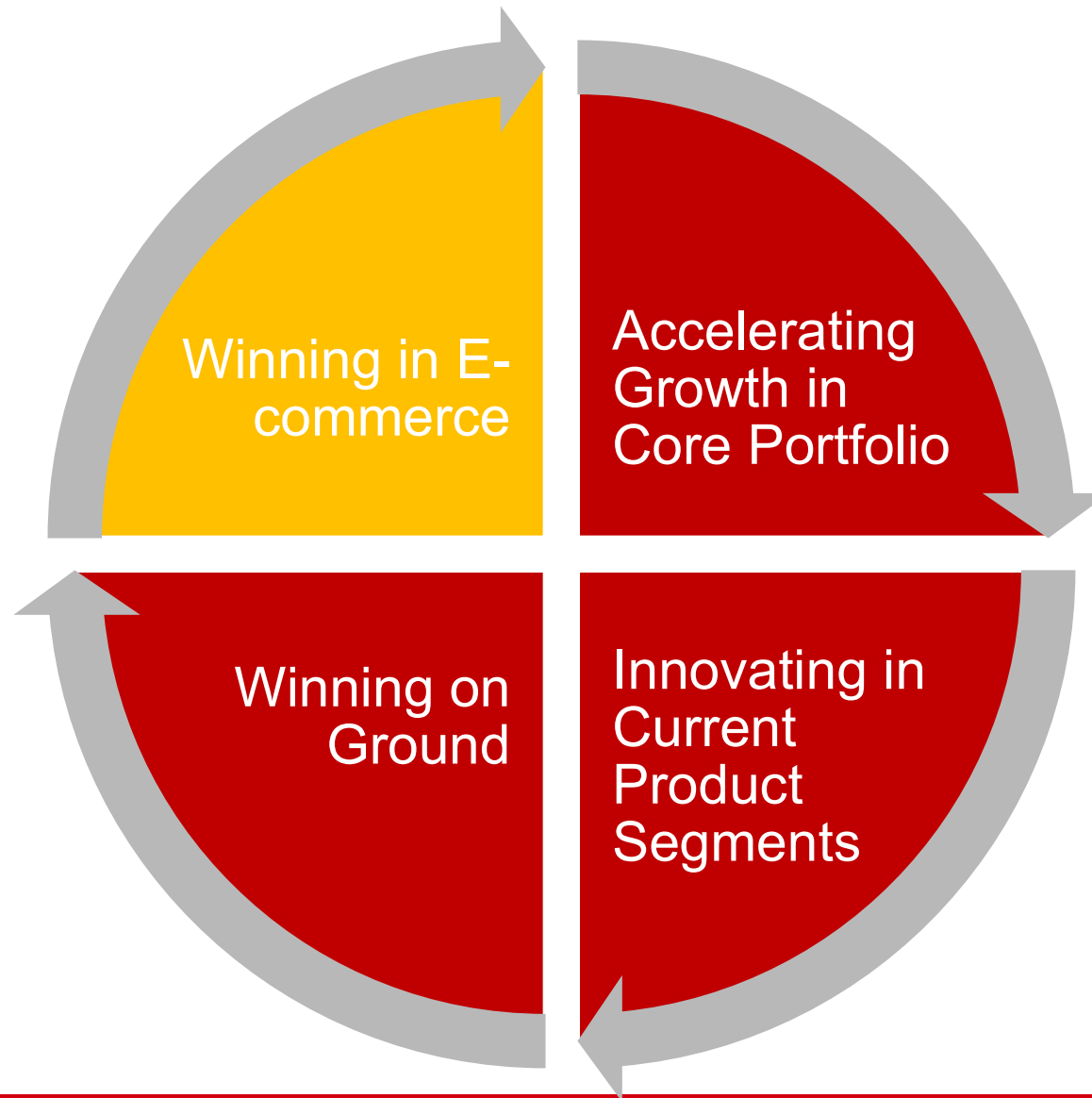
Strong Scientific Engagement with Dentists



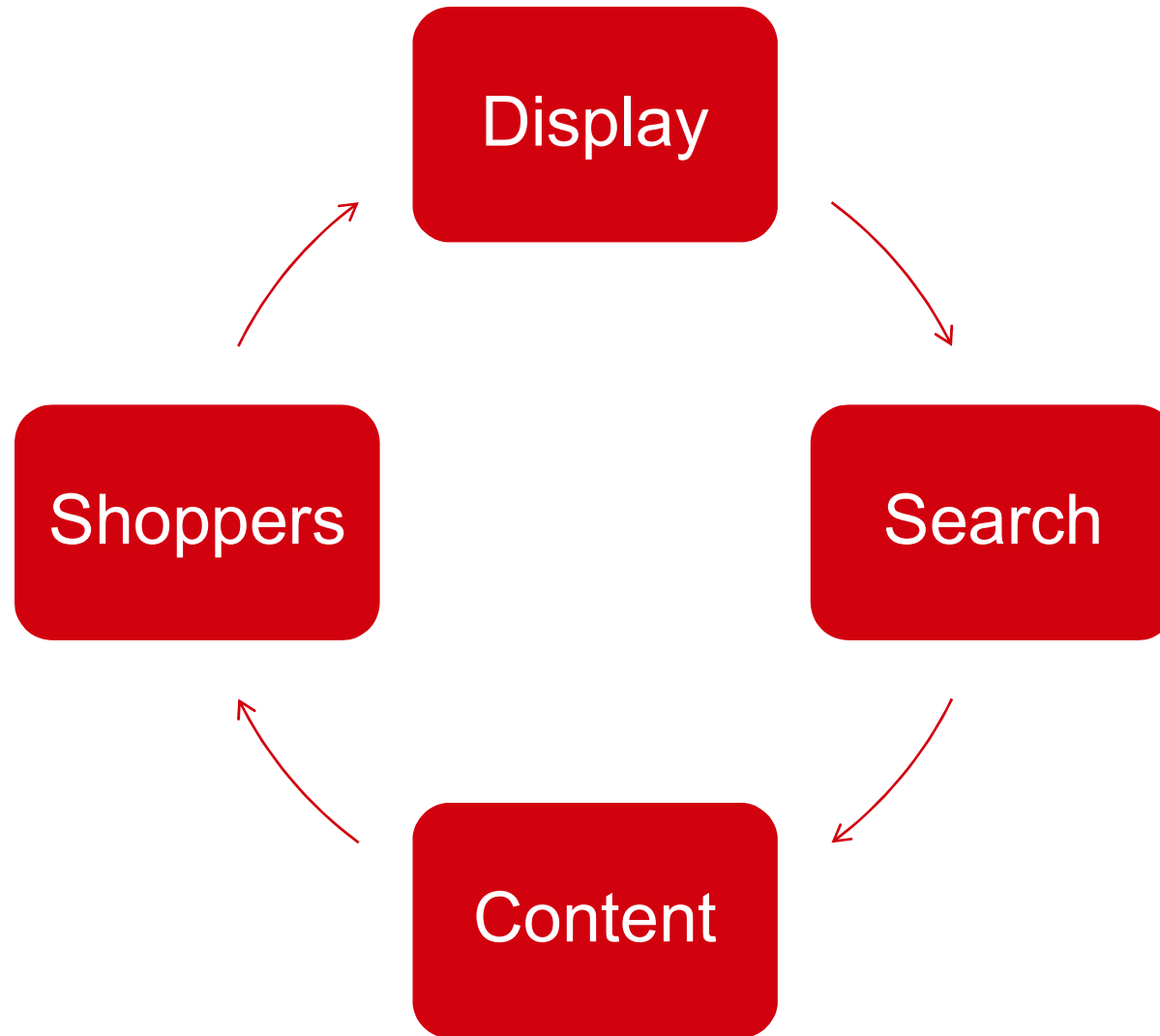
Unveiling Total Re-launch at Dental Conference



