

Colgate Palmolive (India) Limited



Agenda



CP India Overview

Global Support to India

Financial Performance

Let's Talk



Agenda



CP India Overview

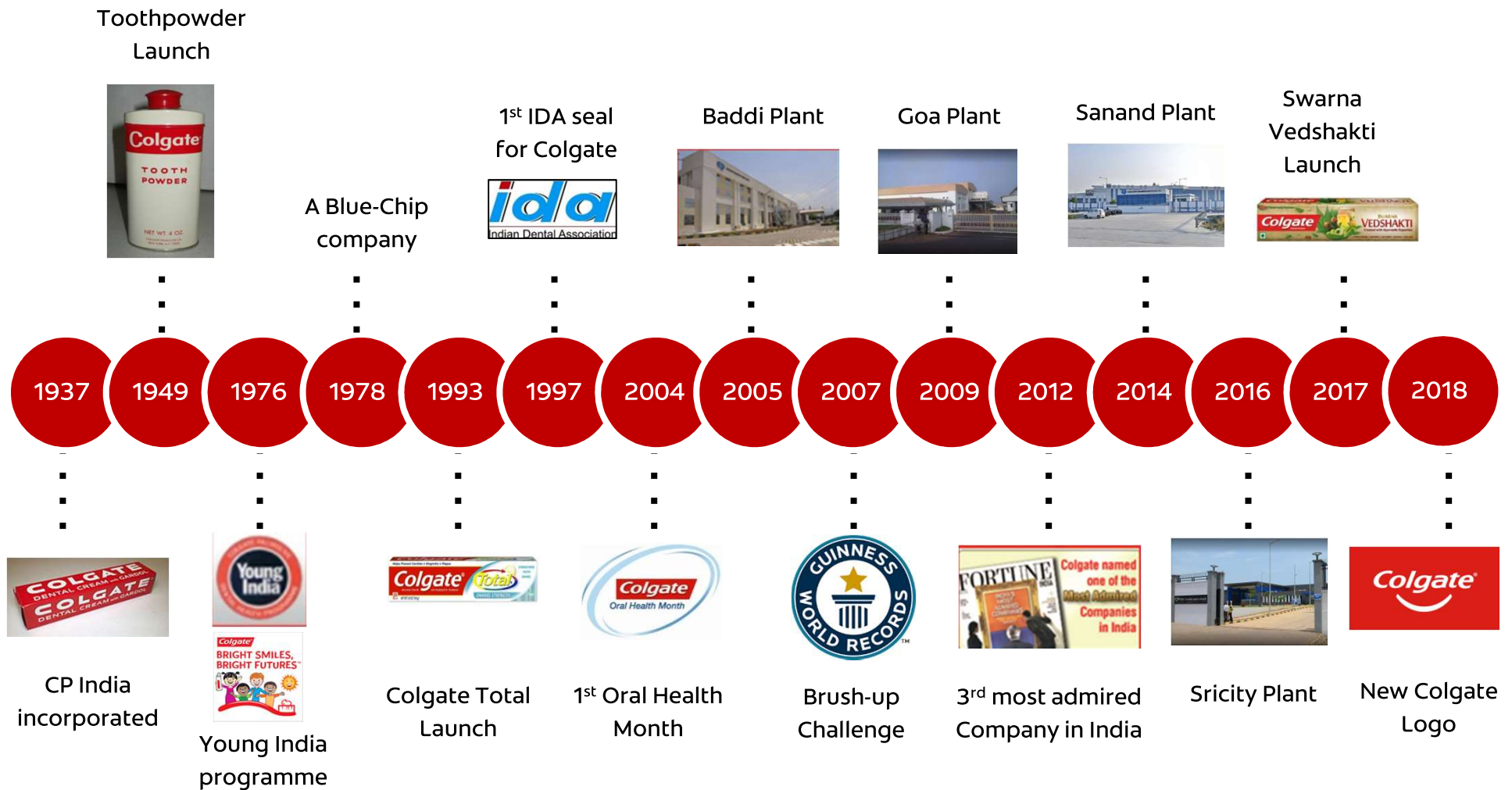
Global Support to India

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80+ Yrs of spreading smiles



#1 penetrated brand across categories



88%

HH Penetration

241
MM

Households
Reached



Source : HH Panel Data

#1 Toothpaste Brand in 5/8 segments

Whitening	
Multi Benefit	 
Sensitivity	 
Family	 
Low Price Point	
Freshness	  
Naturals	  
LUPs	 



Source : AC Nielsen (new panel data)

#1 Toothbrush Brand in 4/5 segments

Value



Mid Tier



Kids



Premium

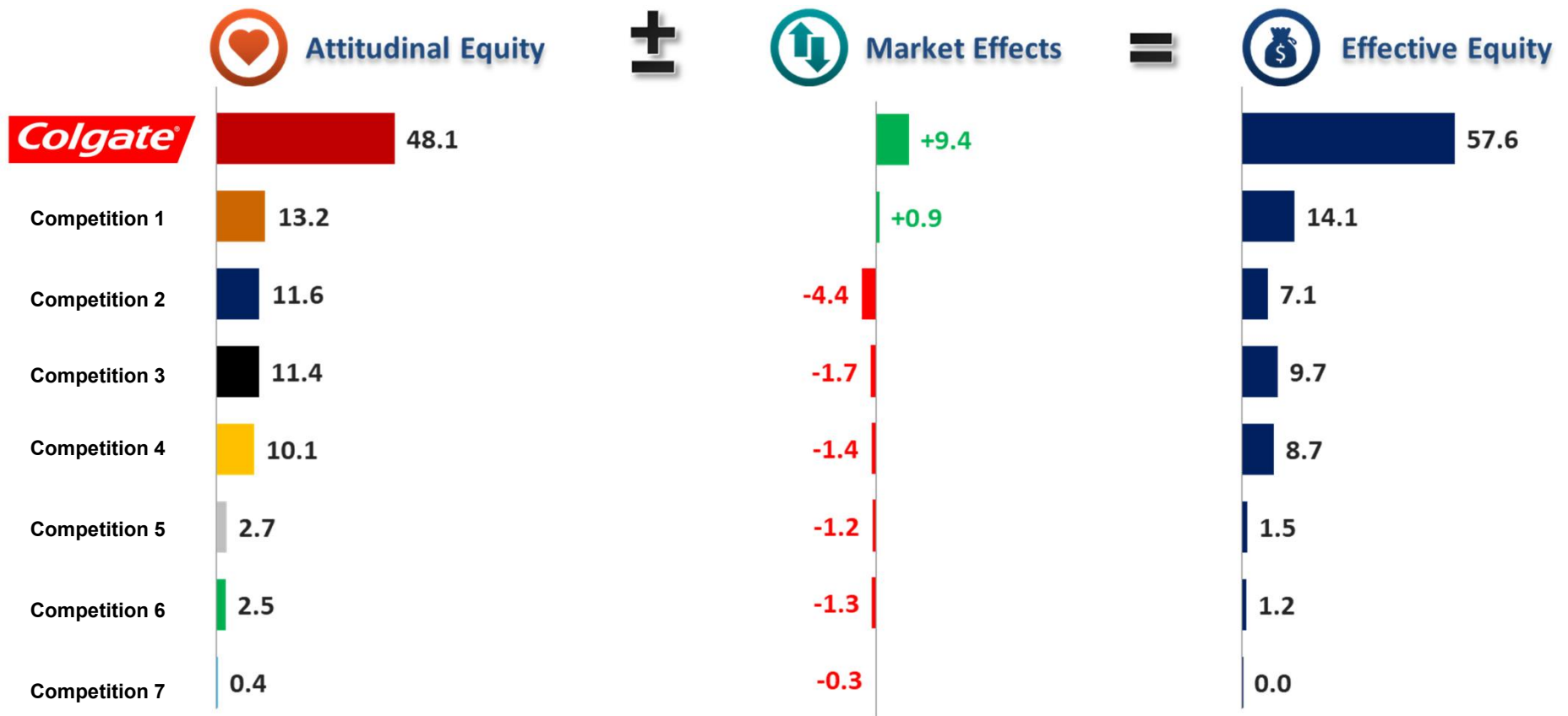


Sup Prem



Source : AC Nielsen (new panel data)

