

GODREJ CONSUMER PRODUCTS LIMITED PERFORMANCE UPDATE

Q1 FY 2011-12

July 23, 2011



DISCLAIMER

This release/ communication, except for the historical information, may contain statements, including the words or phrases such as 'expects, anticipates, intends, will, would, undertakes, aims, estimates, contemplates, seeks to, objective, goal, projects, should' and similar expressions or variations of these expressions or negatives of these terms indicating future performance or results, financial or otherwise, which are forward looking statements. These forward looking statements are based on certain expectations, assumptions, anticipated developments and other factors which are not limited to risk and uncertainties regarding fluctuations in earnings, market growth, intense competition and the pricing environment in the market, consumption level, ability to maintain and manage key customer relationship and supply chain sources and those factors which may affect our ability to implement business strategies successfully, namely changes in regulatory environments in India and overseas, political instability, change in international oil prices and input costs and new or changed priorities of the trade. The Company, therefore, cannot guarantee that the forward looking statements made herein shall be realized. The Company, based on changes as stated above, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward looking statements as may be required from time to time on the basis of subsequent developments and events. The Company does not undertake any obligation to update forward looking statements that may be made from time to time by or on behalf of the Company to reflect the events or circumstances after the date hereof.

AGENDA

- Executive Summary : Major Highlights
- Performance Highlights : Consolidated
- Business Overview : Domestic
- Business Overview : International

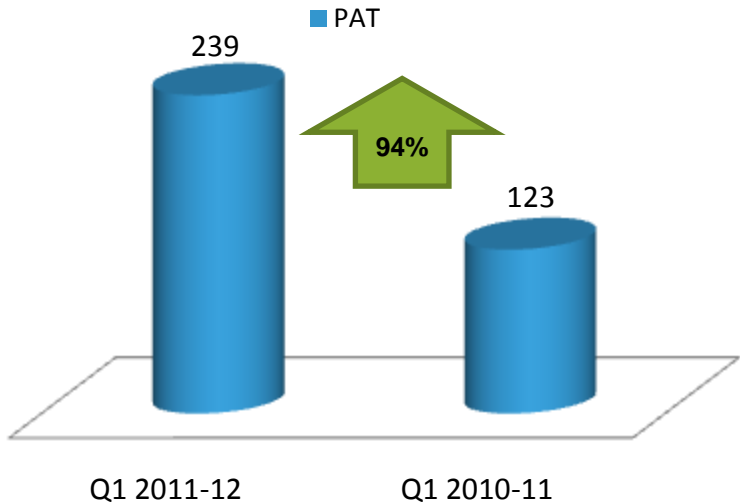
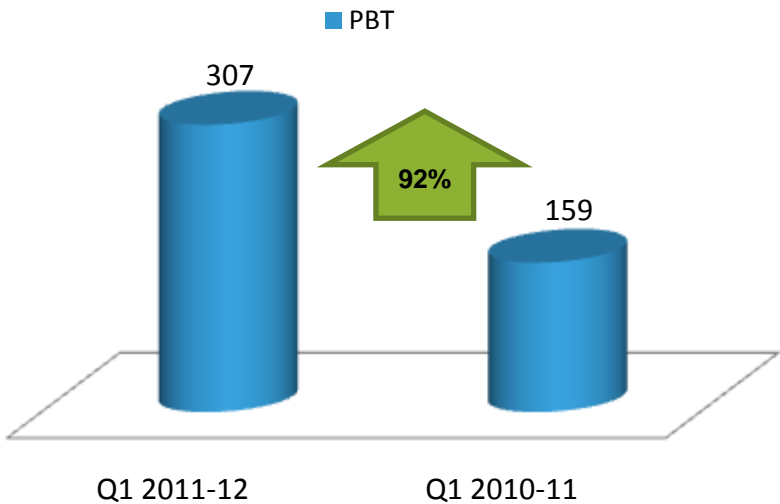
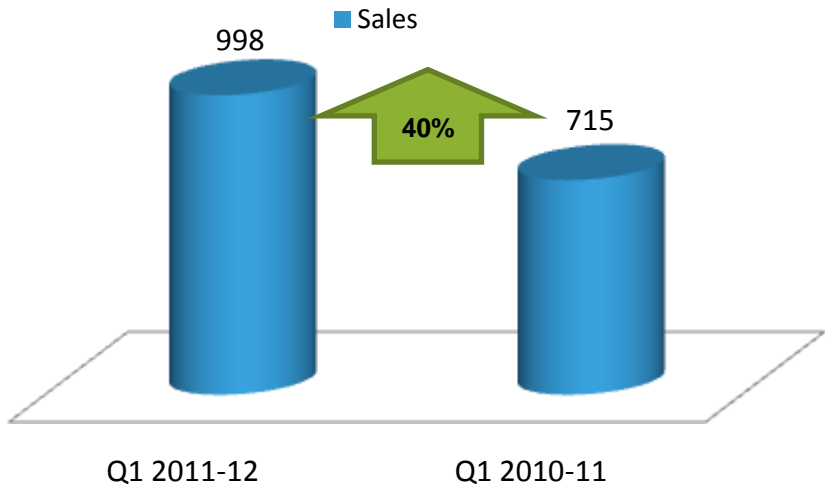
Executive Summary : Major Highlights