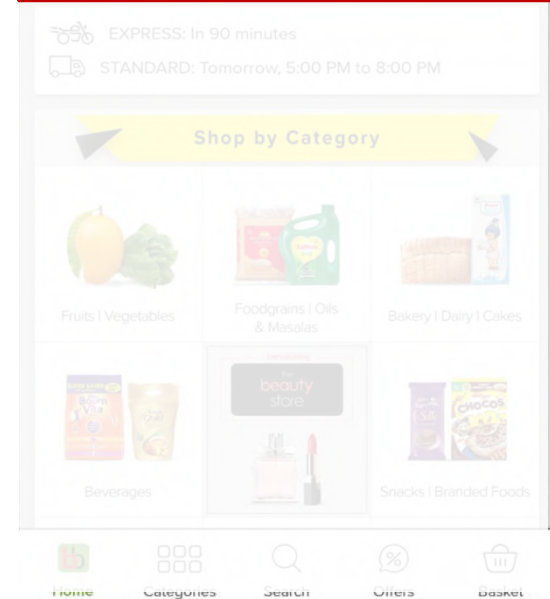
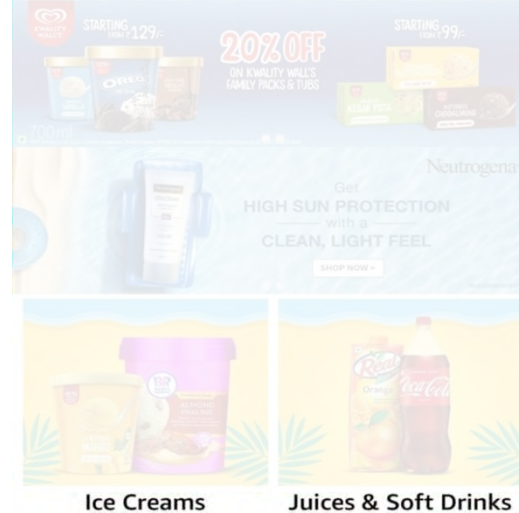
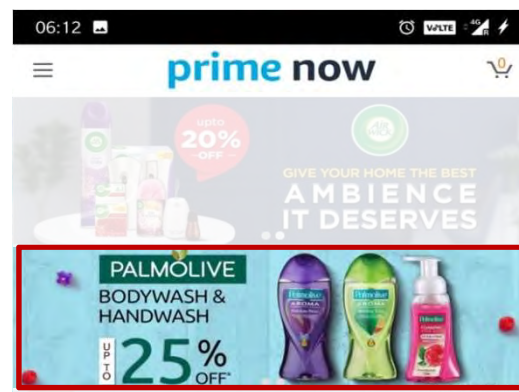
Driving Organic Sales Growth



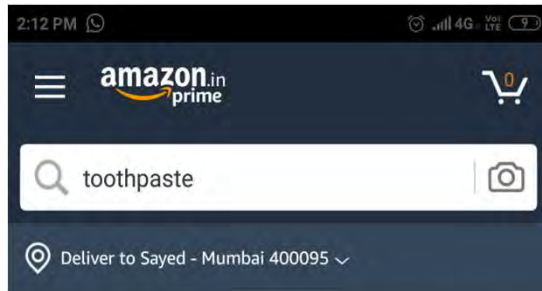
Winning in E-Commerce



Winning with Display



Winning with Search



Sponsored by Colgate

No.1 Toothpaste Brand Recommended by Dentists

12% Off

Colgate MaxFresh

MEGA SAVE - 20

Colgate MaxFresh

Gel Toothpaste 300g

Sponsored

Colgate MaxFresh Anticavity Toothpaste Gel, Spicy Fresh - 300gm (Saver Pack)

★★★★★ (542)

₹144 ₹164 Save ₹20

prime FREE Delivery by Tomorrow

Amazon's Choice

25% Off

Colgate MaxFresh

MEGA SAVE - 20

Colgate MaxFresh

Gel Toothpaste 300g

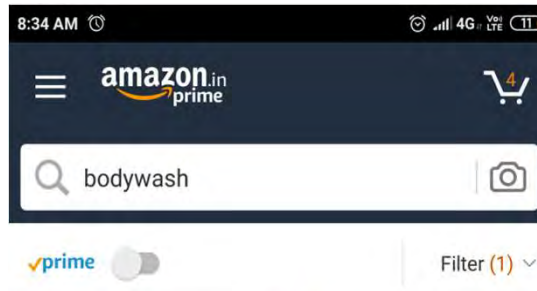
Colgate MaxFresh Anticavity Toothpaste Gel, Spicy Fresh - 300gm (Saver Pack)

★★★★★ (75)

₹123 ₹164 Save ₹41

amazon pantry

Get it by Tomorrow, May 14



30% Off

Palolive

Aroma Absolute Relax Shower Gel - 250ml (Pack of 2)

30% Off

Palolive

Aroma Absolute Relax Shower Gel - 250ml (Pack of 2)

Pack of 2 Bodywash

2 x 250 ml

Sponsored

Palolive Bodywash Aroma Absolute Relax Shower Gel - 250ml (Pack of 2)

★★★★★ (564)

₹249 ₹360 Save ₹111

prime FREE Delivery by Tomorrow

20% Off

Dove

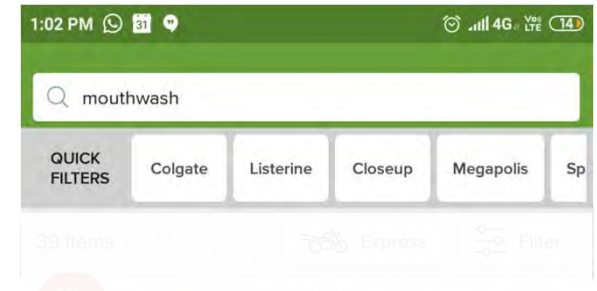
Body Wash

25% Off

Palolive

THERMAL SPA Body Wash

BODYWASH



30% Off

LISTERINE

Mild Taste Mouthwash - Cool Mint, Mild Taste

500 ml

MRP: Rs 230

Rs 172.50

ADD

Colgate

KHAO PIMO

Colgate Plax

PLAX KARO

Up to 25% off* on plax mouth wash

LISTERINE

Mouthwash - Original

500 ml - Bottle

MRP: Rs 230

ADD

Home Categories Search Offers Basket

Winning with Content



TOOTHPASTE
VEDSHAKTI 200g



Colgate Swarna Vedshakti



Pamper Your Skin Everyday



Helps bring essential oil leaves you feeling relaxed. Cells also do their natural process of natural shower. Instantly pleasing fragrance offers a relaxing aroma under the shower.

Steps to a Soothing Aroma Bath



Start Your Day Right with Palmolive's Shower Range



Deliciously hydrating that makes every shower feel like a day at the spa. The secrets of Thermal message for you to make every shower feel like a day at the spa. An energizing shower gel that awakens your senses with its uplifting berry notes and. Rich and foamy exhilarating formula that helps retain moisture.



