

**Colgate World of Care**

COMPANY STATEMENT

COLGATE'S 9M NET SALES UP 12%, NET PROFIT UP 12%**3Q NET SALES UP 12%, NET PROFIT UP 16%***Mumbai, January 23, 2015***FINANCIAL HIGHLIGHTS**

9M 2014-15 : Colgate-Palmolive (India) Limited today reported Net Sales of Rs. 2,932.8 crore for the nine months ended December 31, 2014, a 12% increase over the same period of the previous year and Net Profit After Tax of Rs. 395.3 crore with Earnings Per Share of Rs. 29.07, an increase of 12% over the same period of the previous year excluding exceptional item relating to the slump sale of Global Shared Services Organisation to Colgate Global Business Services Private Limited, a 100% subsidiary of Colgate-Palmolive Company, USA in the previous year.

3Q 2014-15 : The Company reported Net Sales of Rs. 988.6 crore for the third quarter of the financial year 2014-15, a 12% increase over the same quarter of the previous year and Net Profit After Tax of Rs. 130.9 crore with Earnings Per Share of Rs. 9.62, an increase of 16% over the same quarter of the previous year.

DRIVING GROWTH

Colgate has been ranked India's #1 Most Trusted Brand across all categories by Brand Equity's Most Trusted Brand Survey for the 4th year in a row and is the only brand to feature in the top three since inception of the survey in 2001.

Colgate was also ranked #1 Most Chosen Consumer Brand in India for the third consecutive year by Global Consumer Knowledge and Insights firm, Kantar Worldpanel's Brand Footprint report.

The Company posted a strong volume growth of 5% for the quarter on Toothpaste and continued to enhance its leadership position in Toothpaste category by registering a volume market share of 56.7% for the period Jan'14-Dec'14, an increase of 80 basis points over the same period of the previous year. The flagship brands "Colgate Dental Cream", "Active Salt", "Max Fresh" and "Colgate Total" and "Visible White" have contributed to this growth.

The Company further strengthened its leadership position in the Toothbrush category by registering a volume market share of 42.4% for Jan'14-Dec'14, an increase of 80 basis points over the same period of the previous year.

■ **INNOVATION**

As market leader, Colgate has led the way with a continuous stream of innovations. In the nine months of the current financial year, the company launched many new products that included :

a) Colgate Maximum Cavity Protection plus Sugar Acid Neutralizer, a new toothpaste with a first of its kind technology to fight the no.1 cause of cavities – Sugar Acids. This technological breakthrough works in two ways- neutralizes harmful sugar acids, the main cause of cavity formation while making teeth stronger with calcium and fluoride.

b) Colgate Visible White Regimen, a beauty-oral care breakthrough. Following the phenomenal success of the Colgate Visible White toothpaste which was voted product of the year 2014 in the toothpaste category by consumer research firm, Nielsen, a novel whitening regimen was created to include Colgate 360 Visible White toothbrush and mouthwash alongside Toothpaste offering a holistic approach for visibly whiter teeth.

c) Colgate Visible White Plus Shine Toothpaste, another innovation in the beauty oral care segment that offers the benefit of whiter plus shinier teeth in just one week.

Similarly, in the toothbrush category, after the successful launch last year of the Colgate Slim Soft toothbrush with its unique tapered bristle technology, the Company has launched another line extension of this variant, Colgate Slim Soft Charcoal toothbrush with 17 times slimmer tip bristles (versus ordinary toothbrushes) that help reach tight spaces in between teeth and along the gum line. This striking black colored toothbrush has unique charcoal coated bristles that help remove plaque bacteria. These features make it very differentiated and a one of a kind in the toothbrush category today.

In the Mouthwash Category, the company launched Plax Active Salt that provides dual benefit of healthy Gums & long lasting freshness to consumers.

The above stream of innovations reflects the Company's continued commitment to growing the oral care category by creating new segments through innovation and technologically advanced products.

■ **FUNDING GROWTH**

The Company's strong focus on driving efficiencies, reducing costs and innovating to drive premiumisation coupled with prudent price increases has led to a significant Gross Margin expansion by 230 basis points.

■ **DIVIDEND**

In December 2014, the Company paid a Second Interim Dividend for the Financial Year 2014-15 of Rs. 8 per share of Re 1 each (face value). Including the First Interim Dividend of Rs. 8 per share paid in October 2014, the Company has paid a total of Rs. 16 per share for the nine months ended December 31, 2014.

ABOUT COLGATE-PALMOLIVE

Colgate-Palmolive (India) Limited is India's leading provider of scientifically proven oral care products with multiple benefits at various price points. The range includes toothpastes, toothpowder, toothbrushes and mouthwashes under the "Colgate" brand, as well as a specialized range of dental therapies under the banner of Colgate Oral Pharmaceuticals. These have become an essential part of daily oral hygiene and therapeutic oral care in India. The Company also provides a range of personal care products under the 'Palmolive' brand name.

For more information about Colgate's business and products, visit the Company's website on the internet at www.colgatepalmolive.co.in.