

**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

June 9, 2015


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

**The National Stock Exchange of India Ltd**  
Exchange Plaza, 4<sup>th</sup> Floor,  
Bandra-Kurla Complex, Mumbai 400 050

Dear Sirs,

We enclose herewith for your information, a copy of an Investor presentation by the Company.

**Yours faithfully**  
**For Godrej Consumer Products Limited**



**V Srinivasan**  
**CFO & Company Secretary**

Encl: as above



# GODREJ CONSUMER PRODUCTS

INVESTOR PRESENTATION



# GODREJ CONSUMER PRODUCTS SNAPSHOT



largest home grown HPC company

**US \$1.4 billion**  
in sales in FY 15

## India business

leading market  
share  
in core  
categories

1

hair colours  
household insecticides  
liquid detergents

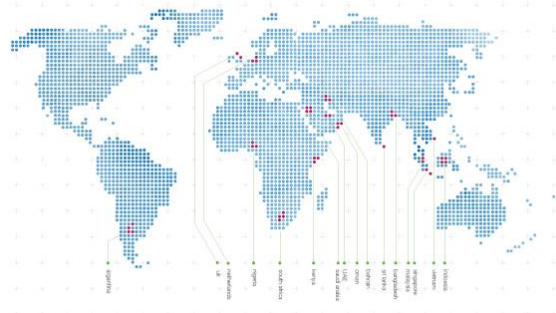
2

soap



strong positions  
in core categories  
**internationally**

home care  
hair care



**47%**  
revenues come from  
international businesses

acquisitions established  
a platform for a leading

emerging markets  
FMCG company

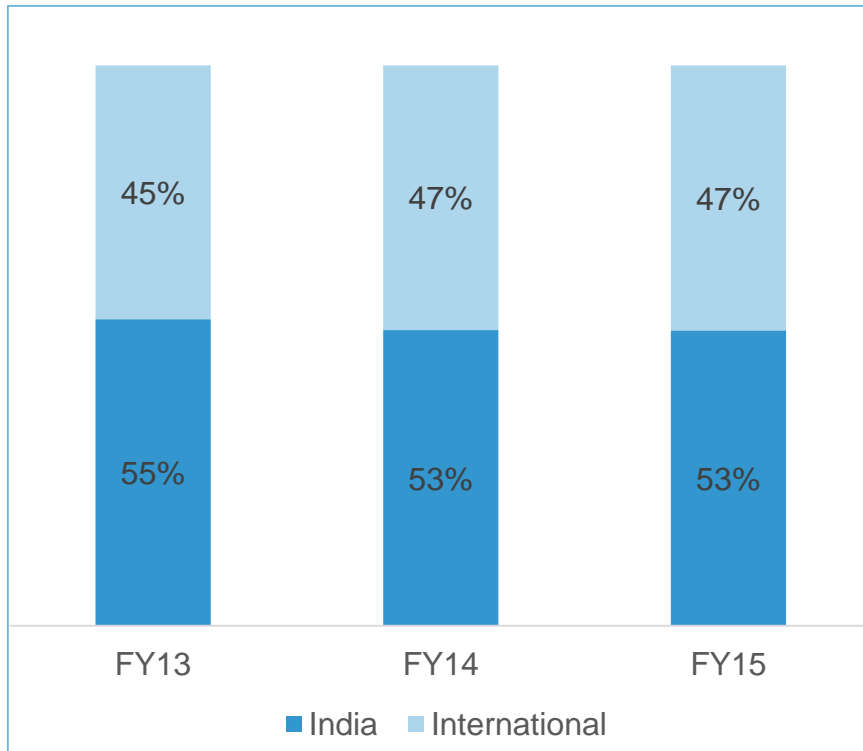
excellent track record of

## value creation

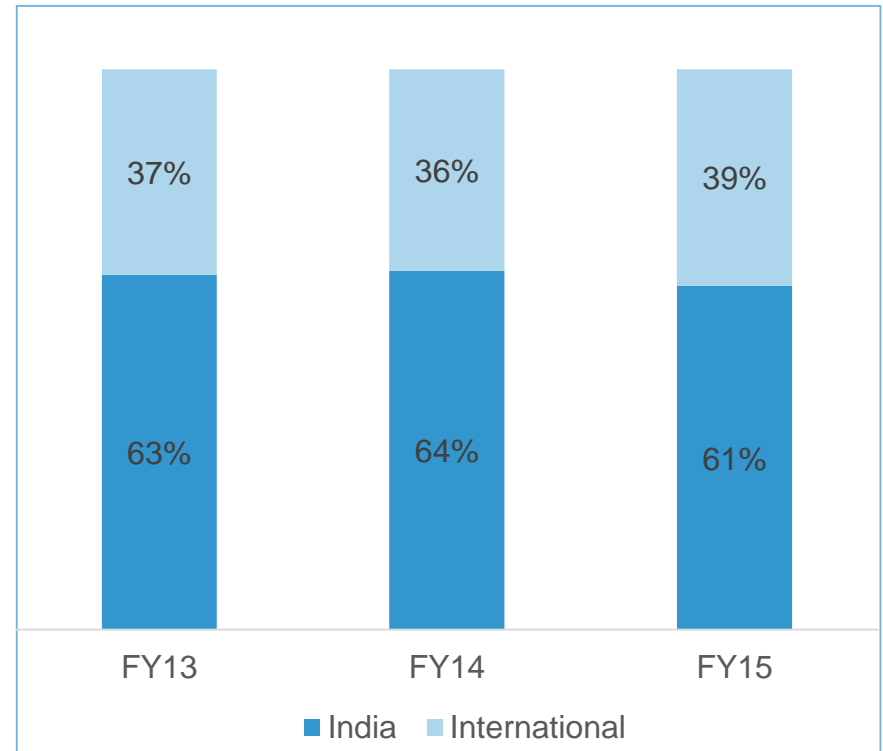


among FMCG companies in India

# INTERNATIONAL BUSINESS IS CONTRIBUTING NEARLY HALF OF OUR CONSOLIDATED REVENUES NOW



**REVENUE**



**EBITDA**

# WE HAVE LEADING MARKET POSITIONS IN MOST OF OUR GEOGRAPHIES

## INDIA

- 1 hair colours  
household insecticides  
liquid detergents
- 2 soaps



## SAARC

- 1 hair colours (Sri Lanka)
- hair colours (Bangladesh)
- 3 household insecticides (Sri Lanka & Bangladesh)



## INDONESIA

- 1 air fresheners  
wet tissues
- 2 household insecticides



## UK

- 1 stretch marks skin treatment
- 2 sanitisers
- 4 sun care  
female deodorants



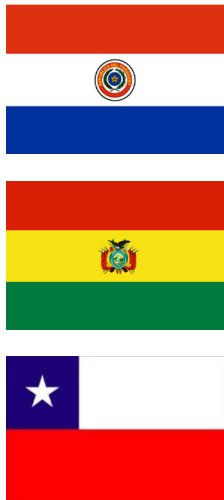
# WE HAVE LEADING MARKET POSITIONS IN MOST OF OUR GEOGRAPHIES

## LATIN AMERICA

1 hair colours\*  
(Argentina, Uruguay,  
Paraguay, Bolivia)



2 hair colours &  
colour cosmetics  
(Chile)