MAJOR HIGHLIGHTS - Q1 FY11-12

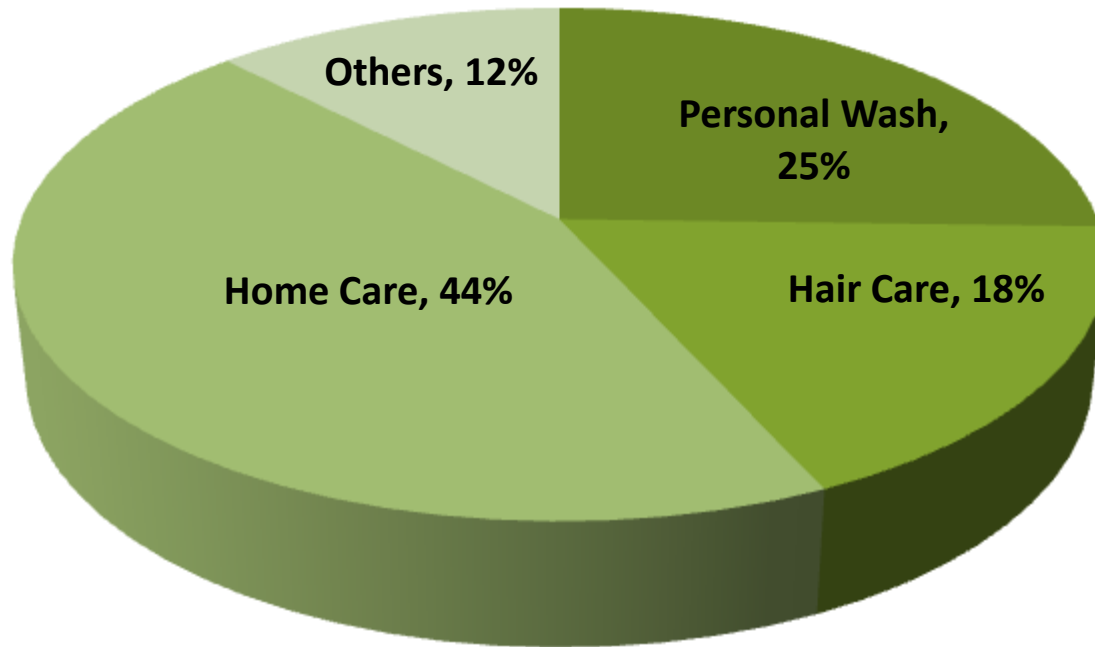
- Strong sales growth in both domestic and international
 - 21% growth in domestic with significant growth across all 3 categories
 - International growth led by Indonesia and Latin America
- In line with focus on innovation, several successful launches in the quarter backed by sizeable marketing investments
- Announced game changing Darling acquisition in Africa
- Chosen by ET and Great Place To Work For study as #1 FMCG company to work for in India
- Net sales grew by 40% to ₹ 998 crore and PAT grew by 94% to ₹ 239 crore
- EPS for the quarter increases to ₹ 7.4 from ₹ 4.0

Performance Highlights : Consolidated

PERFORMANCE HIGHLIGHTS - FINANCIALS (CONSOLIDATED)