MOUTHWASH
PEPPERMINT
500 ml



Colgate

Winning with Shoppers

Win scholarships worth ₹10,000/-*

amazon exclusive

WIN SCHOLARSHIPS



Colgate Strong Teeth
with Cavity Protection



Saniya Shekh
Colgate Scholarship Winner
Pimpri, Pune

Colgate Give a missed call on 1800 123 6563.

*For detailed terms and conditions visit website www.colgatecare.com. Offer valid till 30th September 2018.

Buy any Colgate Product and get a
FREE DENTAL CHECKUP*
&
100% CASHBACK*



Colgate

*Terms and Conditions apply



Colgate

**Xtra freshness.
Xtra savings.**

Up to **25% off***

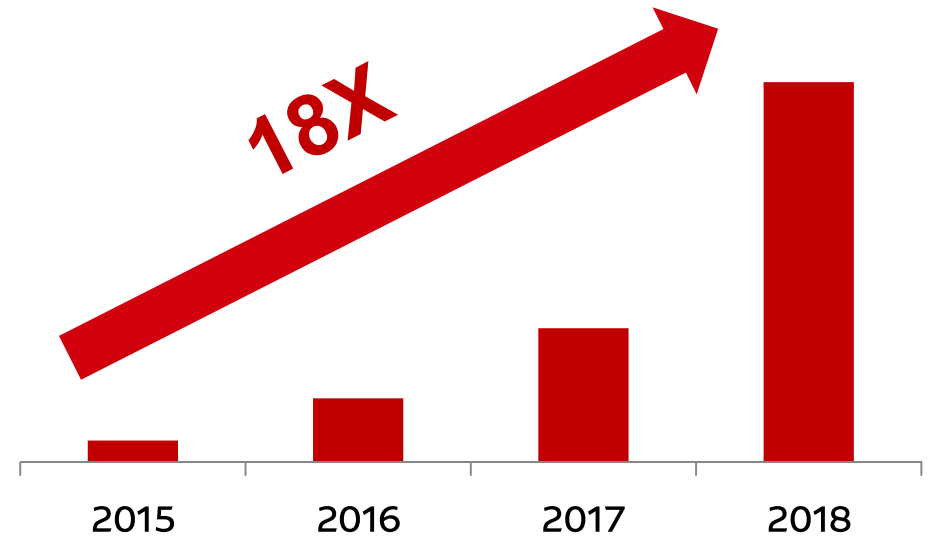
NEW Colgate Maxfresh
Red Gel Anticavity Toothpaste
with COOLING CRYSTALS
INTENSE COOLING + SUPER FRESHNESS
NEW XTRA FRESH
SPICY FRESH COOL

*On MRP (inclusive of all taxes), for a limited period only.