## SUB SAHARAN AFRICA

1 ethnic hair colours  
(14 countries)  
hair extensions  
(10 countries)

2 hair extensions  
(1 country)

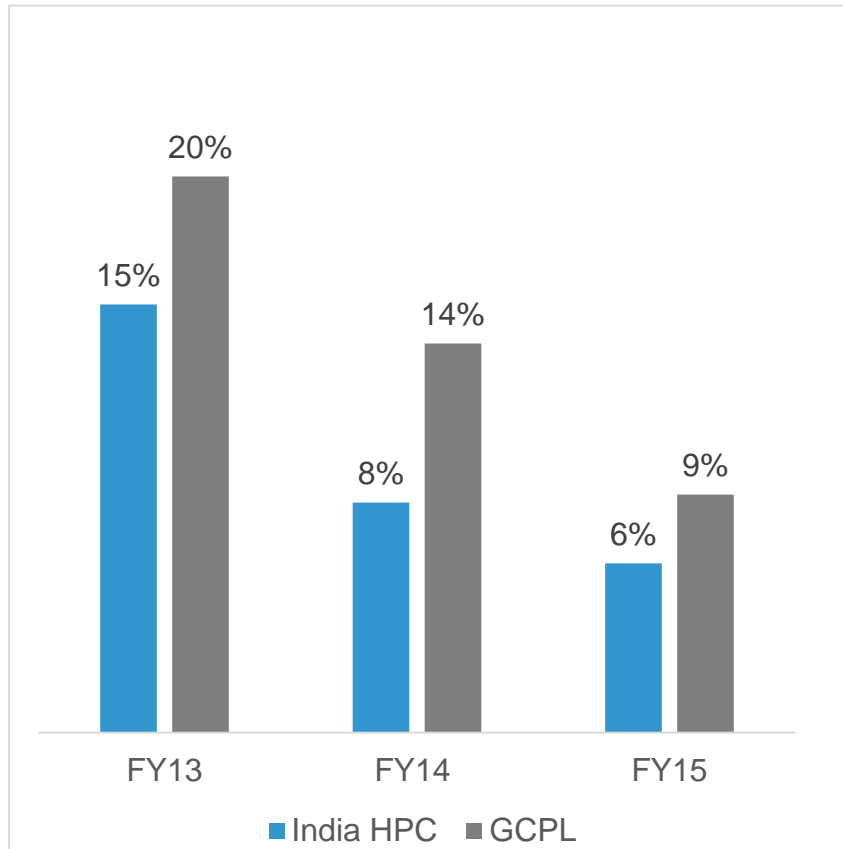
3 caucasian hair colours  
(South Africa)



