

Godrej Consumer Products Ltd.
Regd. Office : Pirojshanagar,
Eastern Express Highway,
Vikhroli (E), Mumbai 400 079. India
Tel. : +91-22-2518 8010/8020/8030
Fax: +91-22-2518 8040/8065/8069
Website : www.godrejcp.com
CIN : L24246MH2000PLC129806

March 12, 2015

BSE Limited

Corporate Relations Department
1st Floor, Rotunda Bldg., P.J. Towers, Dalal Street,
Mumbai 400 023.

Scrip Code : 532424

The National Stock Exchange of India Ltd

Exchange Plaza, 4th Floor,
Bandra-Kurla Complex, Mumbai 400 050

Sub: Press Release

Dear Sir,

We attach herewith a communication which is self-explanatory.

This is for your information.

For Godrej Consumer Products Limited


Ramesh Iyer
Dy. Company Secretary

The Godrej logo, featuring the word "Godrej" in a stylized, colorful script font.

PRESS RELEASE

Mumbai, India - March 12, 2015

Godrej Consumer Products Limited makes key changes to its senior leadership team structure to improve agility and better capitalise on significant growth opportunities ahead

Godrej Consumer Products Limited (GCPL) announced two key changes to its senior leadership team, effective April 1, 2015:

Sunil Kataria will be elevated to Business Head India and SAARC



Sunil joined GCPL in 2011 after successful stints at Idea and Marico. In his current role, he oversees the sales and marketing organisation for the India business and is also the SAARC Business Head. Sunil successfully led the merger of the sales and marketing organisations of GCPL and the erstwhile Godrej Sara Lee, combining the best of both companies and leveraging their complementary strengths to accelerate GCPL's growth and profit trajectory. Under his leadership, the brands in India have become stronger and GCPL's sales and marketing capabilities have also been substantially enhanced.

*As part of our emphasis on rotating key talent across Godrej, **V. Srinivasan** will now join the **GCPL** team as **Chief Financial Officer and Company Secretary**. **P. Ganesh**, after a successful stint as Chief Financial Officer of GCPL, will move to Godrej Industries as Chief Financial Officer and Company Secretary.*

Srini is currently Executive Director, Godrej Properties Limited and has successfully supervised the finance, capital strategy, IT and legal functions. In his over 25 years at Godrej, Srini has held key positions across different group companies, including Godrej Agrovet Limited and Godrej Industries Limited.



Both Sunil and Srini will report to Vivek Gambhir, Managing Director, GCPL and be part of the GCPL senior leadership team.

Commenting on the organisational changes, Adi Godrej, Chairman, Godrej Group, said:

“Over the last five years, GCPL has undergone a transformation. Internationally, we acquired a number of companies across Asia, Africa and Latin America. In India, we added to our soap and hair colour portfolios with the acquisition of Godrej Sara Lee, a market leader in household insecticides. We expanded our footprint and grew well ahead of our peers.

Now, we are in the phase of consolidating our existing brand portfolio, driving innovation across our categories and enhancing our sales and distribution capabilities. We believe that our new cluster structure will allow us to better capitalise on the significant growth opportunities ahead in India.”

Vivek Gambhir, Managing Director, Godrej Consumer Products Limited, added:

“These organisational changes are the next step in evolving our structure to better capitalise on the exciting growth opportunities across our portfolio in our various geographies. Going forward, our business will be organised into four clusters – India & SAARC, Indonesia & Middle East, Africa and UK & Latin America. Each of the cluster heads and the various global functional heads (Supply Chain, HR, Finance, Innovation and Research & Development) will be part of the GCPL leadership team.

The enhancements to our cluster structure will enable us to strengthen our focus and drive clear accountability for growing our business in each of our geographies. At the same time, our global functional support model will enable us to better leverage synergies and facilitate greater cross-pollination in our portfolio. We believe that this approach will allow us to remain agile and entrepreneurial, while deriving benefits of scale.

We have themed the changes in our structure as ‘future now’. This will enable us to be better prepared now to achieve our aspirations for the future. It will also help us strengthen our talent bench strength, while providing great developmental opportunities for our team members.

Both Sunil and Srinu are very capable leaders with proven results track records. Sunil has led the transformation of our India sales and marketing organisation, making it more future ready, as well as strengthening the equity of our brands. Srinu is a seasoned Godrej leader and has played an instrumental role in devising robust capital allocation, financial controls, investor relations and risk management strategies across the Godrej group companies.”

About Godrej Consumer Products Limited

Godrej Consumer Products Limited is the largest home-grown home and personal care company in India. We are constantly innovating to delight our consumers with more exciting, superior quality products at affordable prices.

We have bold ambitions and are becoming more agile and future ready. We rank number 1 in hair colour, household insecticides and liquid detergents and number 2 in soaps. In India, you grow up with our brands - Good knight, Cinthol, Godrej Expert, Godrej No. 1 - and we are now on our way to becoming an emerging markets FMCG leader.

In line with our 3X3 approach to international expansion, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care).

In 2010, we acquired the Indonesia based Megasari group, a leader in household insecticides, air fresheners and baby care. With the acquisition of Rapidol and Kinky in South Africa, and the Darling Group, a leading pan-Africa hair care company, we have a strong presence in the fast growing African hair care market. We acquired the Issue and Argencos groups in Argentina, leaders in hair colour, in 2010, and expanded our footprint to Chile through the acquisition of a 60% stake in Cosmetica Nacional. Our UK business acquired in 2005 has a play in hair and personal care. We also operate in the Middle East and have a strong presence across SAARC countries.

For more information, please visit our website: www.godrejcp.com

PRESS ENQUIRIES

Vandana Scolt
Deputy General Manager, Communication
Godrej Industries Limited and Associate Companies
+91 9769747884
vandana.scolt@godrejinds.com

Snigdha Vishal
Associate Director
Perfect Relations
+91 9819170087
svishal@perfectrelations.com