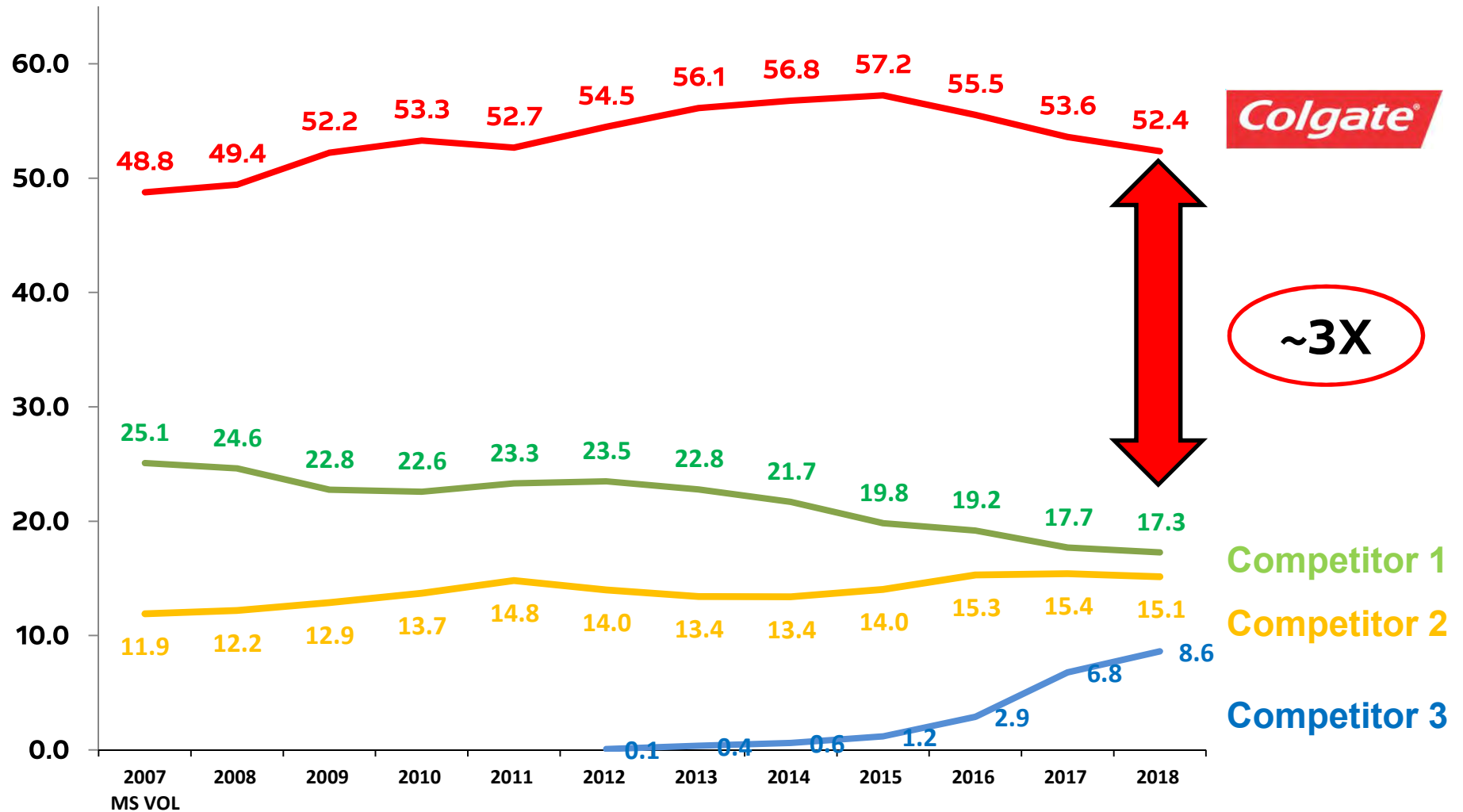
Winning in Ecommerce



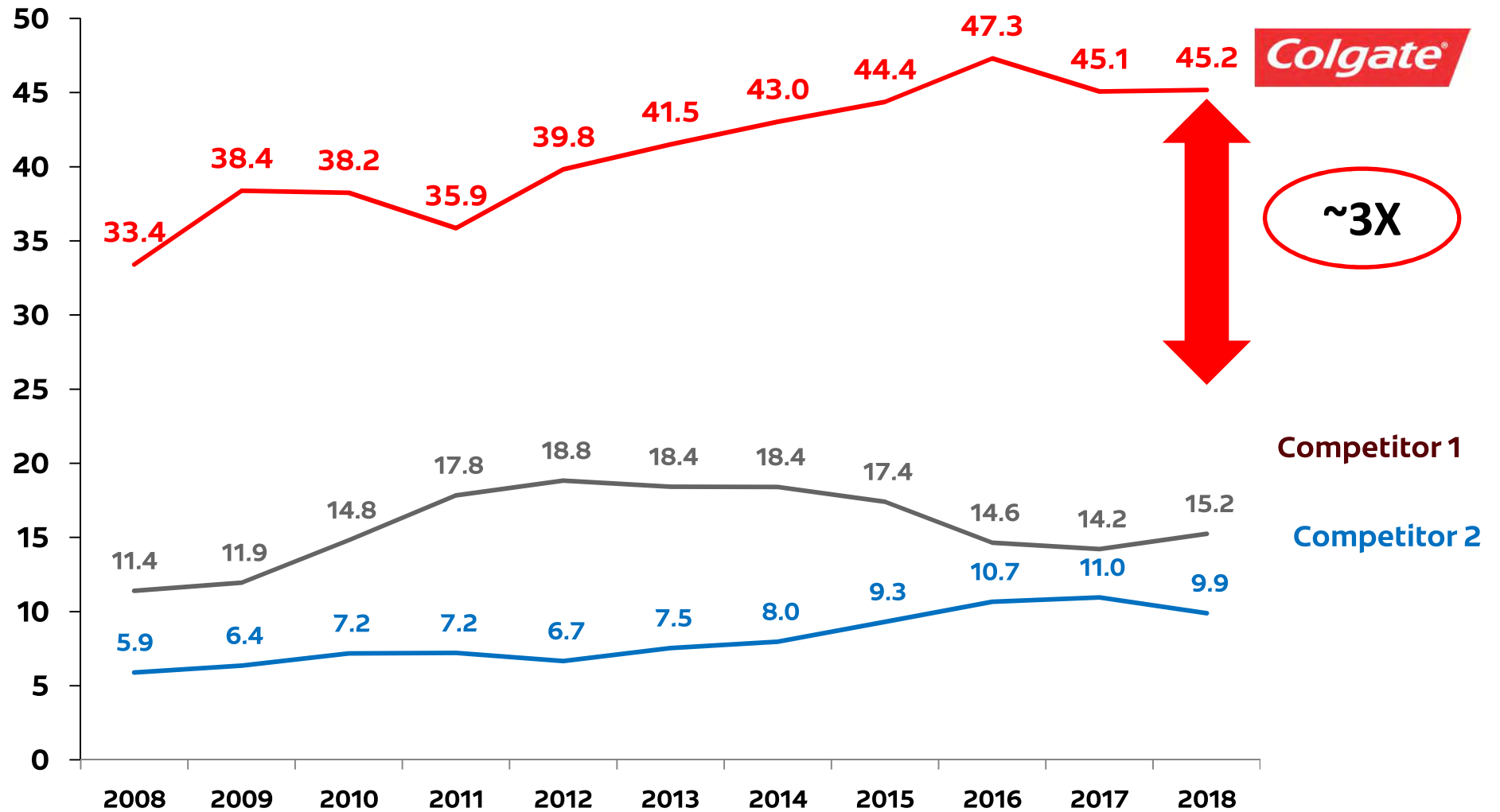
Colgate Ecommerce Business



Strong Toothpaste Volume Share



Toothbrush Volume Share



Key Priorities

Driving
Organic Sales
growth