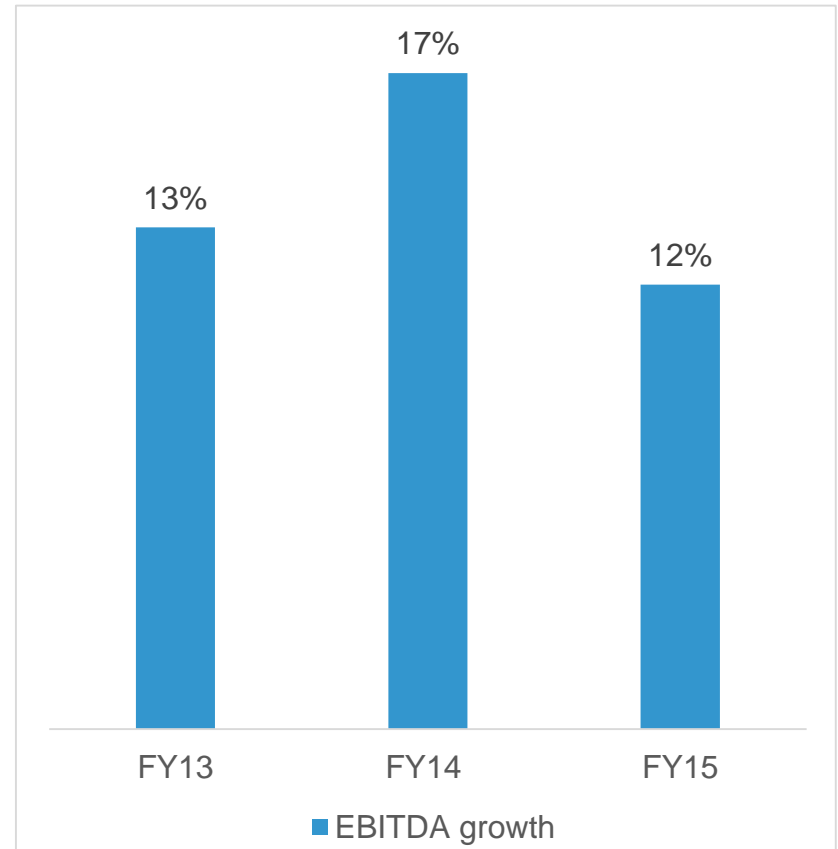
\* Volume Share

# IN INDIA, WE HAVE DELIVERED CONSISTENT, HEALTHY AHEAD OF THE CATEGORY SALES GROWTH

## INDIA NET SALES GROWTH\*

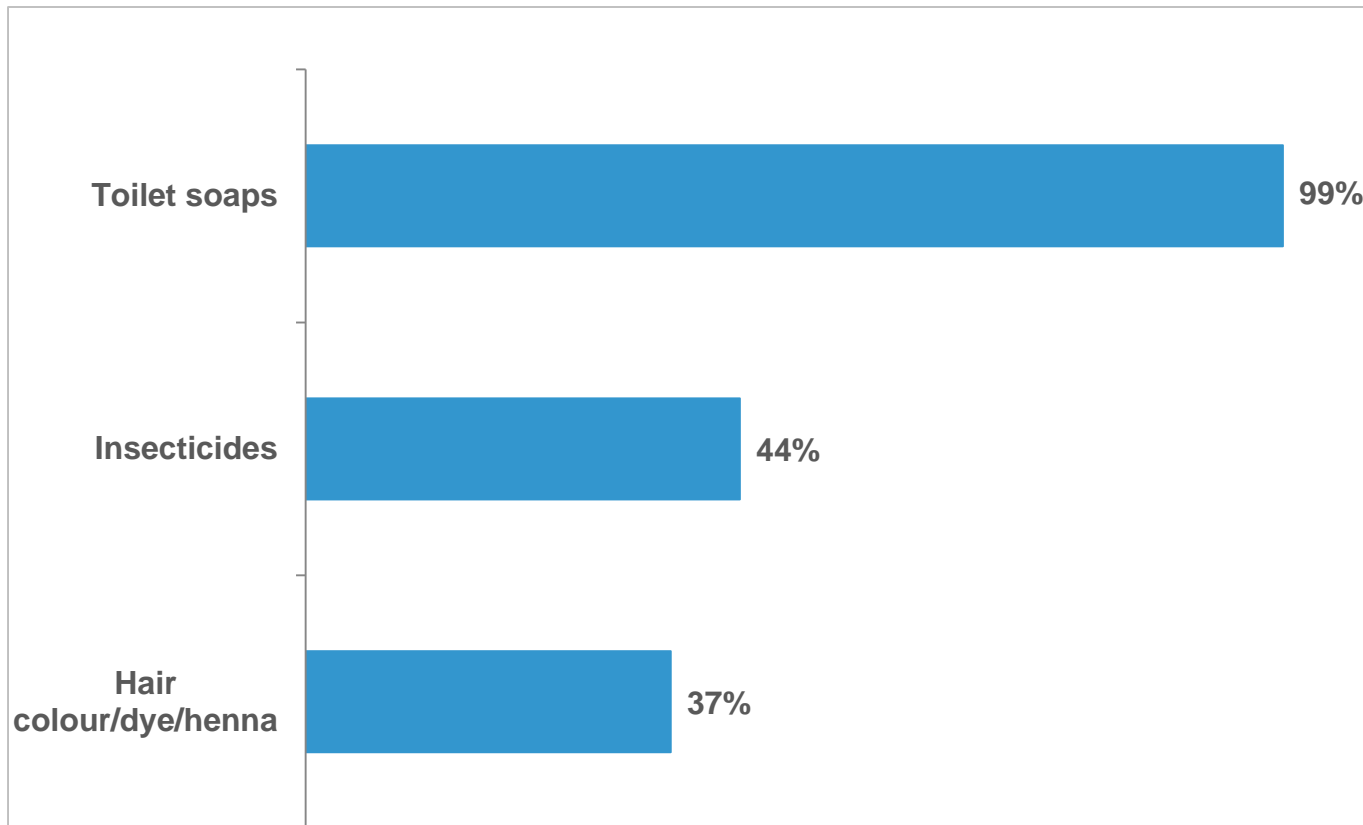


## EBITDA GROWTH (%)



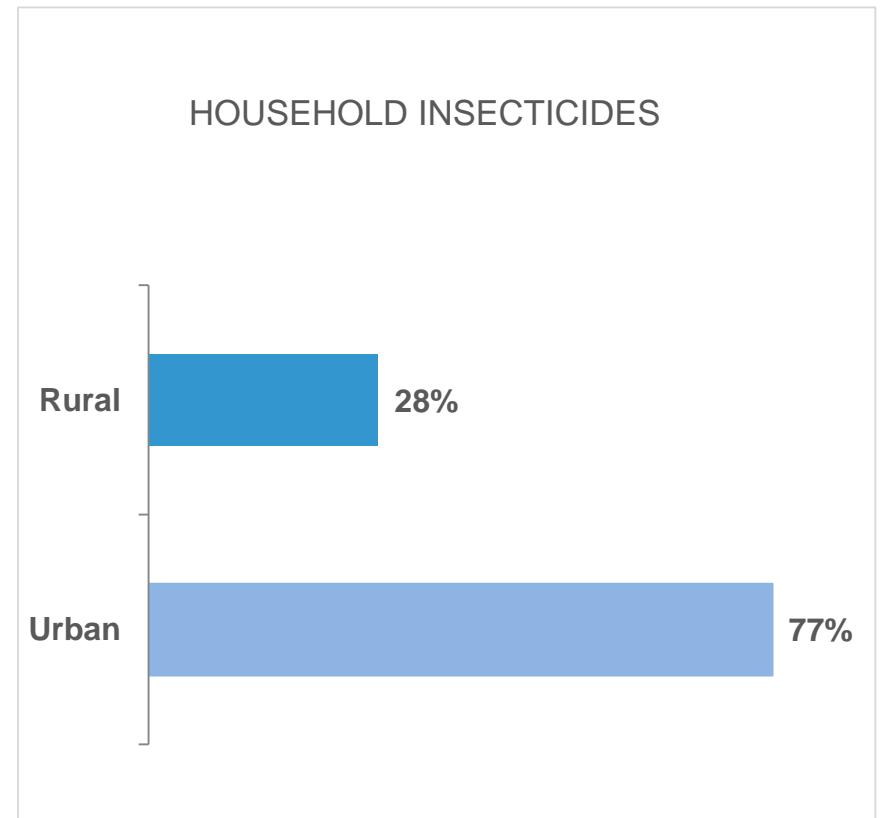
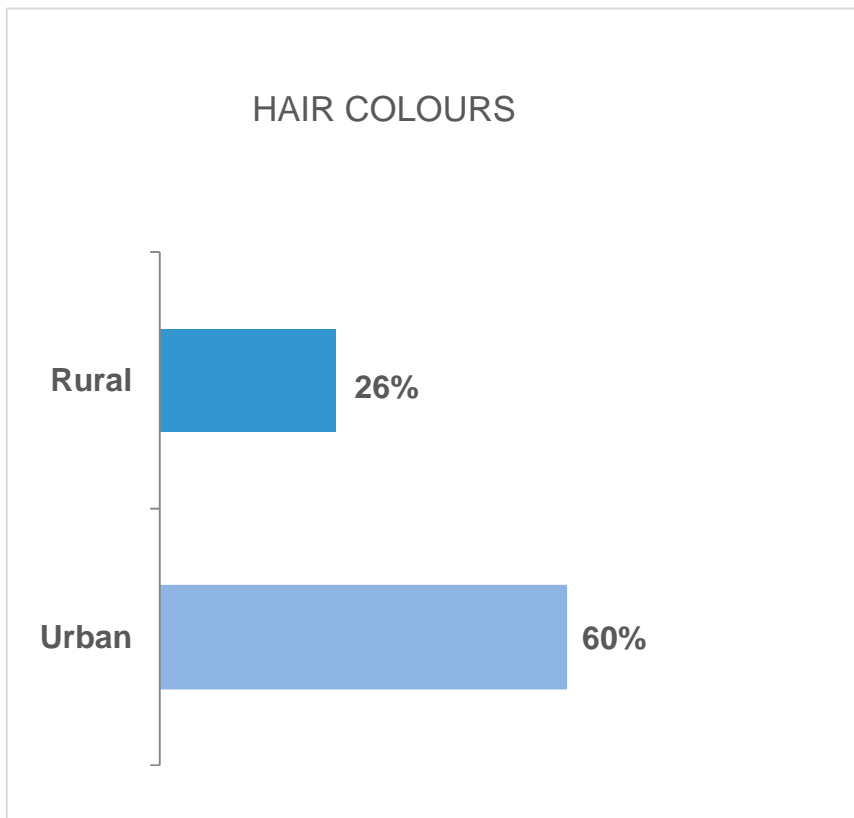
# THERE IS SIGNIFICANT HEADROOM FOR GROWTH IN HAIR COLOURS AND HOUSEHOLD INSECTICIDES