#1 Brand in Consumer Equity



India's Most Trusted Brand for 7 yrs in a row

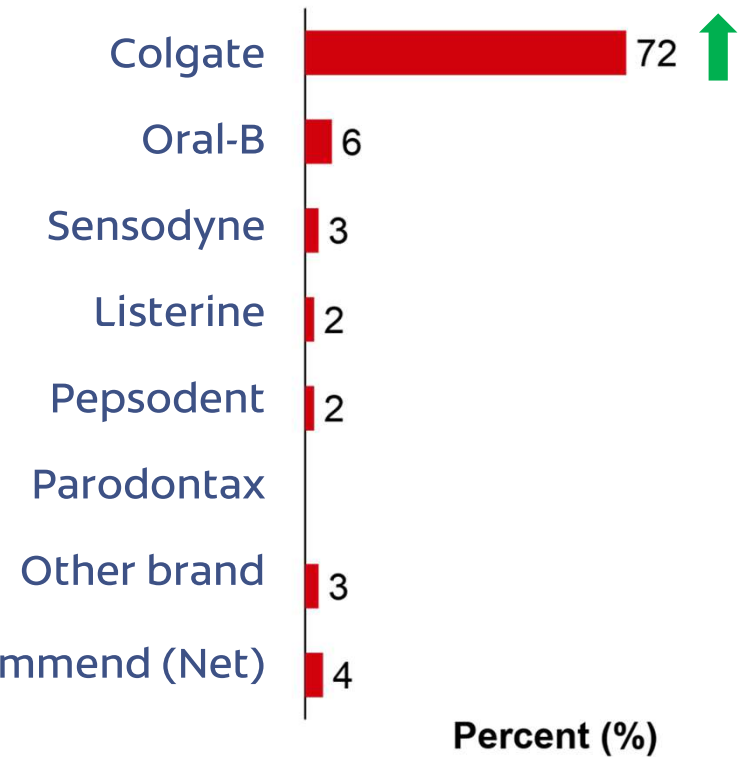


Endorsed by biggest Celebrities



Colgate®

#1 Recommended Equity by Dentists



Consistently Reaching out to Millions

Colgate® + **ida**[®]
Indian Dental Association
ORAL HEALTH MONTH

Let's make India's smile
strong from within.



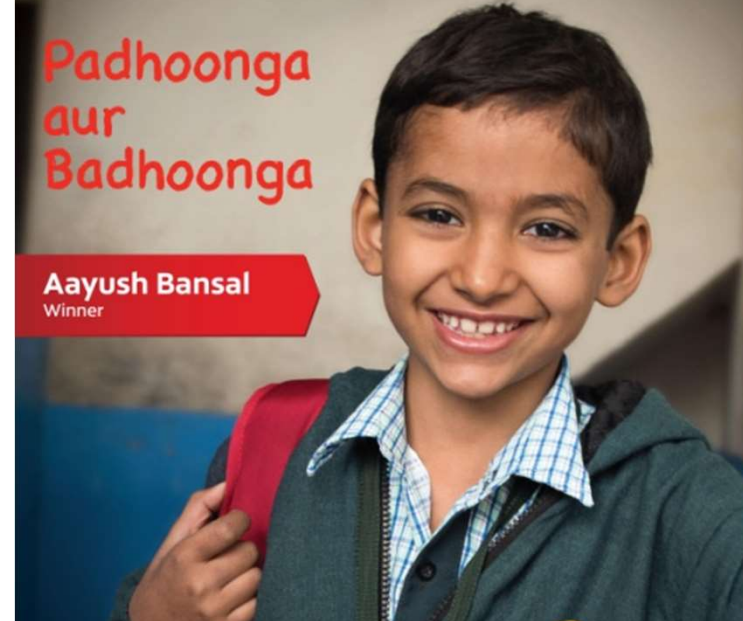
Colgate®

Free dental check-ups*
Colgate® Strong Teeth
Strengthens from within

Colgate® SCHOLARSHIP OFFER*

Padhoonga
aur
Badhoonga

Aayush Bansal
Winner



WIN SCHOLARSHIPS WORTH ₹1 LAKH*

Colgate® Strong Teeth
with Cavity Protection

BYJU'S
Free video/audio courses worth ₹999*
inside every pack of 100g and above.

*T & C apply. For detailed terms and conditions on Scholarship offer and BYJU'S offer visit website www.colgatecareers.in.
Purchase of the product not mandatory to participate in the Colgate Scholarship offer.

Without losing focus on local preferences



Nusrat – West Bengal



Samantha – Tamil Nadu



Making strong in-roads into Naturals



And Finding new opportunities to grow



One of the most popular Kids character in India



Exciting New Launches!



1st time ever – TV Support



Breaking Boundaries with new launches

PALMOLIVE
FACIAL BAR

Glow naturally

PALMOLIVE
SKIN THERAPY
FACIAL BAR
Vitamin C & E

PALMOLIVE
SKIN THERAPY
FACIAL BAR
Charcoal Powder

PALMOLIVE
SKIN THERAPY
FACIAL BAR
Turmeric & Tamarind

Colgate®

The advertisement features a woman with dark, wavy hair and a soft smile, holding a white flower. The background is a lush green forest. Three bars of Palmolive Facial Bar soap are displayed on a mossy surface: an orange bar (Vitamin C & E), a grey bar (Charcoal Powder), and a tan bar (Turmeric & Tamarind). Each bar is accompanied by its packaging box, which shows a woman's face and the product name. The text 'Glow naturally' is written in a large, elegant font, and the Palmolive logo is prominently displayed at the top right. The Colgate logo is in the bottom left corner.

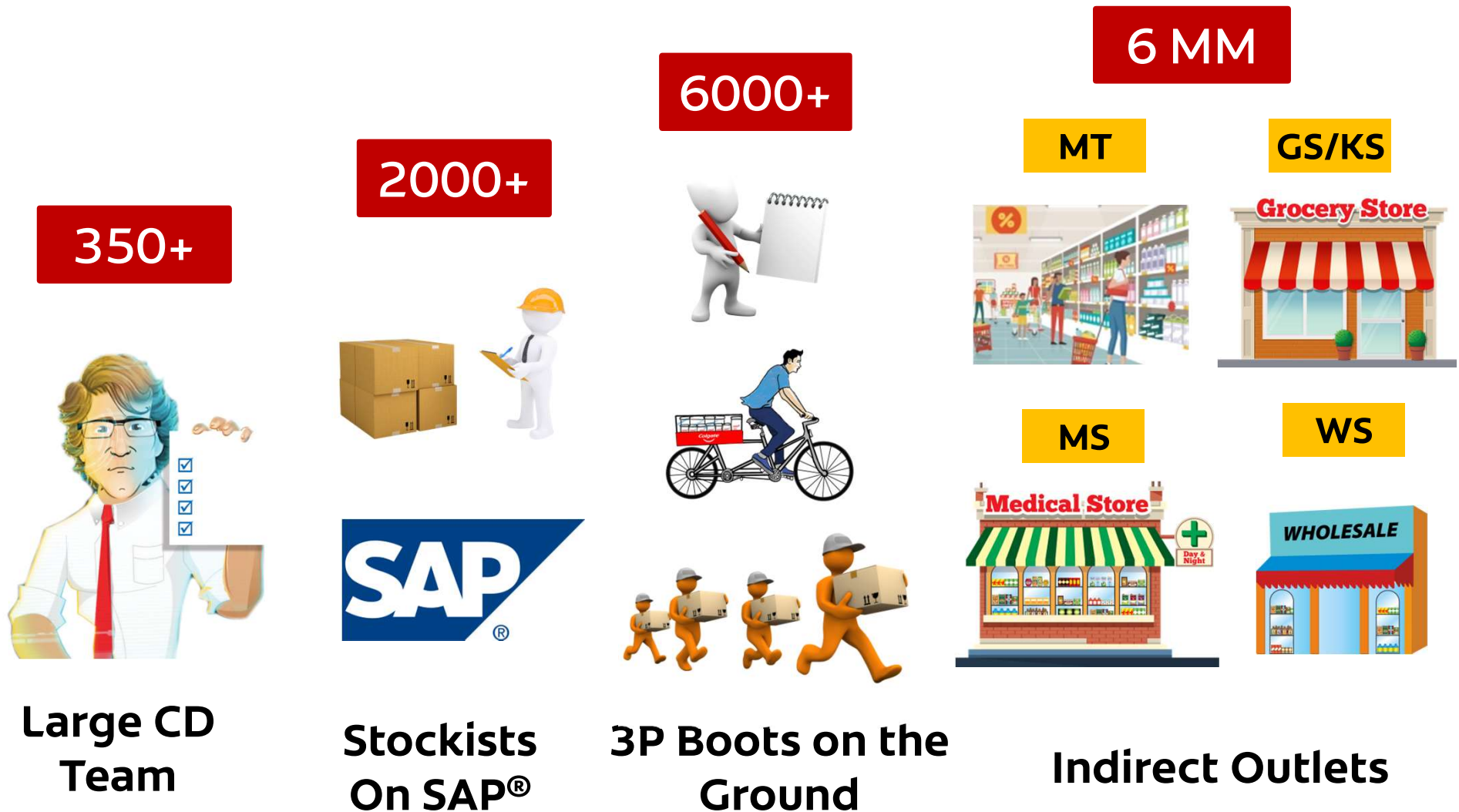
Focusing on consumer centric innovations