Maximizing
Productivity
Across the
P&L

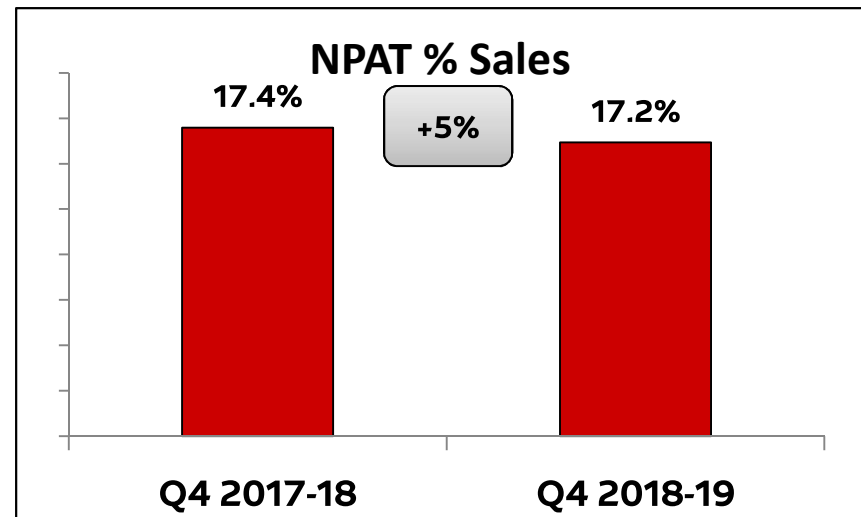
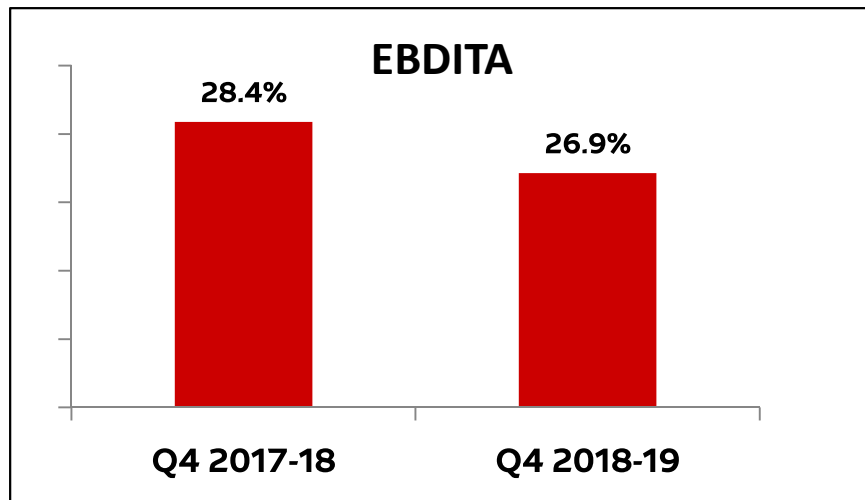
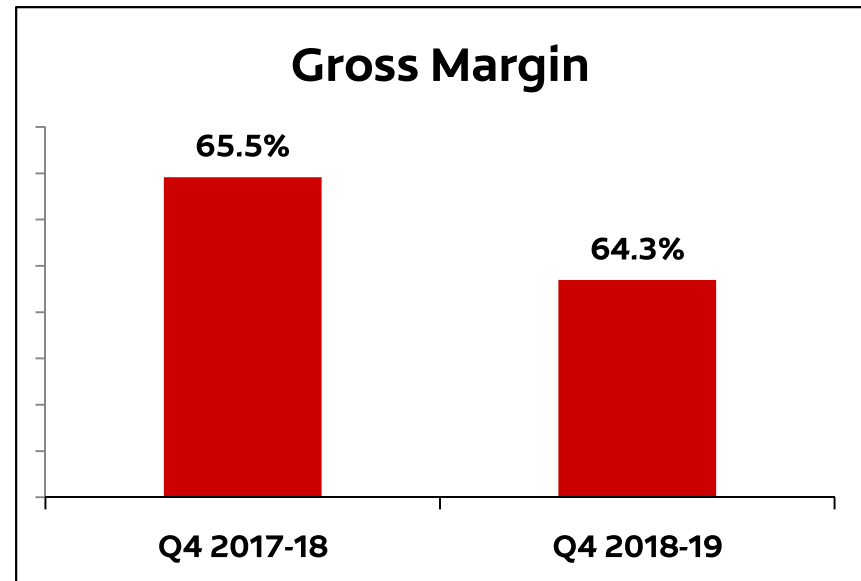
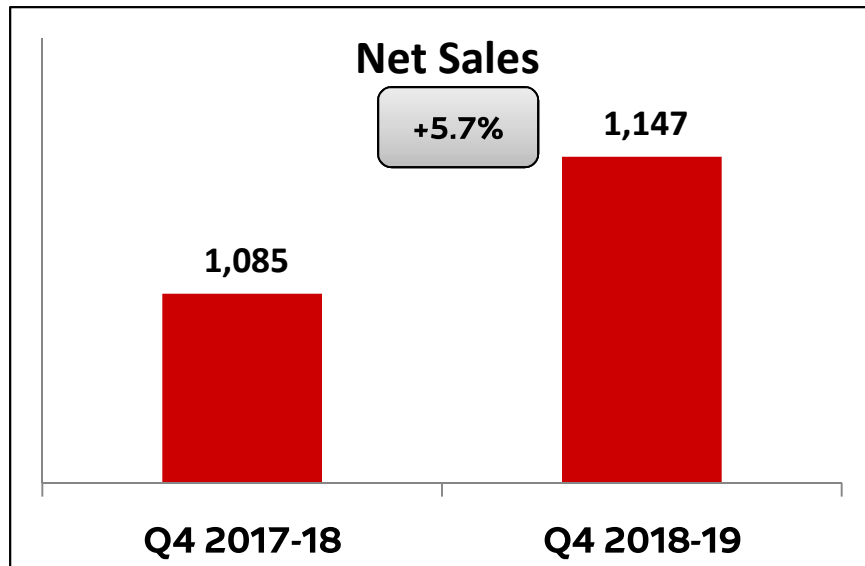
Effective
deployment
of Cash flow