## PENETRATION - % OF HOUSEHOLDS



# PARTICULARLY A LOT OF POTENTIAL TO INCREASE PENETRATION IN RURAL FOR HAIR COLOURS AND HOUSEHOLD INSECTICIDES

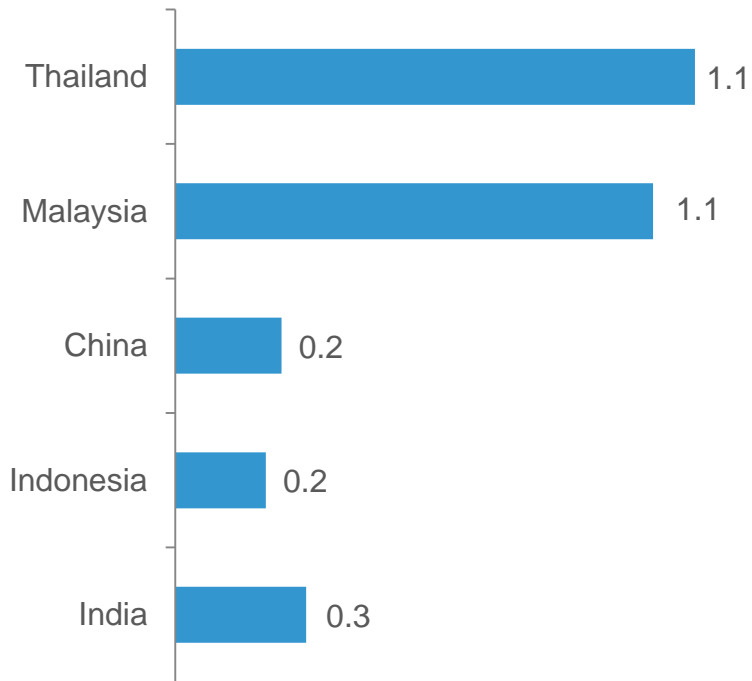
## PENETRATION - % OF HOUSEHOLDS



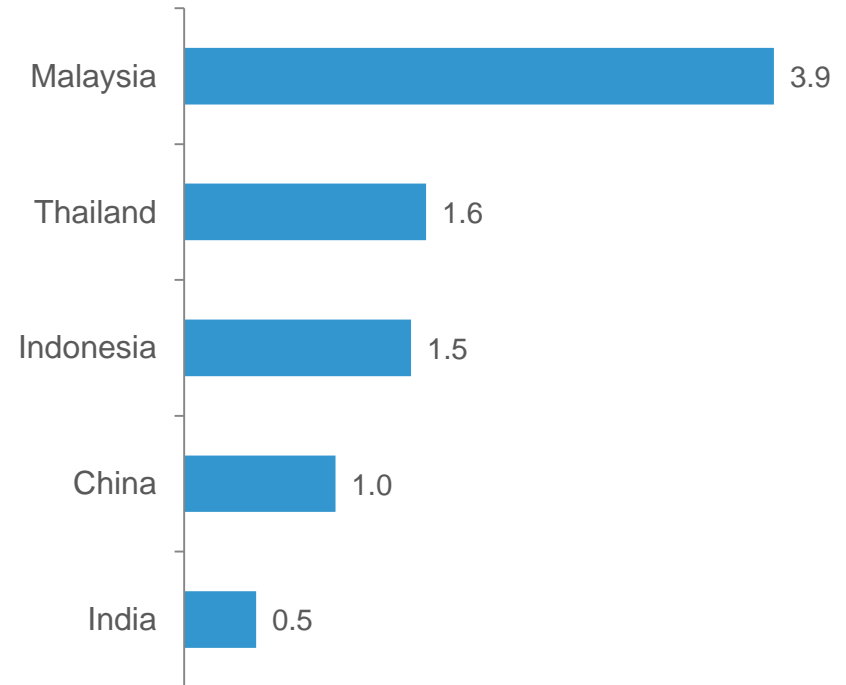
# SIGNIFICANT UPSIDE IN DRIVING CONSUMPTION