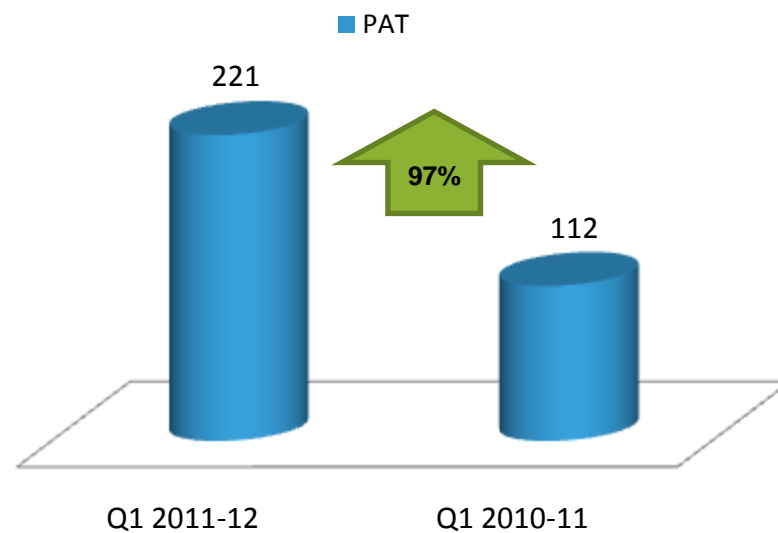
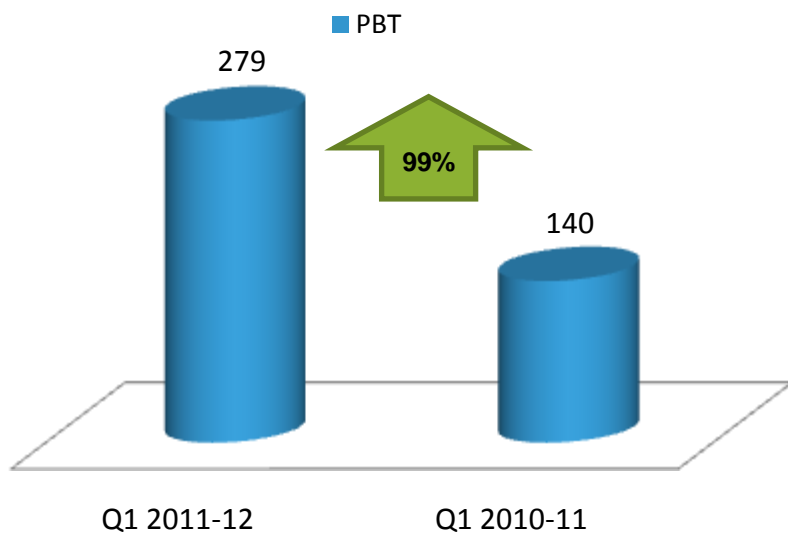
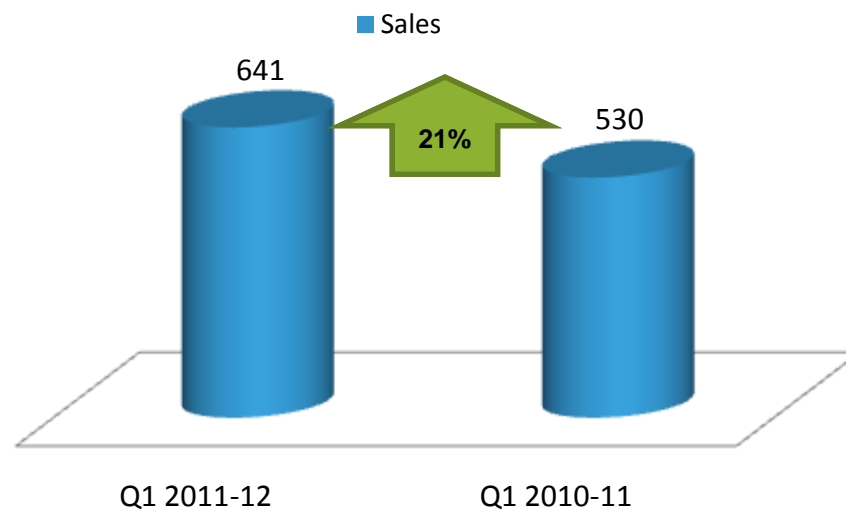
PERFORMANCE HIGHLIGHTS - CATEGORY SALIENCE (CONSOLIDATED)