Sensitive
Toothbrush
@
25/-



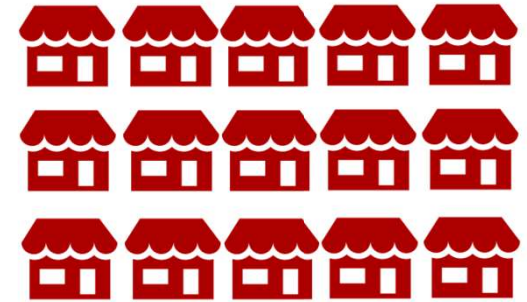
Supported by Robust Customer Development



With an even stronger Direct Distribution

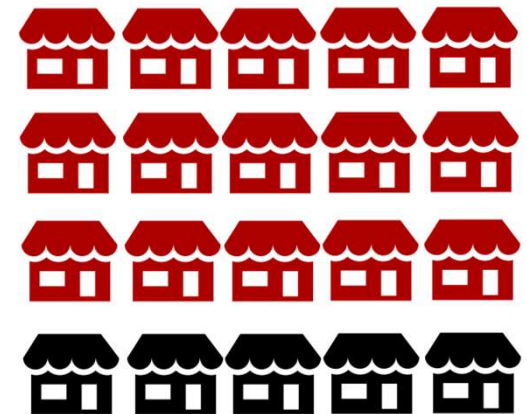


Exit '17



1.3x

Exit '18



Continued Winning in Store



Continued Winning in Store



Continued Winning in Store



Relentless focus on profession

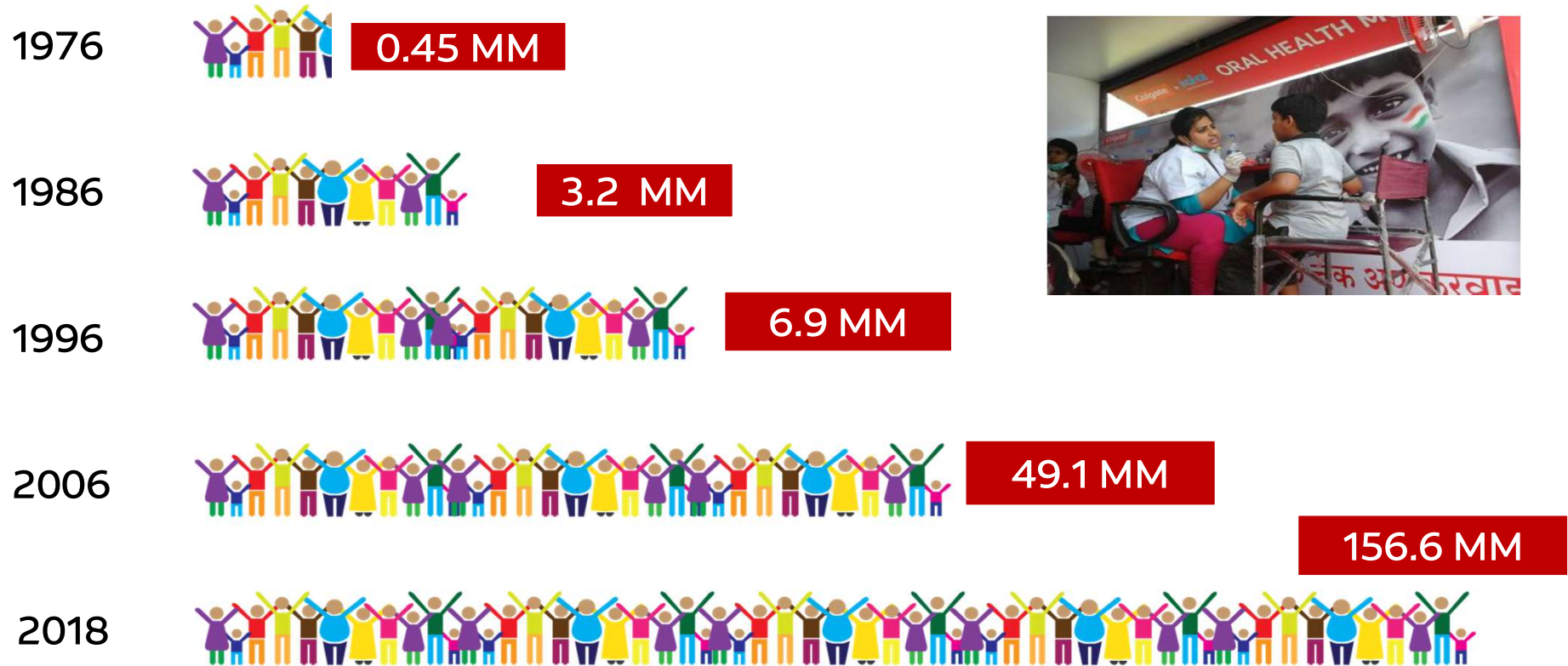


**Indian Dental Association
Conference 2019**



**Collaboration with Dental Council of
India**

Winning with the community



150 million+ school children contacted across 327,000 schools in the last 40 years (Oral Health Month)

Empowering Communities

Water Program for communities
In villages of Amrawati , Maharashtra



Colgate - Seva Mandir *Education Scholarship program*

Women Empowerment through livelihoods,
supported with *Water Augmentation*



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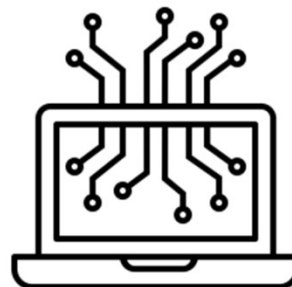




**Product
Innovation**



**Brand
Building**



Digital & Ecom



**Manufacturing &
Packaging**

World's #1 Multi benefit TP now with Zinc & Arginine



India Launch - 2019



Case Study: Colgate Total Toothpaste



Formula development

- >700 unique formula iterations to get to launch bundles
- Development of flavors
- >3,000 stability studies
- Thousands of in-vitro tests

Clinical and Consumer testing

- 38 clinical studies with >9,000 panelists
- Consumer tested with over 1,500 people
- Trained panel sensory evaluation

Support for engagement with trade and dental professionals

- Kits for live demos
- Scientific publications
- 70 patents Granted globally and 93 patent applications filed



Superior Occlusion technology vs numbing technology



India Launch - 2011



Longer Lasting Cooling than other freshness pastes

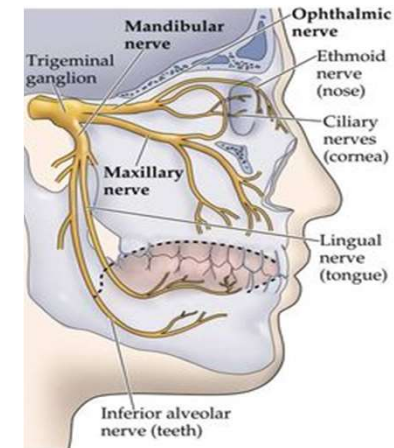


India Launch - 2018



Case Study – Freezestorm Technology

- New Breakthrough Technology for Plax Mouthwash and Maxfresh Toothpaste
 - 5 Years of Research
 - Powerful long lasting cooling experience
- Formula optimization to Drive incremental sales
- Extensive Consumer validation conducted
- Validation of this technology through consumer tests
- Patents
 - Maxfresh - Globally 37 Granted and 3 applied.