## CONSUMPTION / CAPITA (USD)

### HAIR COLOURS

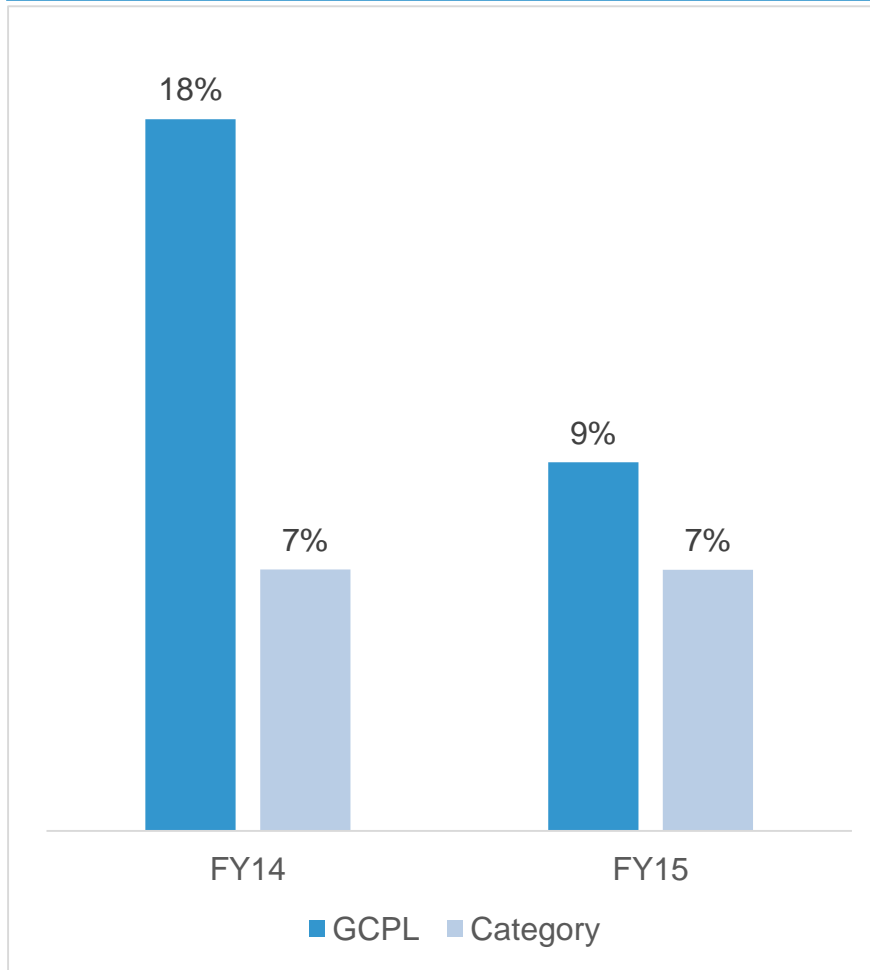


### HOUSEHOLD INSECTICIDES

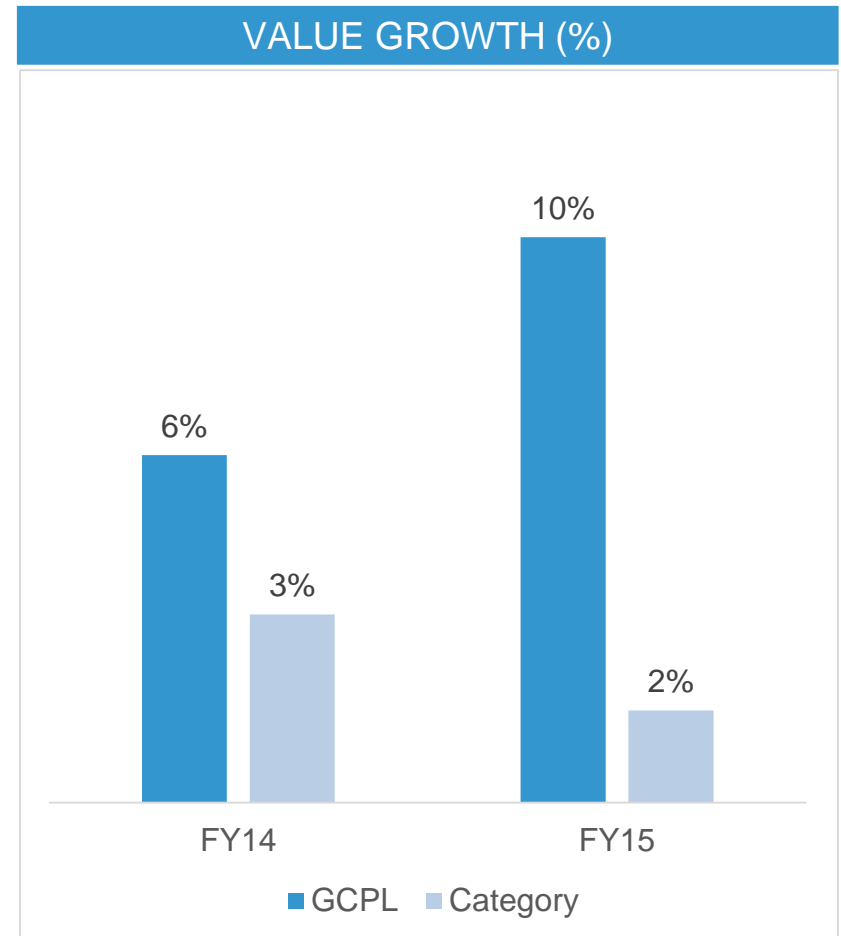


# OUR HOUSEHOLD INSECTICIDES BUSINESS CONTINUES TO PERFORM WELL AHEAD OF THE MARKET

VALUE GROWTH (%)



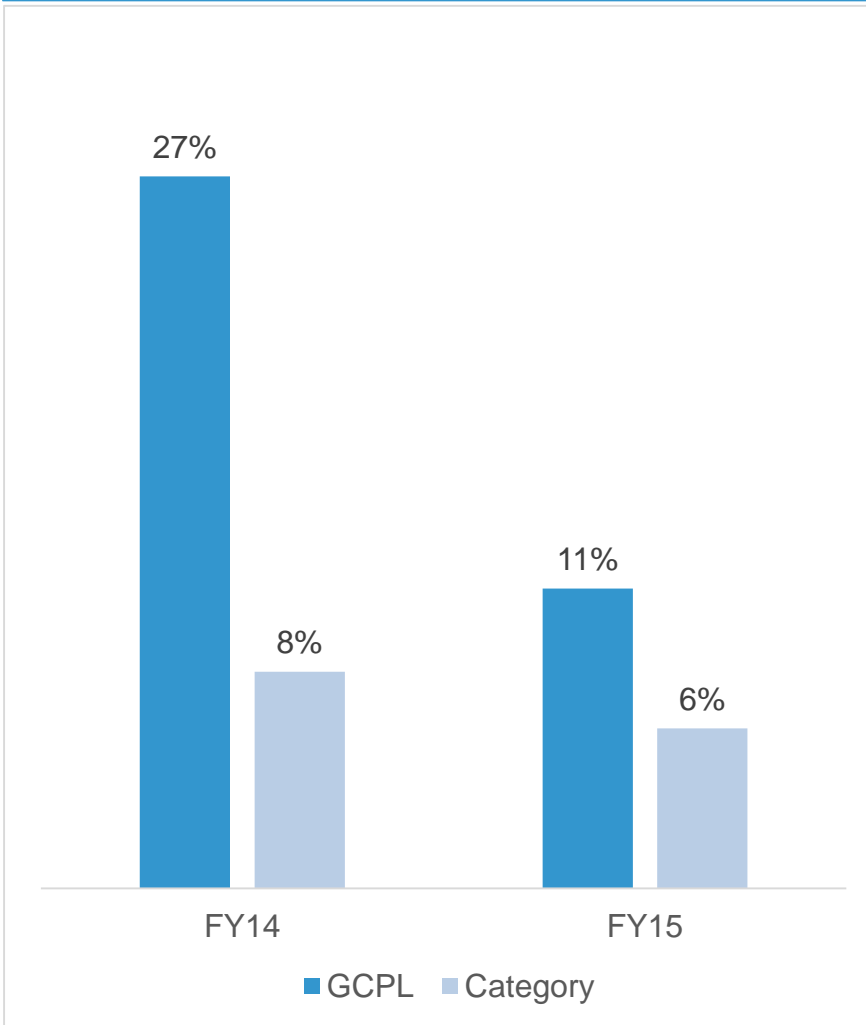
# OUR SOAPS BUSINESS TOO, OUTPERFORMED THE MARKET



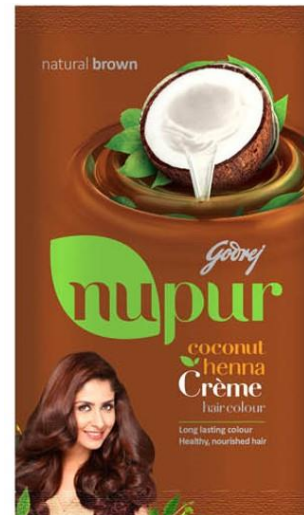
Source: Nielsen for category growth

# NEW INNOVATIONS IN HAIR COLOURS ARE DRIVING GROWTH AHEAD OF THE CATEGORY

VALUE GROWTH (%)