Leading to
win

Finance Strategy



Q4 2018-19



Q4 2018-19

Q4 2018-19

Net Sales

+5.7% growth

Gross Margin

64.3% to NS
-120 bps

Advertising

13.6%

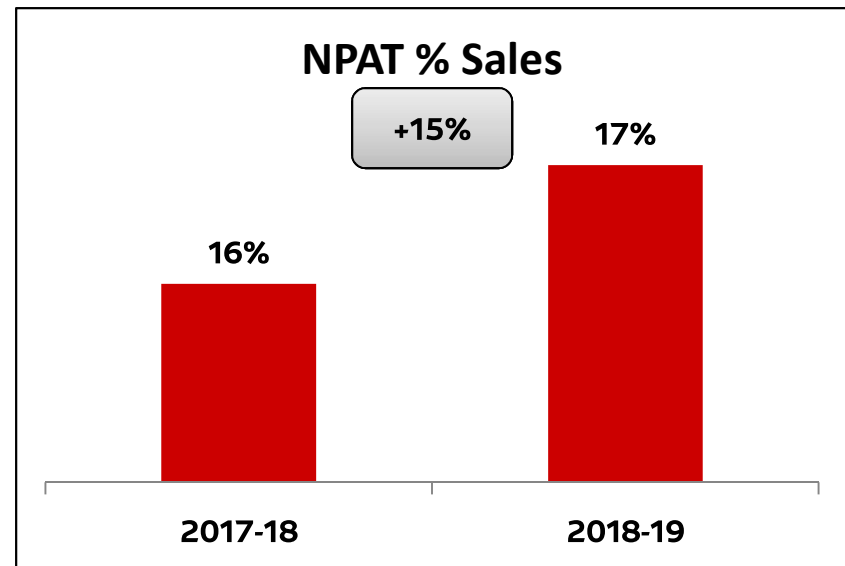
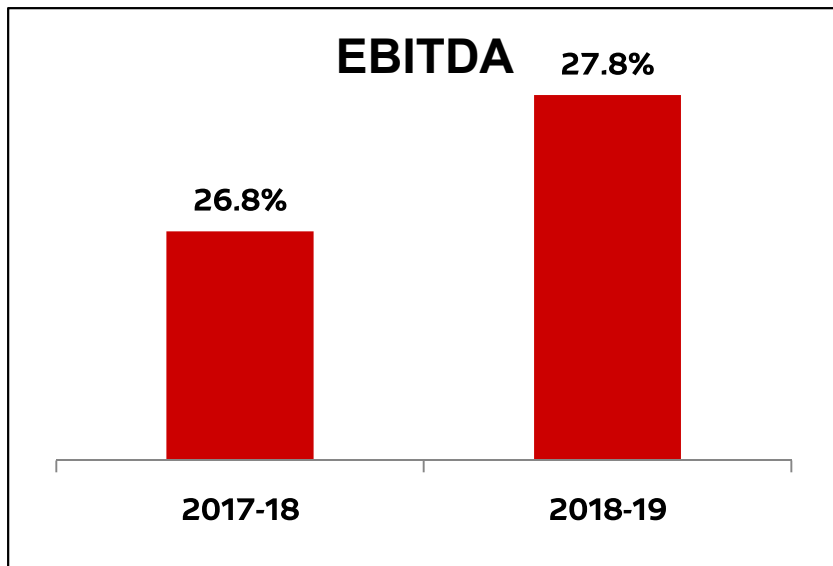
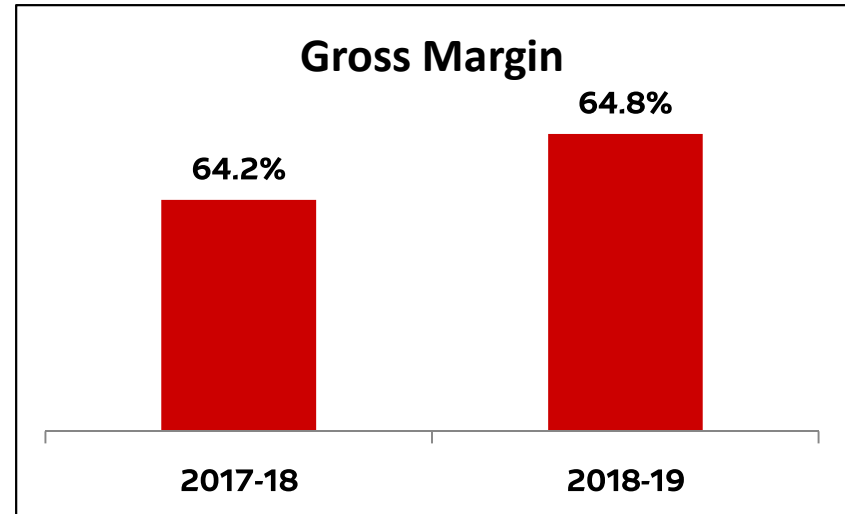
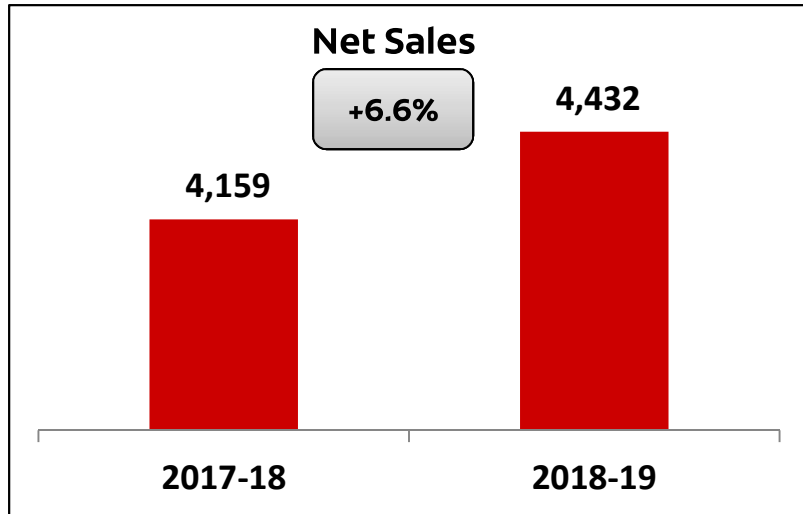
EBITDA