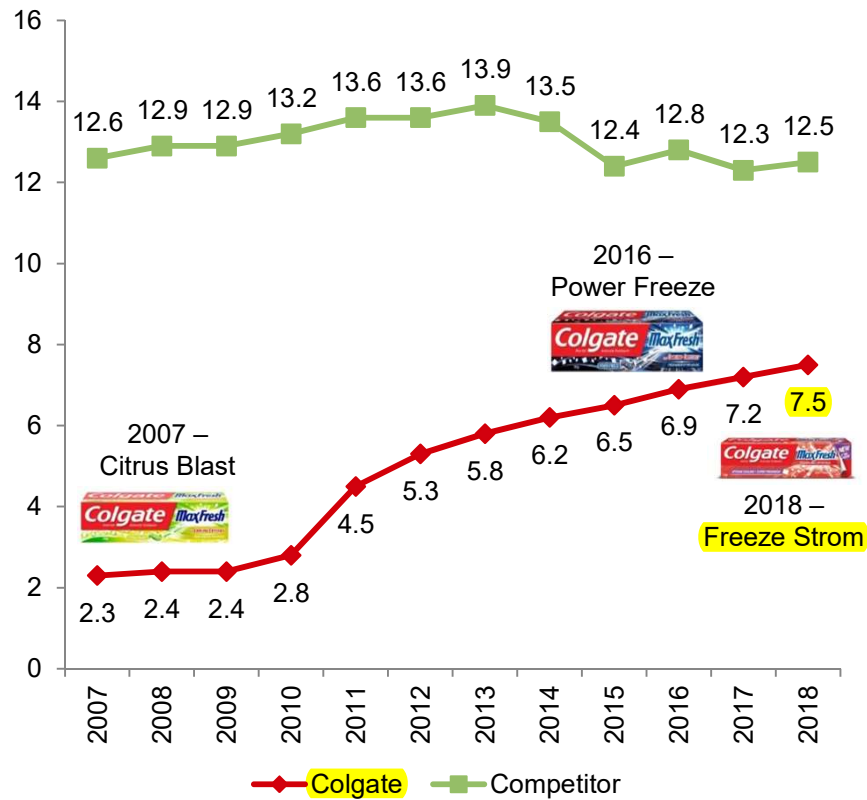


Understanding Science of Cooling sensation

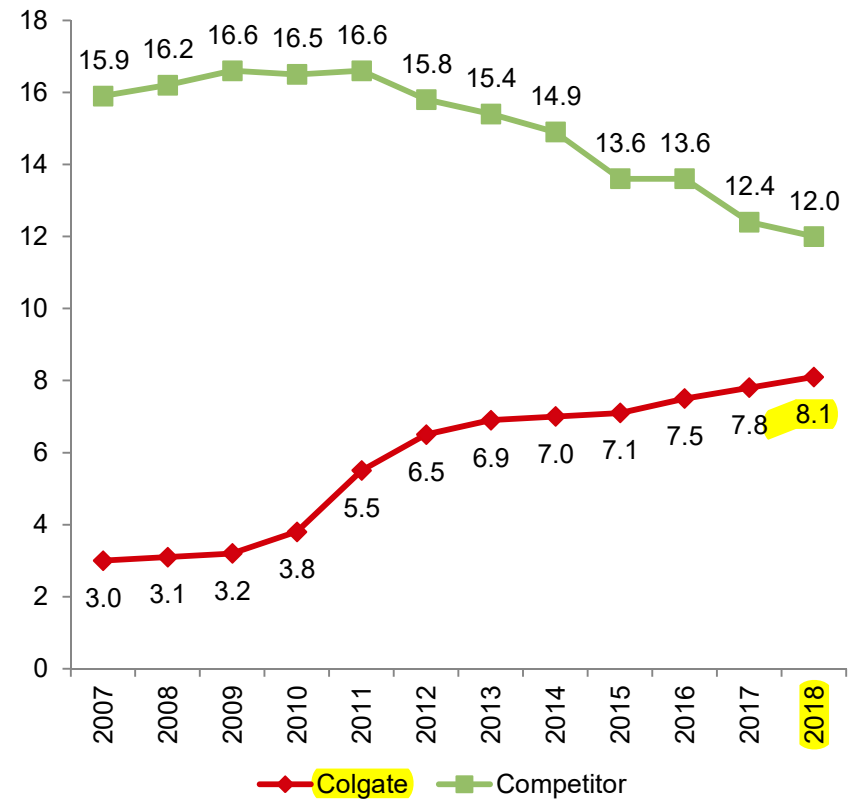
MaxFresh

Impact of Innovation – Colgate Max Fresh

Volume share



Value share



Continuous product upgrade ensured Max fresh gained volume share inspite of premium pricing

1st to launch Tapered Bristles in India



17x
SLIMMER
TIP BRISTLES

INFUSED WITH
CHARCOAL



India Launch - 2015



Strong Innovations in Power Segment



India Launch - 2019



No Alcohol formula with Longer Lasting Freshness



India Launch - 2018



Rapid adoption of Global Innovation pipeline



Global Technology Team and priorities

Innovation

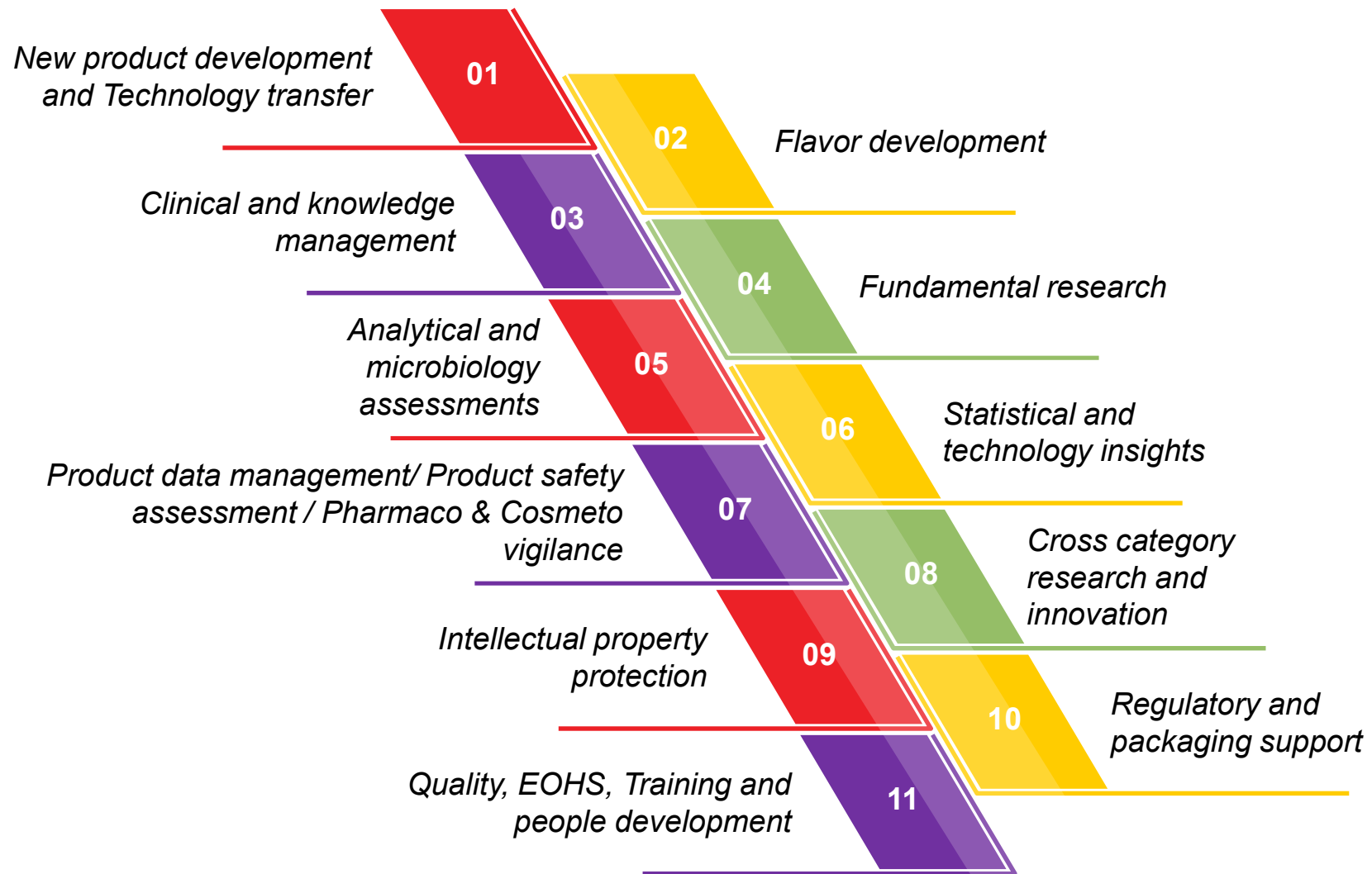
**Product
Stewardship**

**Speed to
Market**

**Drive
Profitability**

- ❑ State of the art facility in Piscataway Technology Campus in US works on advanced research programs to meet evolving consumer needs with over 600 scientists focused on innovation
 - Customer insight driven innovation to develop value added products
 - Investment to create necessary infrastructure and generate resources with required expertise in diverse technology fields of interest
 - Creating similar facilities at different location with same level of investment would be very expensive
- ❑ Colgate Palmolive has 7 Strategic global technology centers
 - USA, Mexico, Brazil, Switzerland, China, Australia & India
- ❑ In Oral Care, approx 1,780 patents were granted in 2017 to Colgate with the five year average ~4x of the nearest competitor