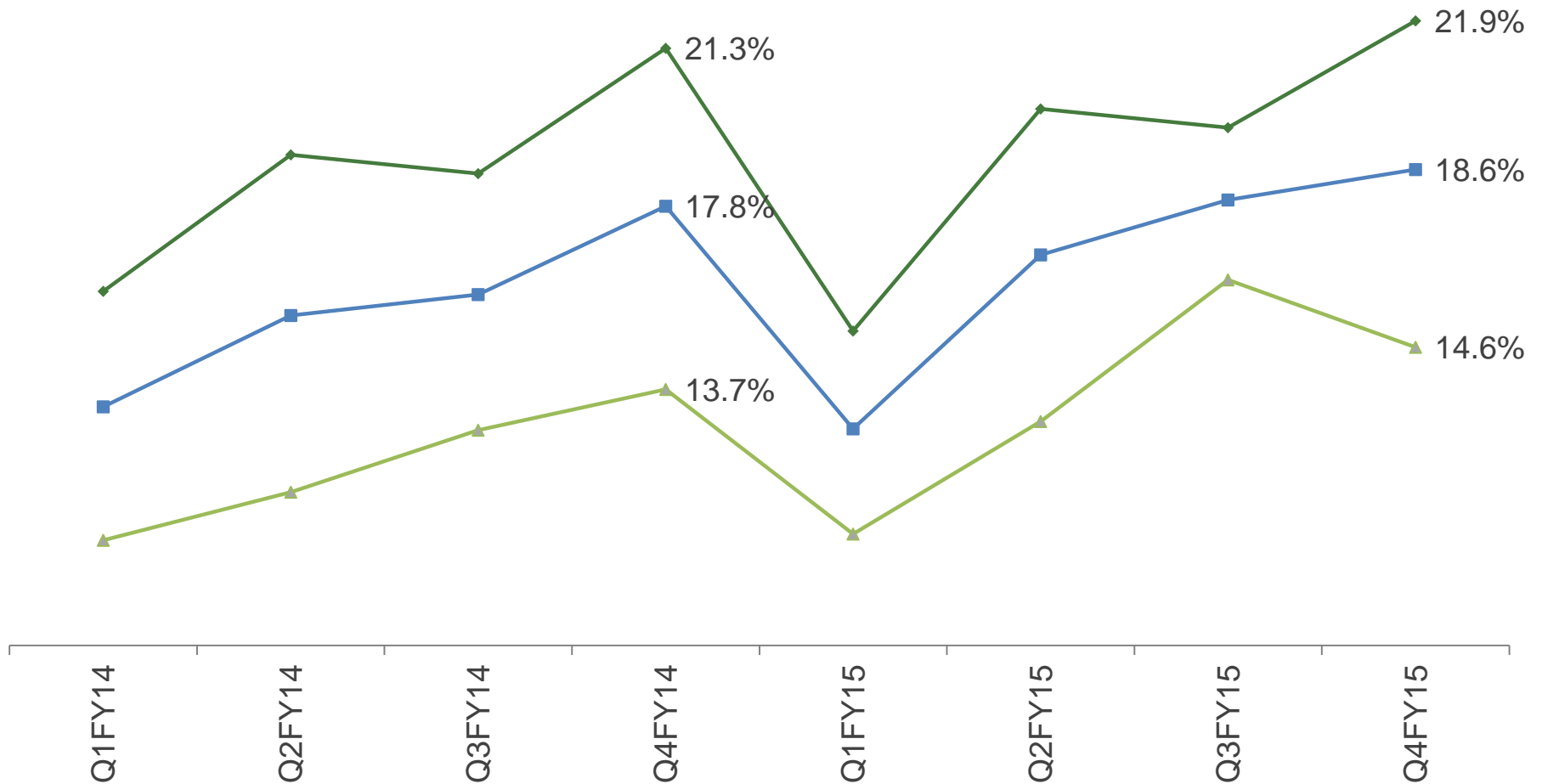
Godrej Expert crème hair color features in Nielsen Breakthrough Innovation Report 2014



Source: Nielsen for category growth

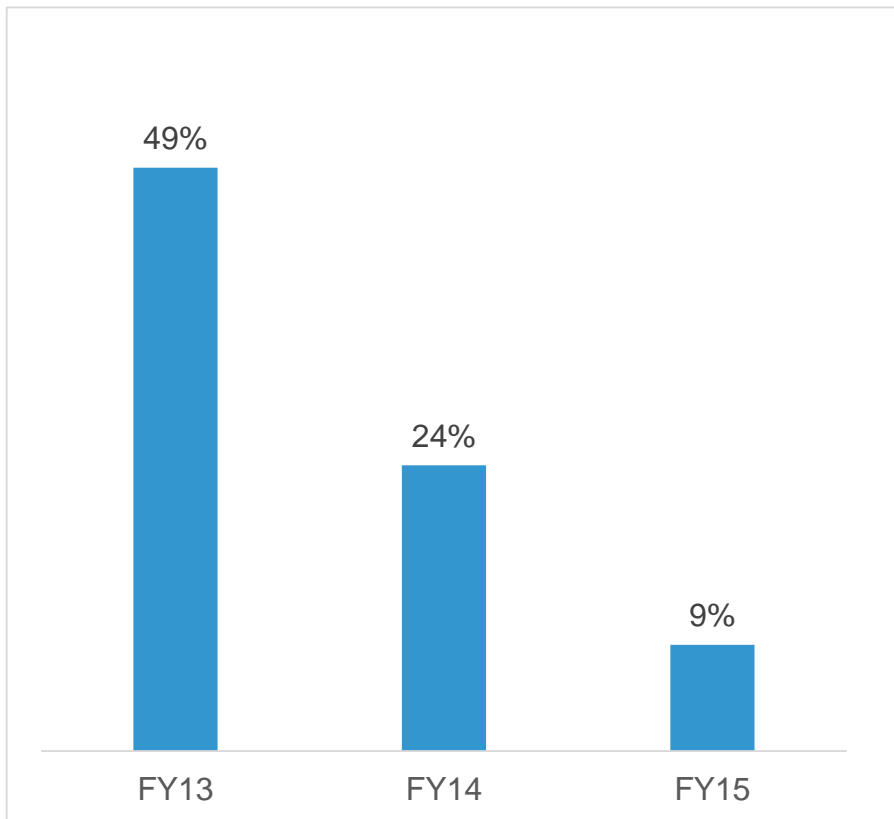
# IMPROVEMENT IN EBITDA MARGINS

■ Consolidated    ◆ India    ▲ International

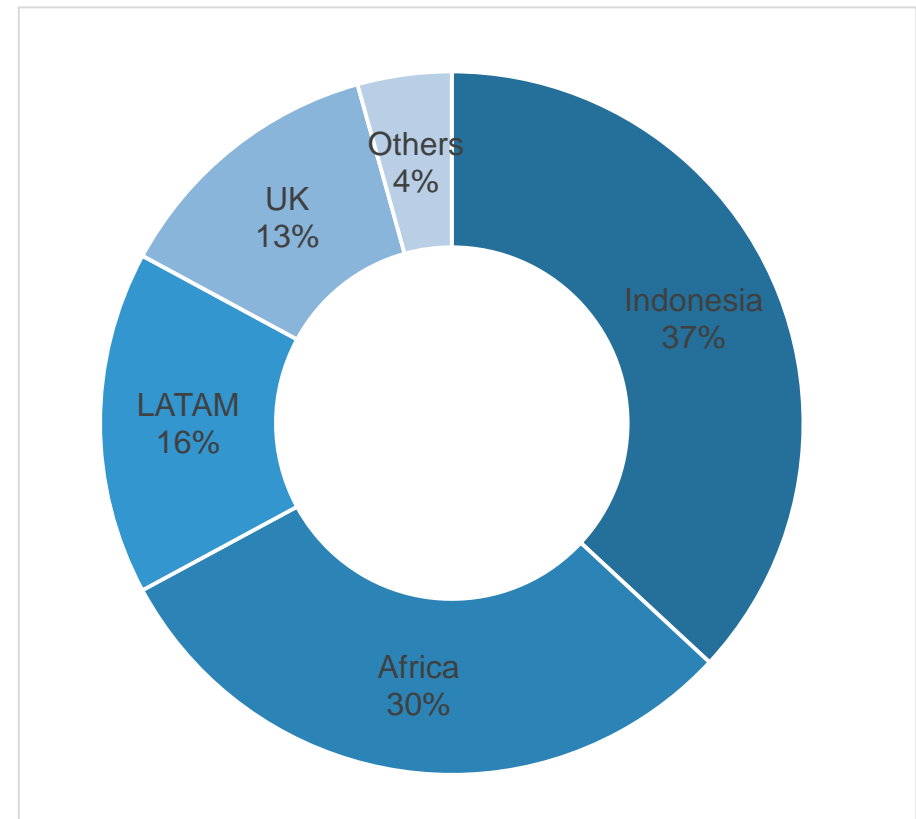


# OUR INTERNATIONAL BUSINESS IS SCALING UP WELL

## INTERNATIONAL NET SALES GROWTH



## INTERNATIONAL SALES BREAKUP\*



\* FY15

# WE ARE ACTIVELY CROSS POLLINATING THE PORTFOLIO

## Hair Colour

### INDIA



Hair colour creme in sachet  
(Argentina)