26.9% to NS
-150 bps

PAT

17% to NS
+5%

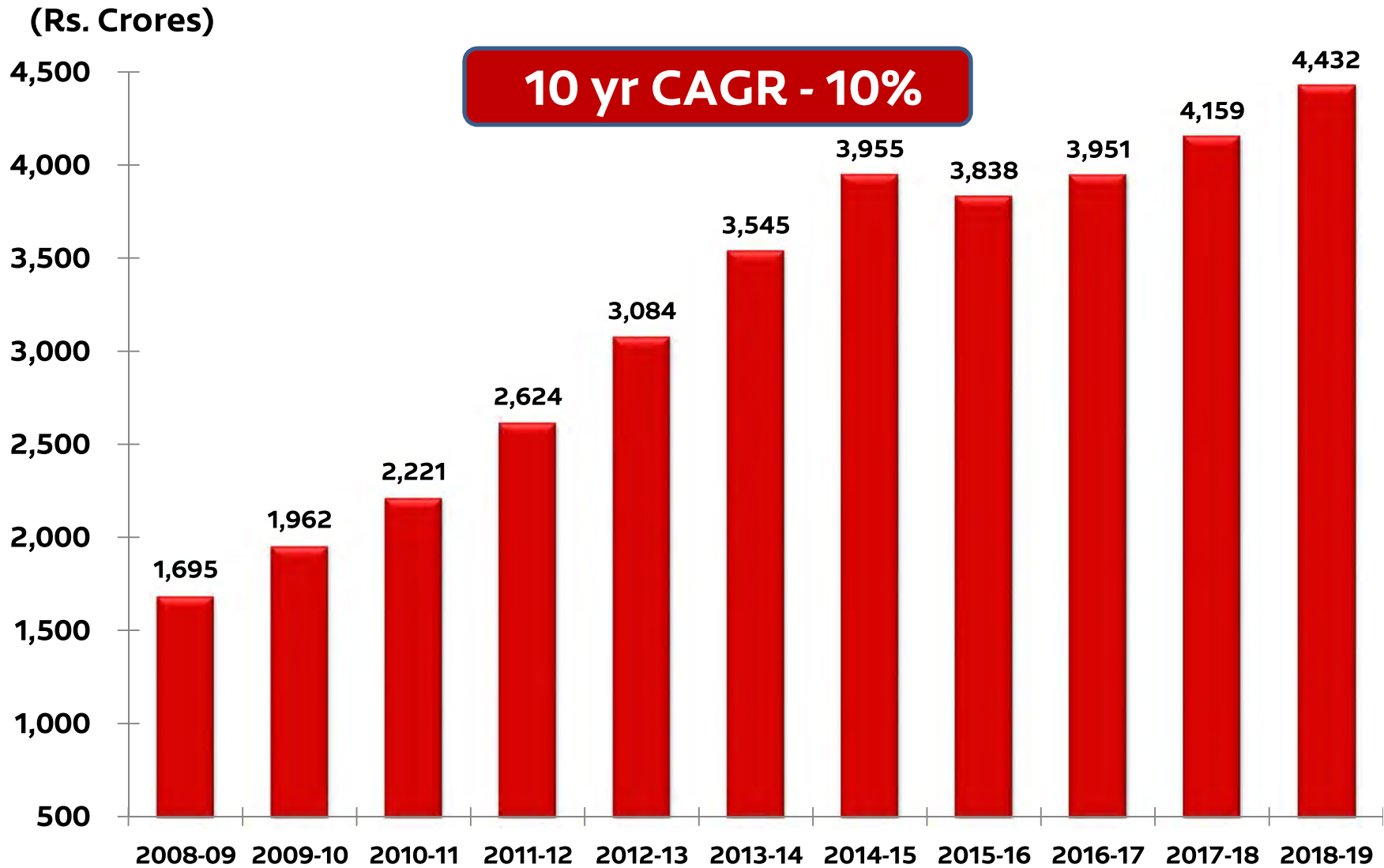
FY 2018-19



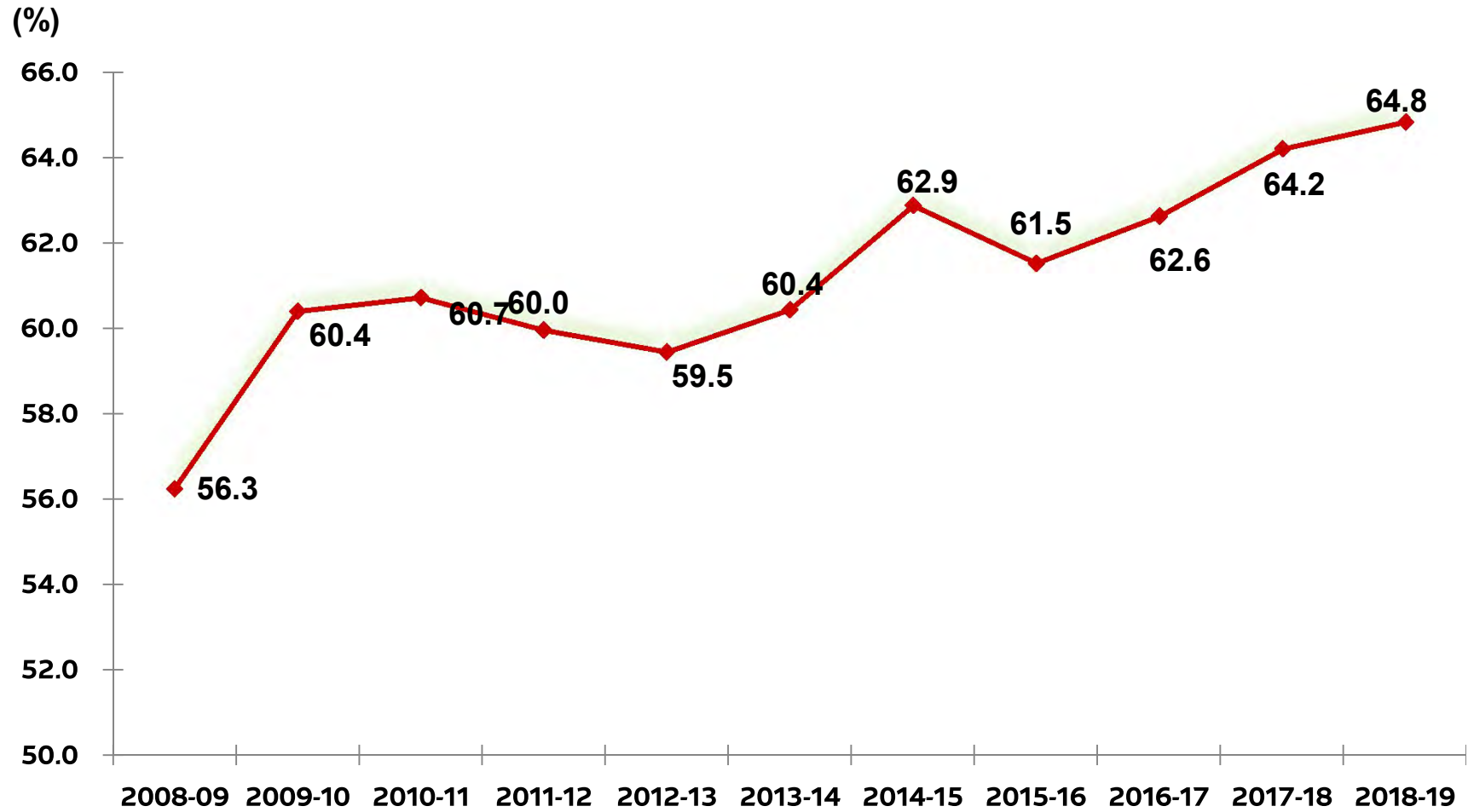
Summary

	Q4 2018-19	FY 2018-19
Net Sales	+5.7% growth	+6.6% growth
Gross Margin	64.3% to NS -120 bps	64.8% to NS +60 bps
Advertising	13.6%	12.7%
EBITDA	26.5% to NS -190 bps	27.8% to NS +100 bps
PAT	+5%	+15%