Scope of R&D Support to CP India business

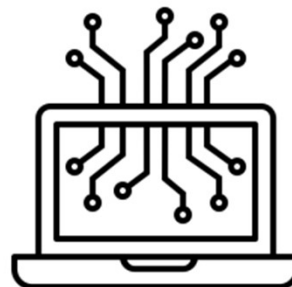




**Product
Innovation**



**Brand
Building**



Digital & Ecom



**Manufacturing &
Packaging**

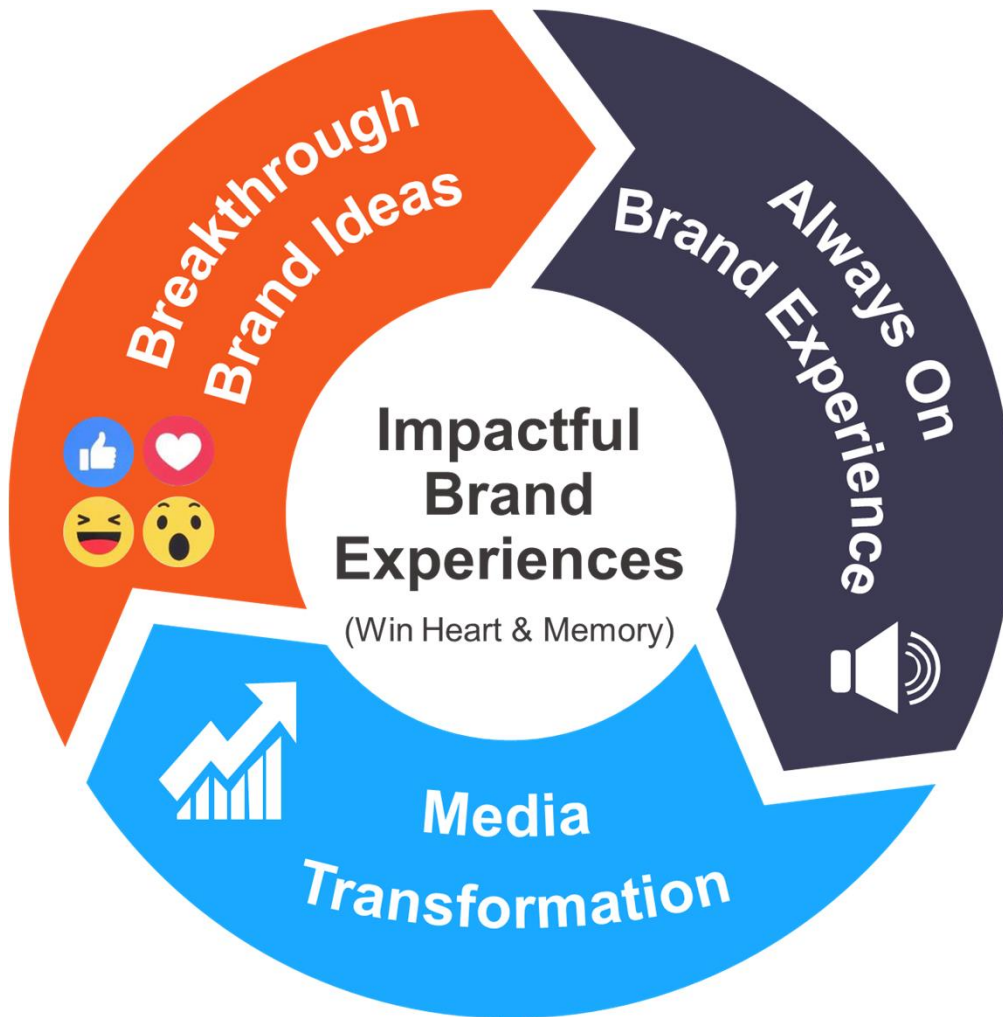
Learning Brand Building Models



Integrating Colgate Smile across platforms



Leveraging Global Training Experts



Training by Colgate Global Team

Supported by global processes for profitable growth

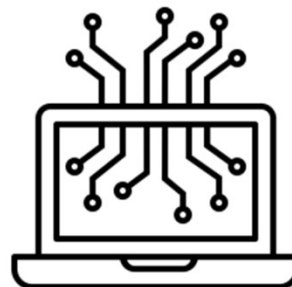




**Product
Innovation**



**Brand
Building**

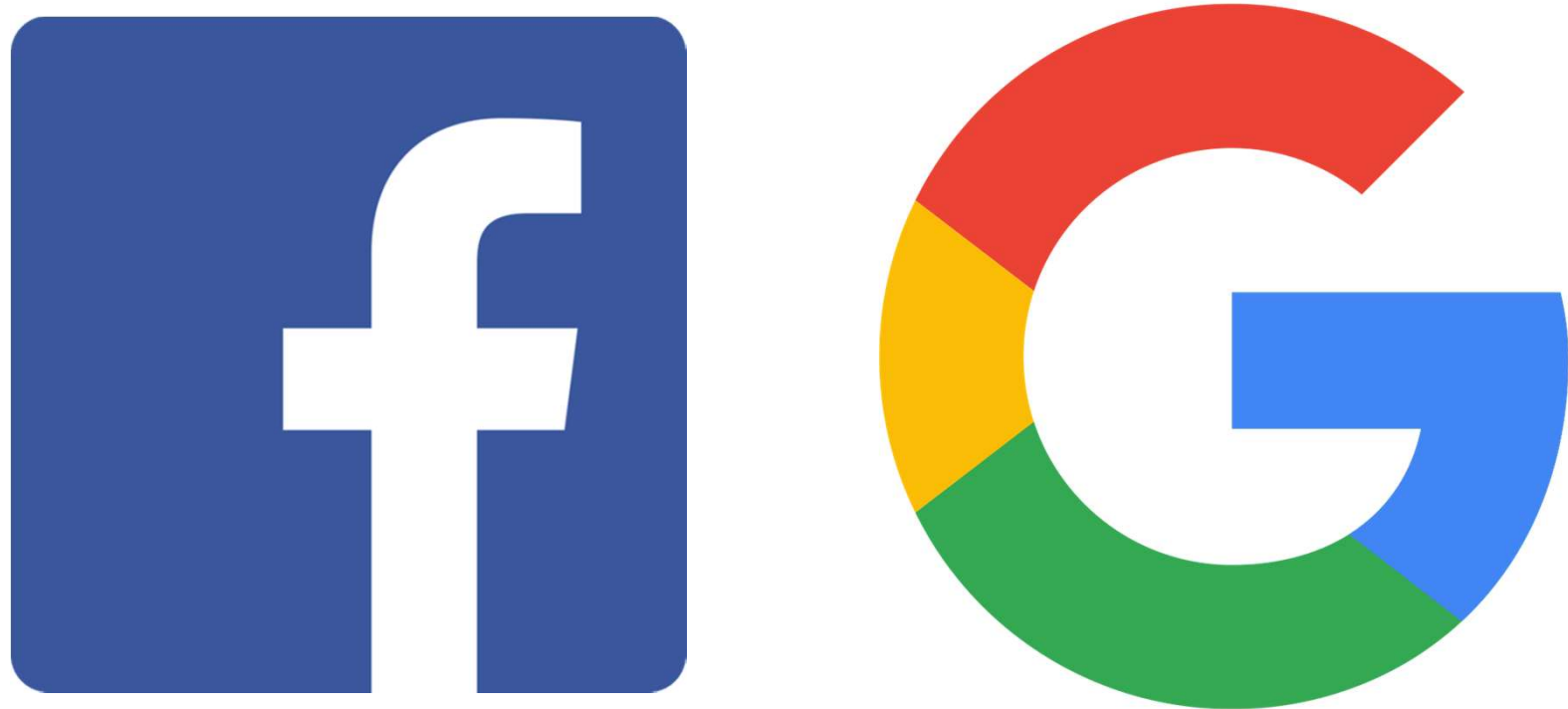


Digital & Ecom



**Manufacturing &
Packaging**

Efficiency benefits with large global deals



Efficient Online Transactions & Security

Sizmek™

IDV

Speed & efficiency in Ecom | 18x Gr in 3 yrs.