### SOUTH AFRICA



Renew hair colour  
(India)

## Household Insecticides

### INDIA



Hit Magic, paper based mosquito repellent  
(Indonesia)

### NIGERIA



Good knight coils & aerosols  
(India)

## Air Fresheners

### INDIA



Aer air fresheners  
(Indonesia)

# OUR INNOVATION PIPELINE CONTINUES TO REMAIN ROBUST



Godrej Expert crème hair color becomes the highest selling crème color by units within 20 months of its launch



Good knight Fast Card becomes INR 100 crore brand in less than a year

# GCPL FORAYS INTO FACE WASH CATEGORY WITH INNOVATIVE PACKAGING AT DISRUPTIVE PRICES



# PREMIUMISING OUR HAIR CARE PORTFOLIO

An **Oil based** hair colour with **Henna** in a **crème** format



# BBLUNT: OUR FORAY IN PREMIUM HAIR CARE IN INDIA

## PREP

Shampoo-conditioner systems for every hair type.  
Prepare your hair for great styling.



## STYLE

Styling products and tools bringing salon smarts into  
your hands. Switch up your look - do it your way.

## TRANSFORM


Hair colour and hair extensions. for makeovers,  
short-term, long-term or just a few hours.




# OUR SIX KEY PRIORITIES

1   
Core category leadership

2   
International growth

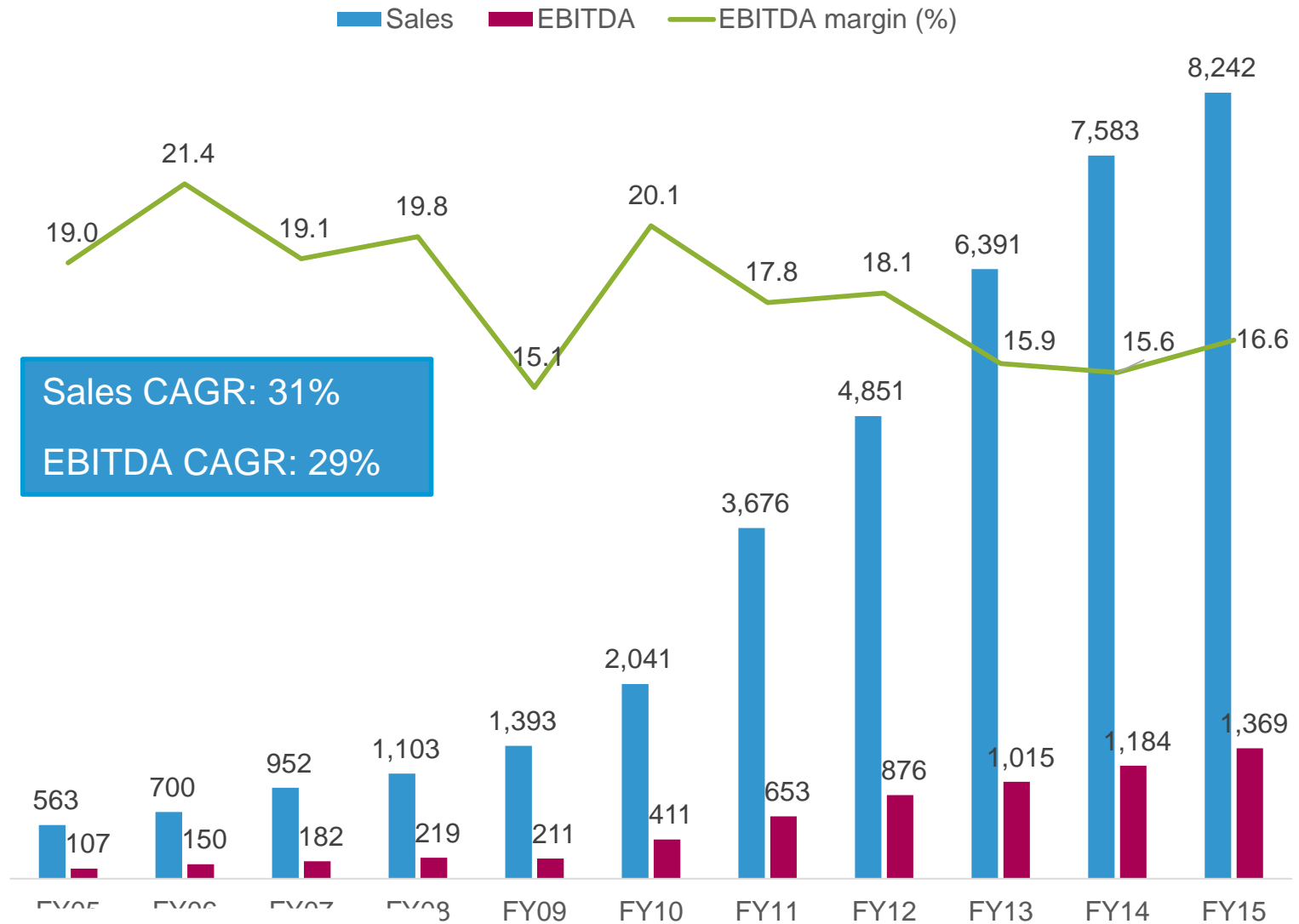
3   
Innovation and renovation

4   
Future ready sales system

5   
Best in class supply chain

6   
Agility and high performance culture

# WE HAVE CONSISTENTLY DELIVERED STRONG PERFORMANCE



Note: Values in INR crs

## 4Q FY2015 SNAPSHOT

# 4Q FY2015 PERFORMANCE OVERVIEW

4Q FY2015				
Growth	Consolidated	India	International	
Net Sales	8%	10%	7%	
Net Sales – Organic*	8%	10%	6%	
Net sales - Organic constant currency*	12%	10%	14%	
EBITDA	13%	13%	15%	
EBITDA – Organic**	12%	13%	11%	
EBITDA - Organic constant currency**	15%	13%	20%	
Net profit	12%	13%	12%	

\* Excludes inorganic sales of INR 9.1 crores from Ghana and Frika for 4QFY15

\*\* Excludes - Darling trademark licensing fees, Ghana and Frika profitability aggregating to INR 4.4 crores for 4QFY15

# BUSINESS SNAPSHOT

## STRONG RECOVERY IN DOMESTIC BUSINESS ALONG WITH EXPANSION IN MARGINS

Growth well ahead of the category  
across three categories



Continue to drive premiumisation strategy and cost  
efficiencies



New launches witnessing good success and  
driving penetration in relatively underpenetrated  
categories



# BUSINESS SNAPSHOT

## INTERNATIONAL BUSINESS PERFORMANCE REMAINS STRONG AND ON TRACK

**Indonesia** business continues its strong growth despite macro headwinds



**Africa** business – strong outperformance in Darling business; new product rollouts such as household insecticides, wet hair care products to leverage existing distribution capabilities



Significant margin improvement in **Latin America**; business holding up market share amidst tough competition



**UK** business recovers driven by competitive performance of our owned brands along with some improvement in the sales of distributed brands