Net Sales



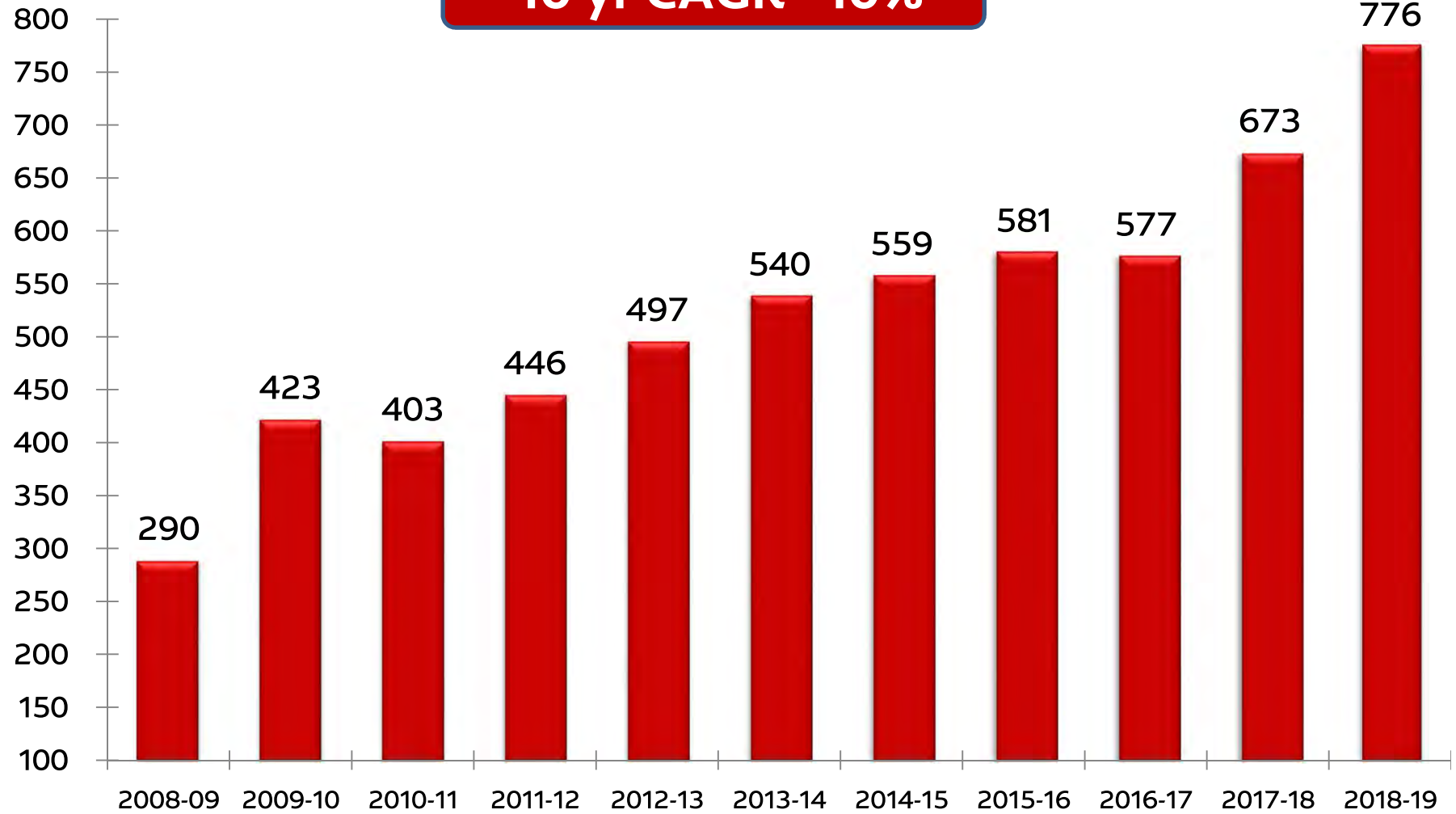
Gross Margin



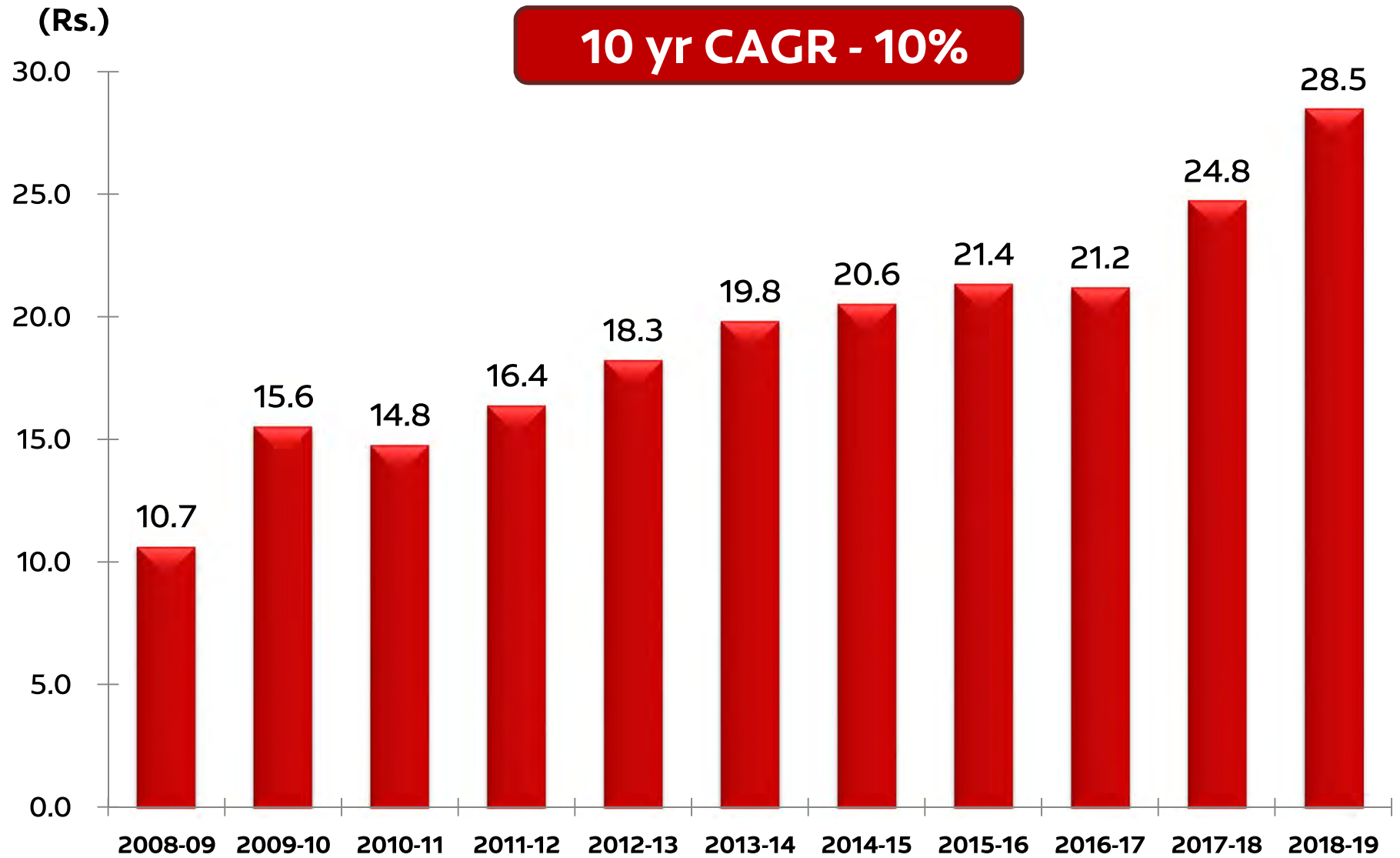
PAT

(Rs. Crores)

10 yr CAGR - 10%



EPS



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win

High End Manufacturing Facilities



Sanand Toothpaste



Baddi Toothpaste



Goa Toothpaste



Sricity Toothbrush

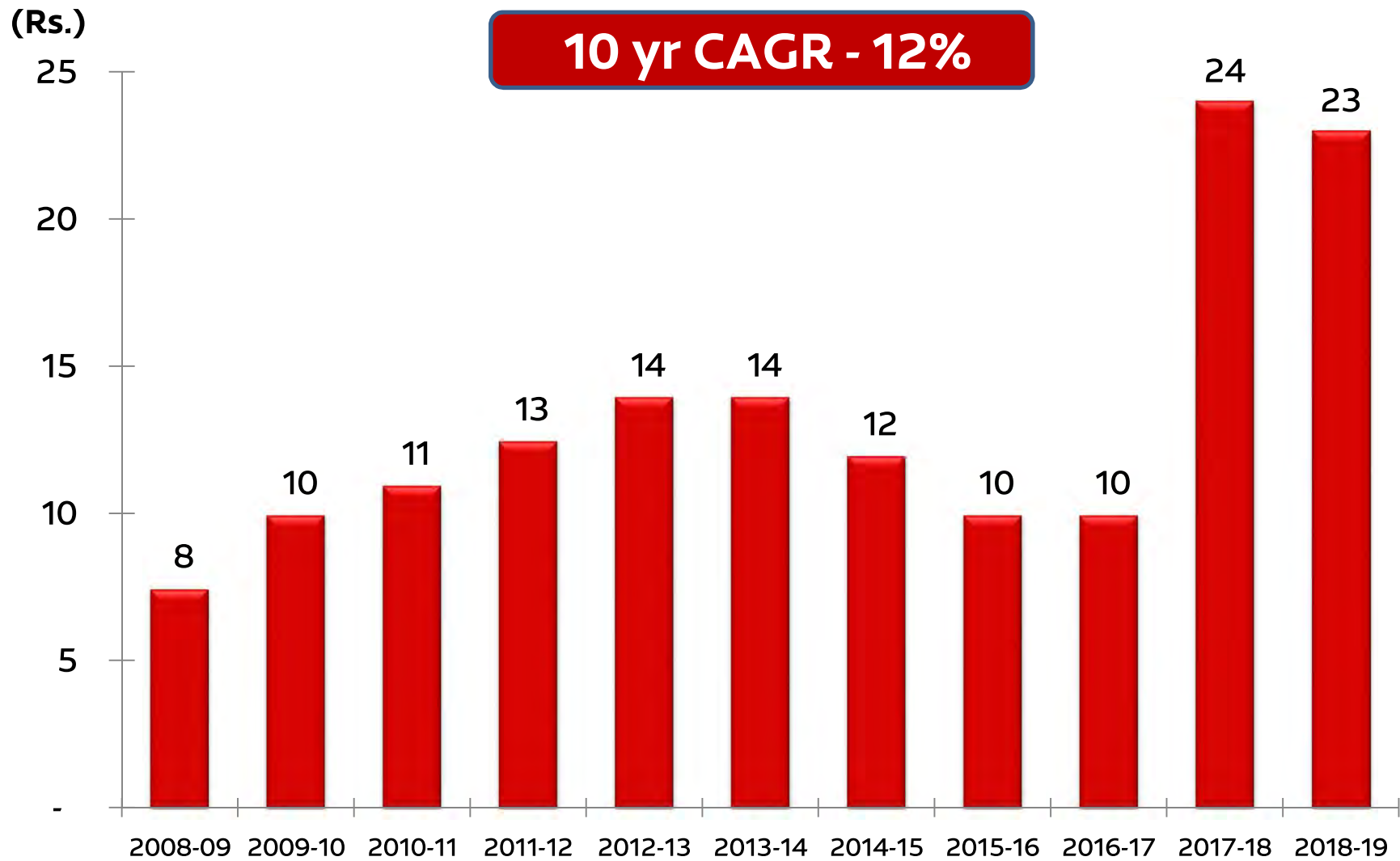
State of Art Manufacturing –Toothpaste Plant



Next Gen High Speed Automatic TB machine (Sricity)



DPS



Delivering Shareholder Returns

Year	Shares	Value
1978	IPO - 250	6,250
1994	Rights - 1,280	25,600
2019*	Holdings – 28,160	32,495,000
<i>*As on May 23, 2019</i>		

Dividend Received 5,650,859
(includes Capital reduction)

Compounded return of 25% since the IPO

Key Priorities

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win

Leading To Win



**Reducing our
Impact On
Climate and
Environment**



**Contributing to
Communities
we live and
work**



**Spreading
Smiles**



Sustainability at Plants



True Zero Waste Platinum Certification for all plants

Sustainability at Plants



Empty Tubes recycled to Boards



Community Clean Up Activity



1.3 MW Solar Plant at Sricity



Reusable Packing Materials



Composting of waste

Empowering our Communities

Water Program for communities
In villages of Amrawati , Maharashtra



Colgate - Seva Mandir *Education Scholarship program*

Women Empowerment through livelihoods,
supported with *Water Augmentation*



Water program at Amravati



Bhandri Village, Amravati – Program aims to support communities in 36 Villages in Amravati, Maharashtra

Water Program for Communities

Community Water Support



Drinking Water Stations for School



Water Augmentation Support



**Water Augmentation Support in Rajasthan.
Villagers have reported seeing water first time in 15 years after rains**

Women Empowerment

Floriculture



Women Self Help Groups



Bringing Smiles with BSBF



160 million+ school children contacted across 410,000 schools in last 42 years

With a Smile at the Heart of Colgate





SMILE KARO AUR SHURU HO JAO