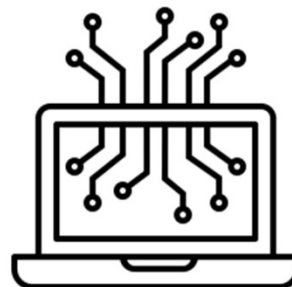
CLAVIS
INSIGHT



**Product
Innovation**



**Brand
Building**



Digital & Ecom



**Manufacturing &
Packaging**

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)



Expertise Sharing for new age packaging



Innovative Texture Finish Carton



Recyclable Tube

Setting the right process for Global Artworks

beat

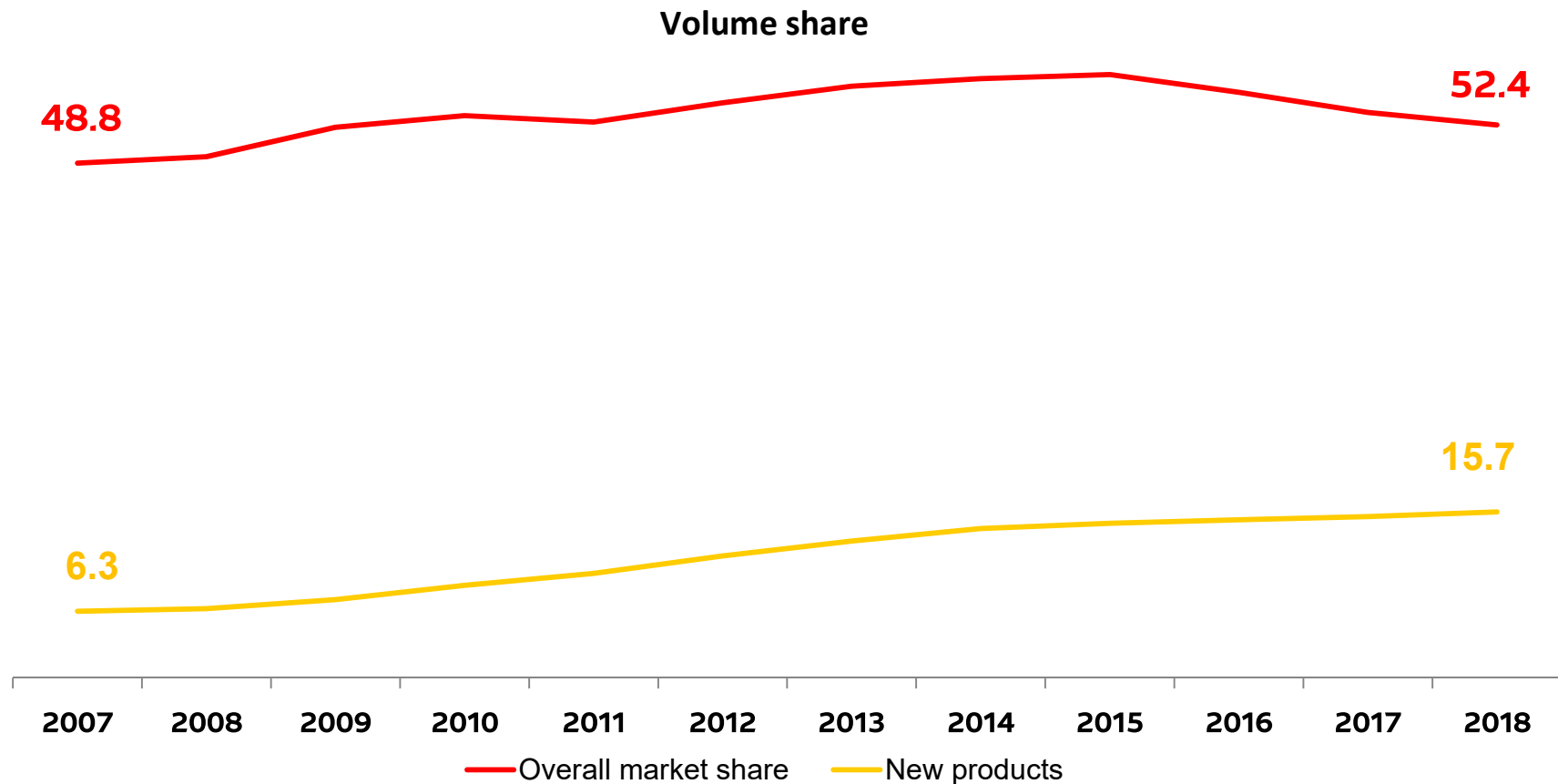
brand experience to artwork transition

Support for CPIL from Colgate Palmolive

- Access to World's Leading Brand in Oral Care & Personal Care
- Wide product portfolio across categories
- Global R&D base developing customer insight driven value added products
- Clinical testing of the developed products
- Learnings from experiences across 200 countries
- Support across multiple functions like marketing, manufacturing, supply chain management amongst others

Royalty% has been consistently maintained @5%

Market Share Gains of Colgate Powered by New Product Development



Existing products are Colgate dental cream and Cibaca

Key new products: Max Fresh, Active salt, Total, Sensitive, Visible White and SAN

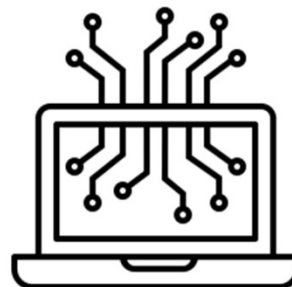
**Market Shares have been strong despite competitive action, due to innovation pipeline.
New product development has been the key driving force**



**Product
Innovation**



**Brand
Building**

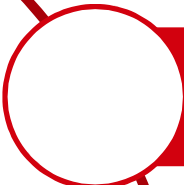


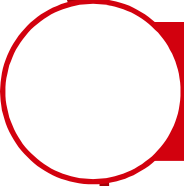
Digital & Ecom

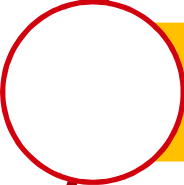


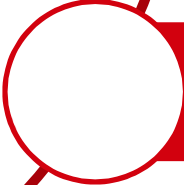
**Manufacturing &
Packaging**

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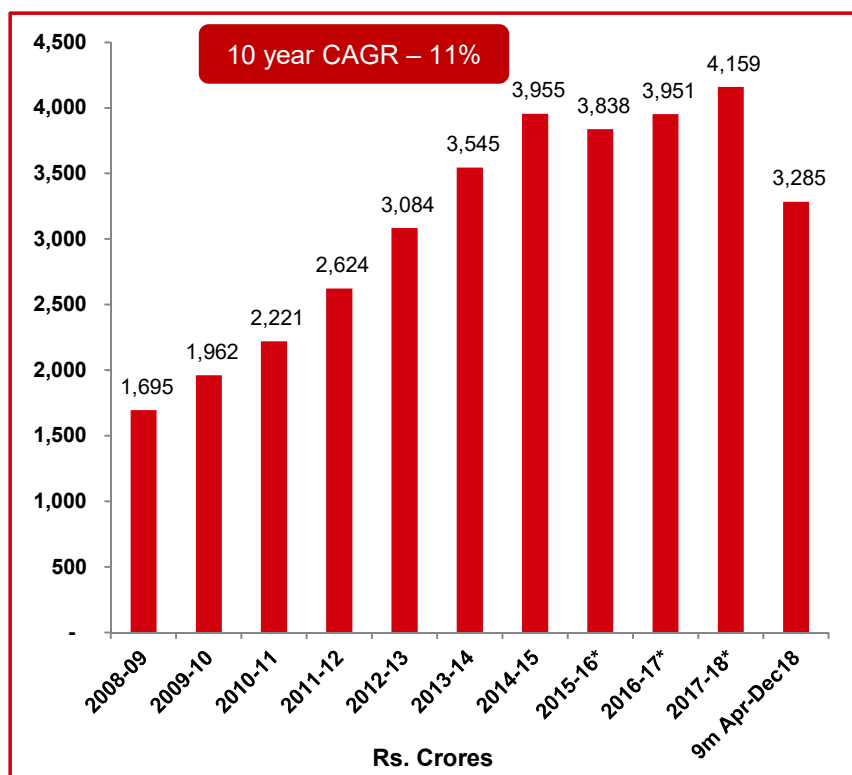
 **Global Support to India**