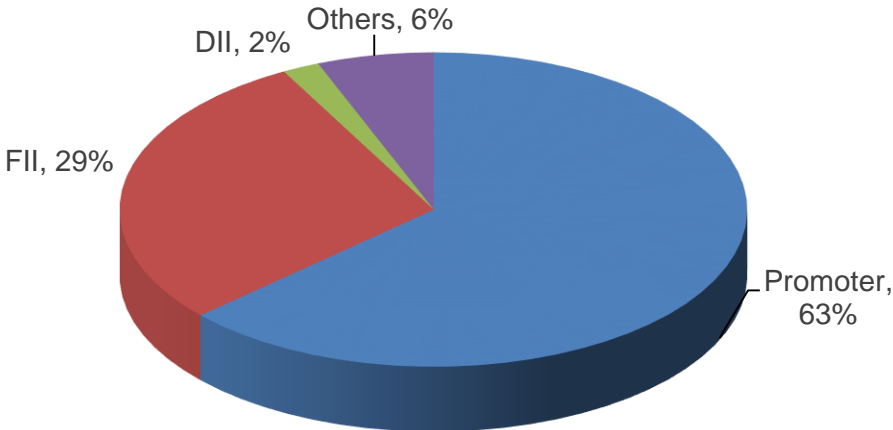
# 4Q FY2015 REPORTED PERFORMANCE SNAPSHOT

	India			Consolidated		
	4Q FY14	4Q FY15	Y/Y	4Q FY14	4Q FY15	Y/Y
Sales	1,033	1,134	10%	1,924	2,083	8%
Gross Profit	534	639	20%	1,001	1,151	15%
Gross Margin (%)	51.7%	56.4%	470 bps	52.0%	55.3%	330 bps
EBITDA	220	248	13%	342	387	13%
EBITDA Margin (%)	21.3%	21.9%	60 bps	17.8%	18.6%	80 bps
Net Profit	167	188	13%	236	266	12%
Net Profit Margin (%)	16.2%	16.6%	40 bps	12.3%	12.8%	50 bps

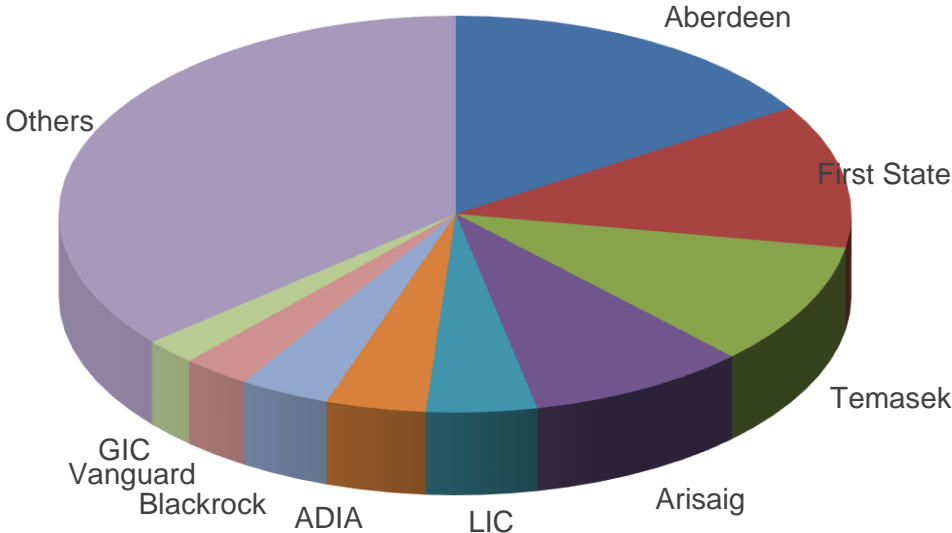
# WAY AHEAD

- Expect competitive, consistent and ahead of the category growth rate across businesses
- Benign commodity cost environment to aid margin expansion
- Macro environment headwinds in few of the countries we operate in
- Currency volatility – ZAR, IDR, Argentine Peso

# STOCKHOLDING PATTERN



## MAJOR INVESTORS



As on March 31, 2015

# THREE OF OUR BRANDS FEATURED IN THE MOST TRUSTED BRANDS 2014

3 of our brands ranked in 100 Most Trusted Brands 2014 by Brand Equity

- Goodknight
- Cinthol
- Godrej No.1



## PERSONAL CARE

**Cinthol** Ranked 11<sup>th</sup>

**Godrej No. 1** Ranked 15<sup>th</sup>

**Godrej Expert Powder Hair Colour** Ranked 26<sup>th</sup>

## HOUSEHOLD CARE

**Goodknight** Ranked 1<sup>st</sup>

**HIT** Ranked 8<sup>th</sup>

**Godrej Aer** Ranked 11<sup>th</sup>

**Jet** Ranked 12<sup>th</sup>

# WE HAVE BEEN CONSISTENTLY RECOGNISED AS A GREAT PLACE TO WORK



GCPL ranked

**#1** in India FMCG

**#7** in India overall

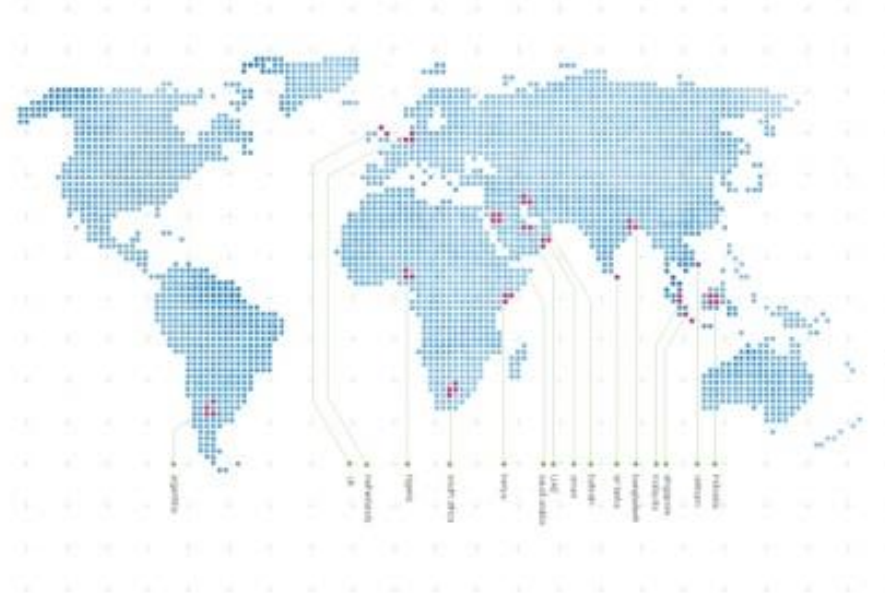
Among 25 best work places in **Asia**



GCPL ranked

Among **Best Employers In India - 2015**

# OPPORTUNITIES GOING FORWARD



## Domestic Business

Drive penetration and consumption in core categories

Expand into adjacencies

Drive margin improvement through cost saving initiatives and better product mix

## International Business

Drive margins through scale up of international business and cost saving initiatives

Cross pollination initiatives to harness distribution and product technology strengths

## CONTACT US @

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for more details please visit <http://www.godrejcp.com>



THANK YOU FOR YOUR TIME AND CONSIDERATION