

Godrej Consumer Products Ltd.
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CIN : L24246MH2000PLC129806

January 19, 2016

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

Dear Sirs,

Subject: Update on aer pocket launch

We enclose herewith a communication which is self-explanatory.

Yours faithfully
For Godrej Consumer Products Limited



V Srinivasan
Chief Financial Officer & Company Secretary



Godrej
aer

January 2016

Godrej | CONSUMER PRODUCTS

aer twist



aer click



Aer has been changing the air through innovation

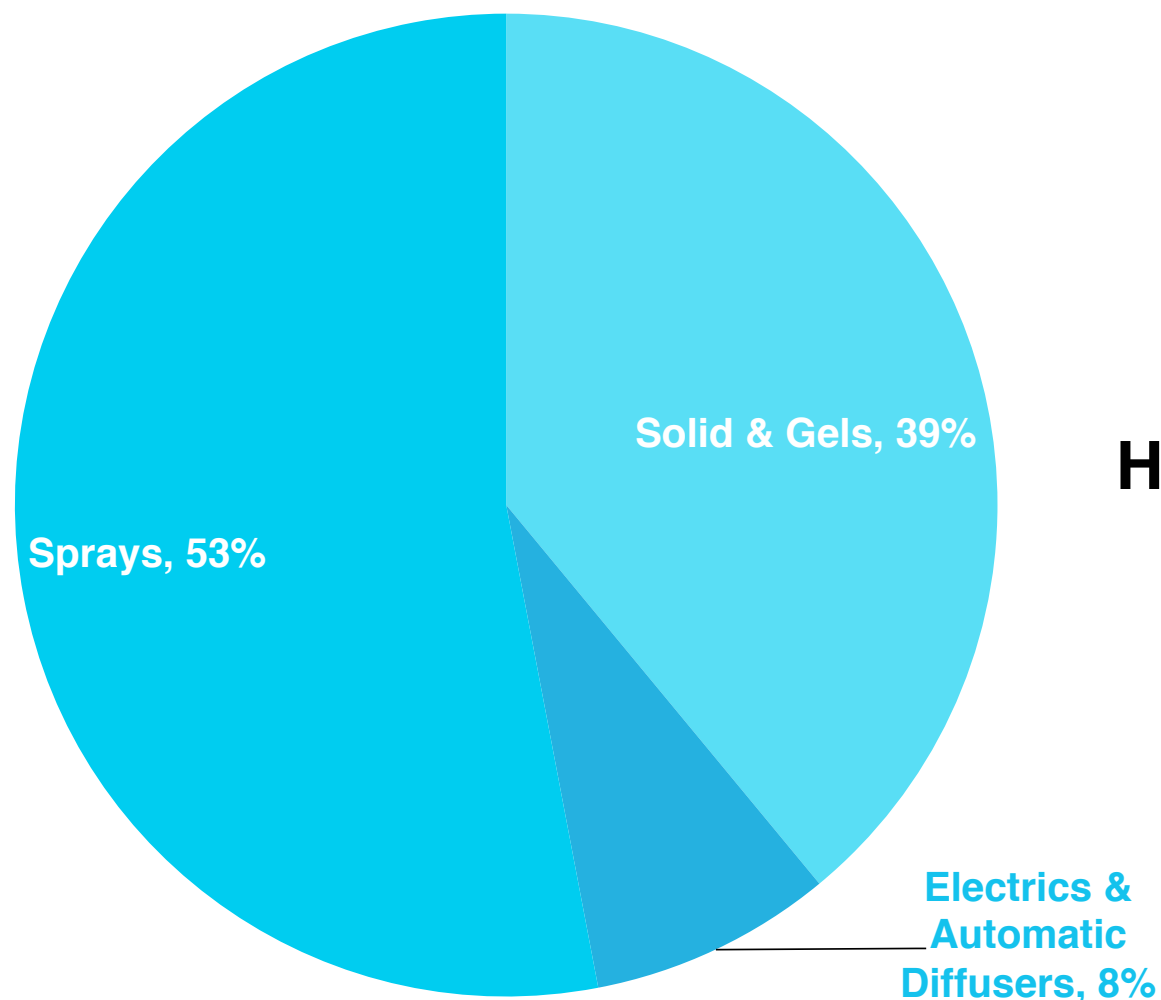
- Innovative spill proof gel technology
- On/Off mechanism
- Long lasting incredible fragrances

A modern bathroom interior featuring a white pedestal sink with a chrome faucet and a small bottle of purple liquid soap. To the right is a white toilet. The walls are covered in light gray subway tiles. A round mirror is partially visible at the top left, and a potted plant is on the far left. A white square plate with a circular logo is mounted on the wall above the toilet.

*At home, consumers say
bathrooms require air
fresheners the most*

Issues with current bathroom solutions

- Solution like blocks last only for ~7-10 days
- Blocks mask odour, but do not spread fragrance



Home air fresheners category salience

We believe there is huge potential to drive penetration in the air care segment through a disruptive product for the bathroom space



long
lasting

value for
money

superior
fragrance

chic & easy
to use

Penetration opportunity is very high since current solutions like blocks have 9-10% penetration in urban households

Presenting

Goodie
aer pocket

Goodie
aer
pocket

Hello, bathrooms.
We're here to keep you fragrant.

Up to 30 days.



Filled with unique slim gel technology
Available in 3 amazing fragrances

HAPPY BATHROOMS!



In a qualitative research, 85% preferred aer pocket versus the market leader and 90% said they would buy aer pocket

- Slim gel technology
- Last 30 days
- INR 49 (introductory price)



#changetheaer



THANK YOU FOR YOUR TIME AND CONSIDERATION