 **Financial Performance**

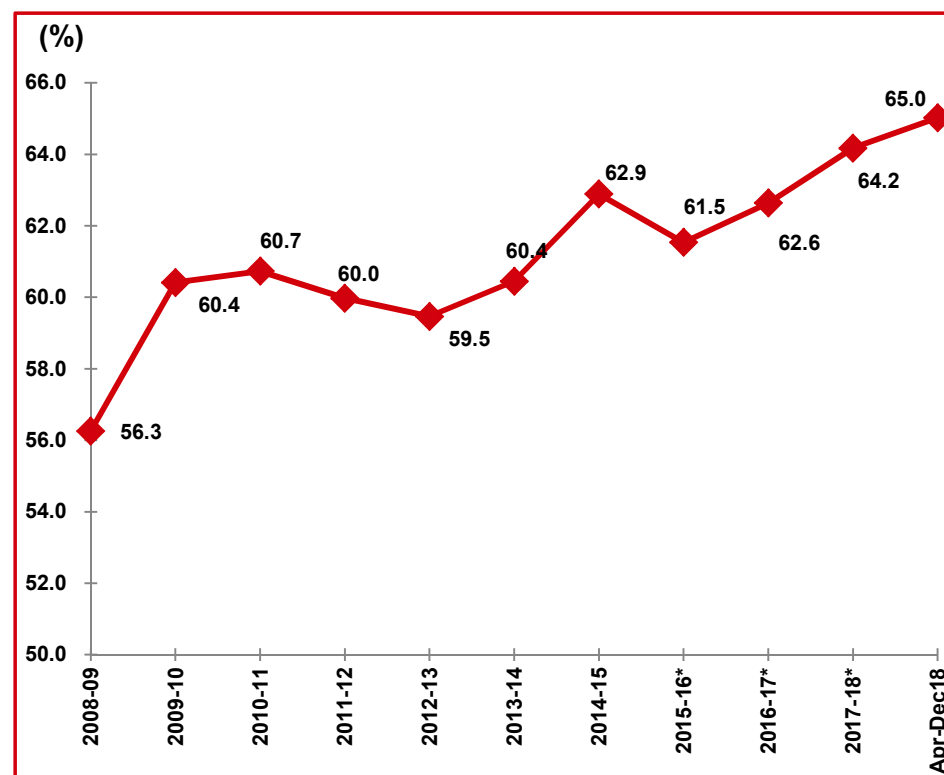
 **Let's Talk**



Net Sales & Margin %

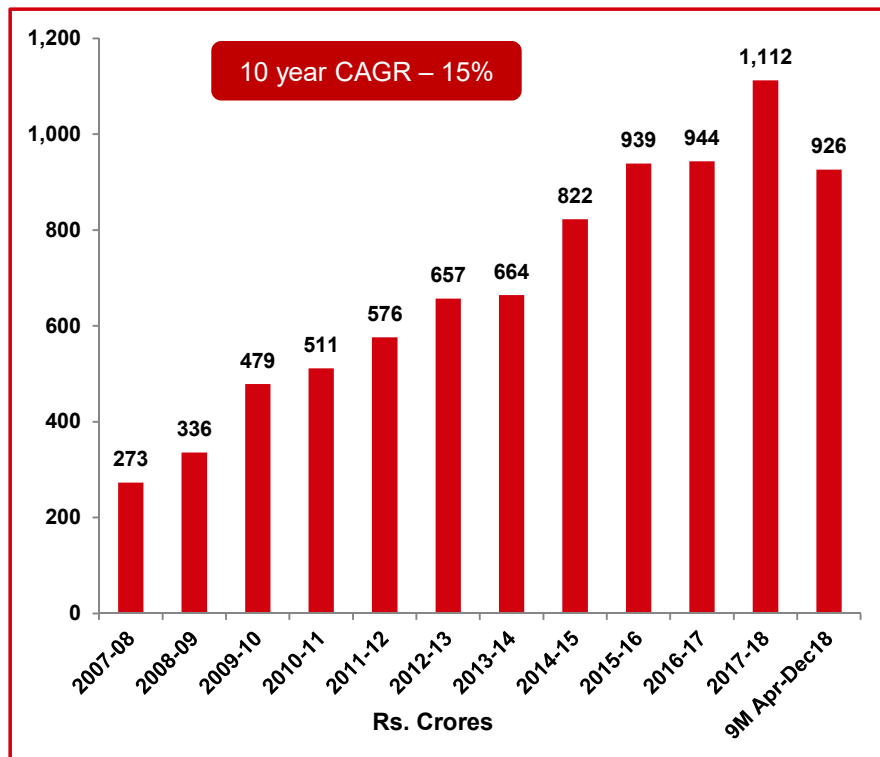


Net Sales

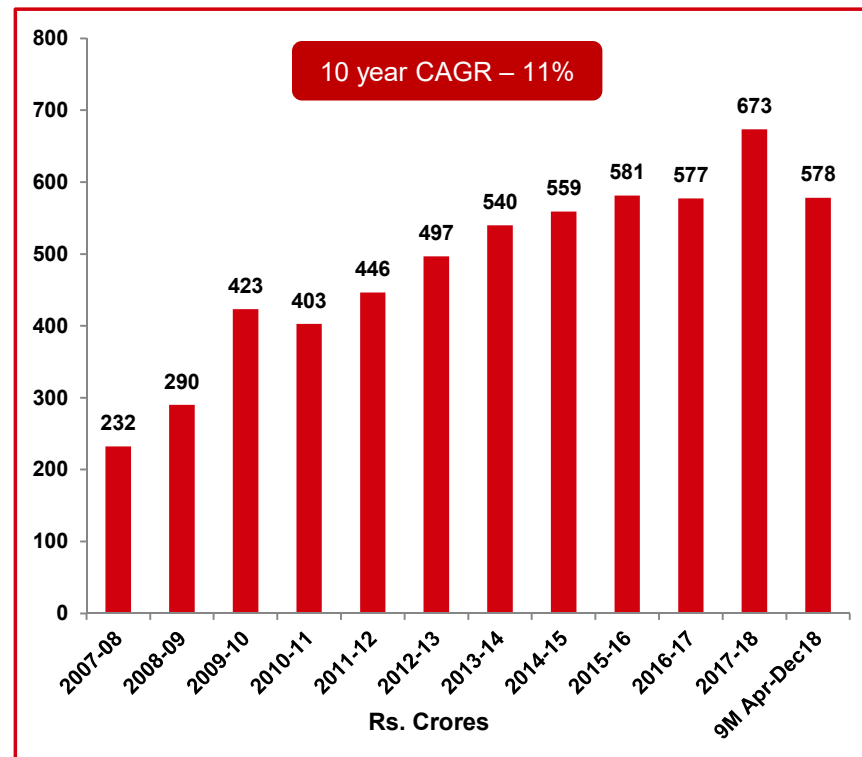


Gross Margin %

EBITDA & PAT

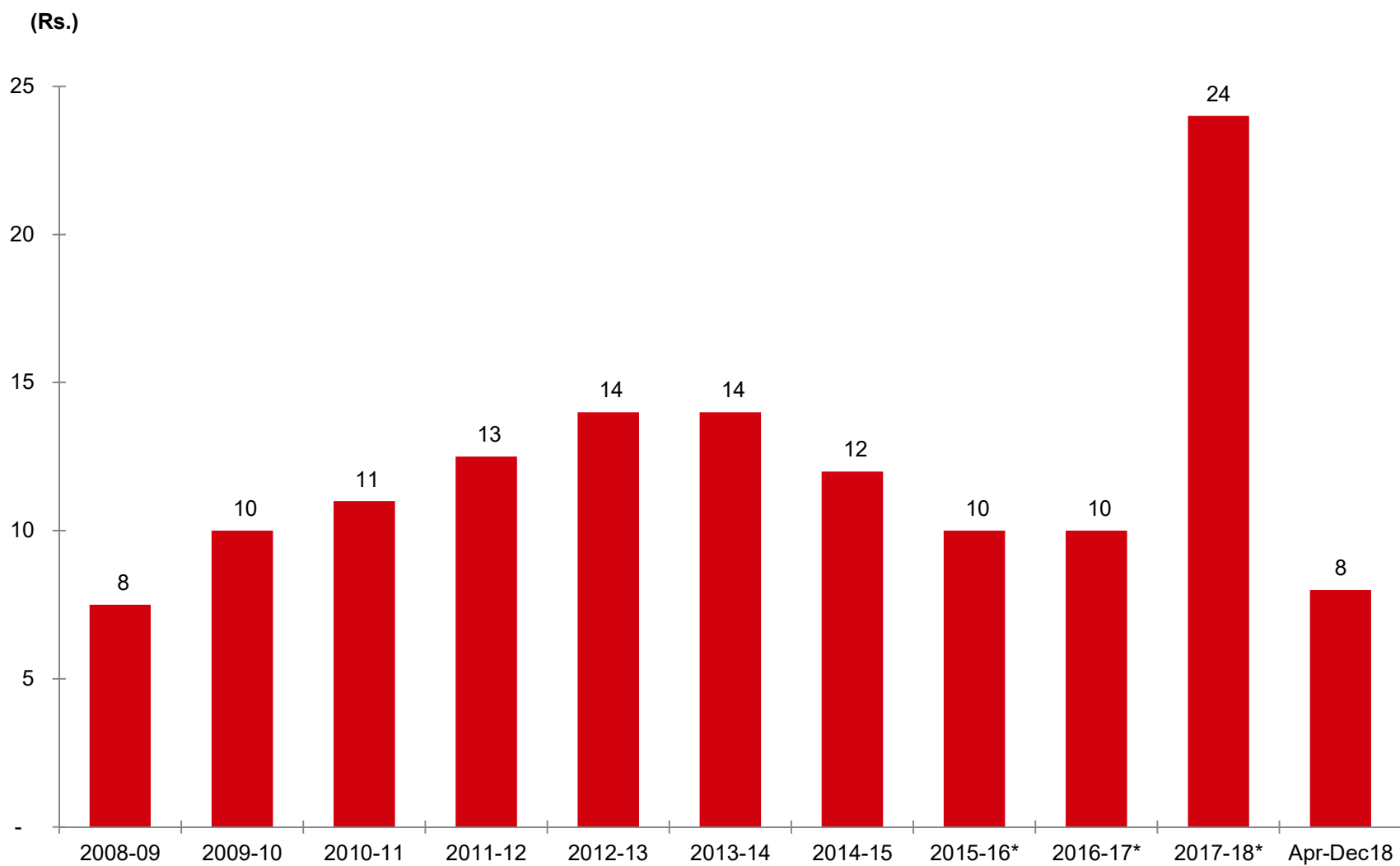


EBITDA



PAT

DPS



** Numbers from FY 15-16 onwards are as per IND AS*

Delivering Shareholder Returns

Year	Shares	Value
1978	IPO - 250	6,250
1994	Rights - 1,280	25,600
2019*	Holdings – 28,160	35,078,912
<i>*As on Feb 14, 2019</i>		

Dividend Received
(includes Capital reduction)

5,228,459

Compounded return of 25% since the IPO

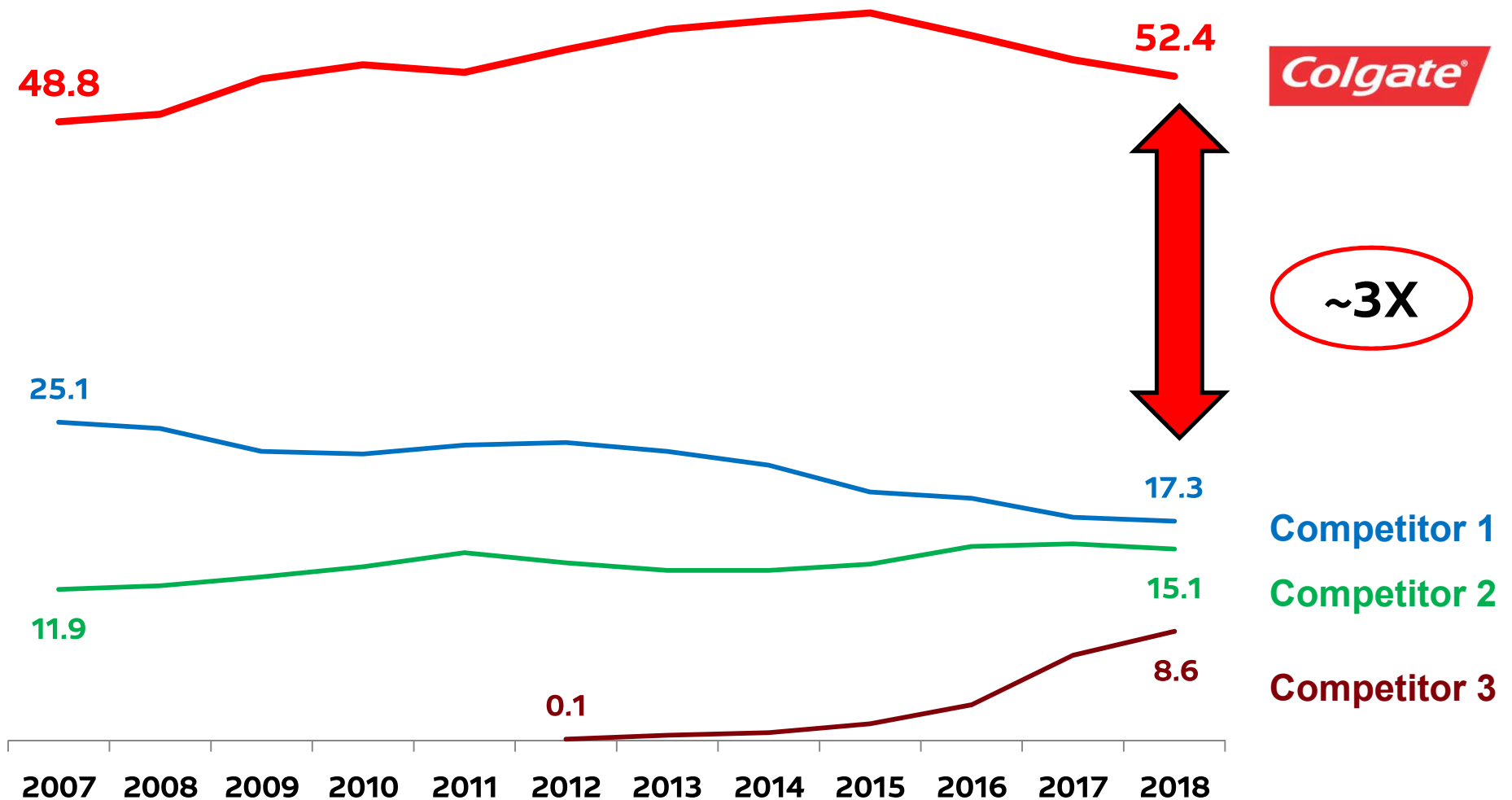
Finance Strategy



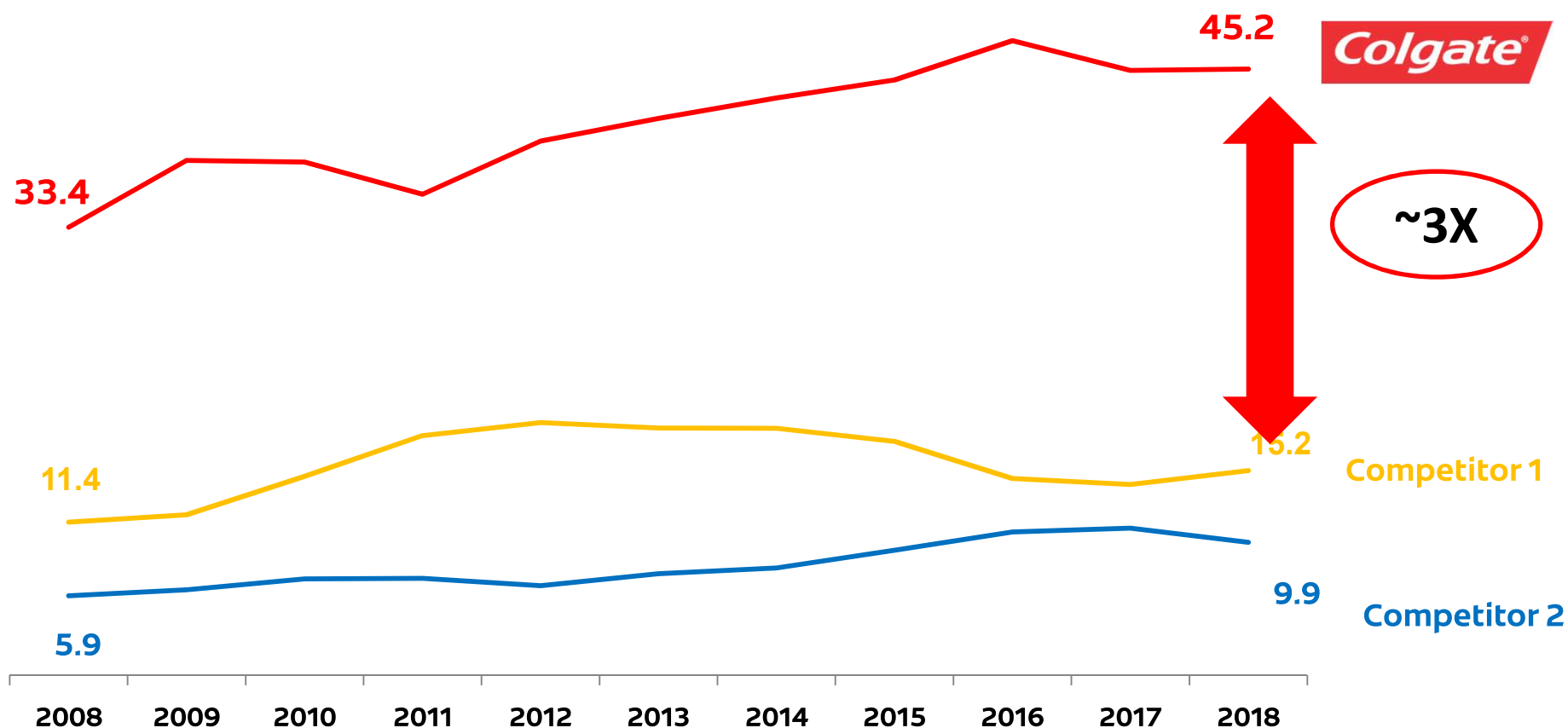
Financials Summary – Q3 2018-19

Net Sales	+6.3% growth
Gross Margin	64.9% to NS
Advertising	12%
EBITDA	+130 bps
PAT	+13%

Strong Toothpaste Volume Share

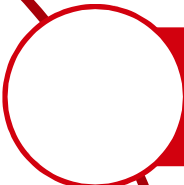


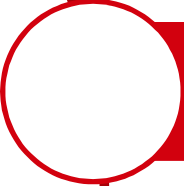
Toothbrush Volume Share: Nearly 3x of the Nearest Competitor



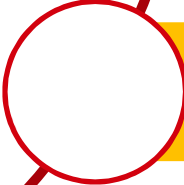
Consistently gaining market share

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