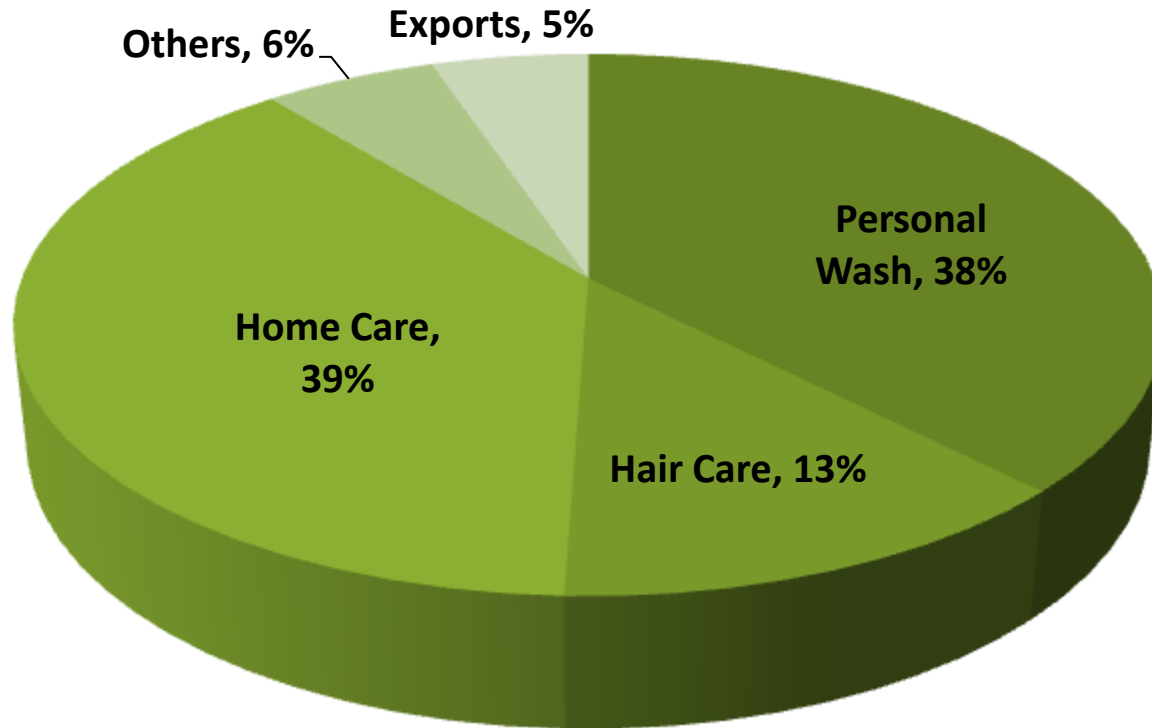
Business Overview : Domestic

PERFORMANCE HIGHLIGHTS – FINANCIALS

Indian Sub continent business



PERFORMANCE HIGHLIGHTS - CATEGORY SALIENCE



Quarter is traditionally weakest season for household insecticide category and the strongest season for soaps category

CATEGORY HIGHLIGHTS - HOMECARE

HOUSEHOLD INSECTICIDES

- Sales growth of **40%** during the quarter, more than twice of category growth
- Innovative marketing campaigns
 - Goodknight - “Dhoondh ke Dikhao” Challenge
 - HIT - World Malaria Day 360° activation
- Strong media investments on Goodknight Advanced Active+ system on “Push Karo Khush Raho” during IPL-4



CATEGORY HIGHLIGHTS - PERSONAL WASH SOAPS

- Sales growth of **17%** led by
 - Performance of newly launched Godrej No.1 'Saffron & Milk cream' soap
 - Cinthol Deodorant and complexion soap
 - Fair glow - Skin fairness soap
- Heavy media investments behind Godrej No.1 'Saffron & Milk cream' soap
- Soap category witnessed higher inputs cost pressures compared to year ago, but with declining palm oil prices and full impact of price increase, category margins set to improve



CATEGORY HIGHLIGHTS - HAIR CARE

HAIR COLOURS

- Sales growth of **19%** led by
 - Performance of newly re-launched Expert range of powder hair colour, backed by heavy media investments
 - Nupur mehendi
- Expert care (herbal based formulation) and Expert advanced (progel formulation) launched successfully. Initial response is very positive, with packaging and design seen as very attractive. We continue to support brand investments and leverage on distribution reach enjoyed by Expert original

CATEGORY HIGHLIGHTS - HAIR CARE

HAIR COLOURS



happy hair **happy you**

no Ammonia • 100% grey coverage • natural looking colour



Visit us at www.godrejexpert.com

CATEGORY HIGHLIGHTS - HAIR CARE

HAIR COLOURS

- Created a Happy Hair World Record and entered the “Limca Book of Records”
- 1511 people colored their hair with the new Godrej Expert Powder Hair Colour within 12 hours



Business Overview : International

DARLING ACQUISITION - CHANGING THE GAME IN AFRICA

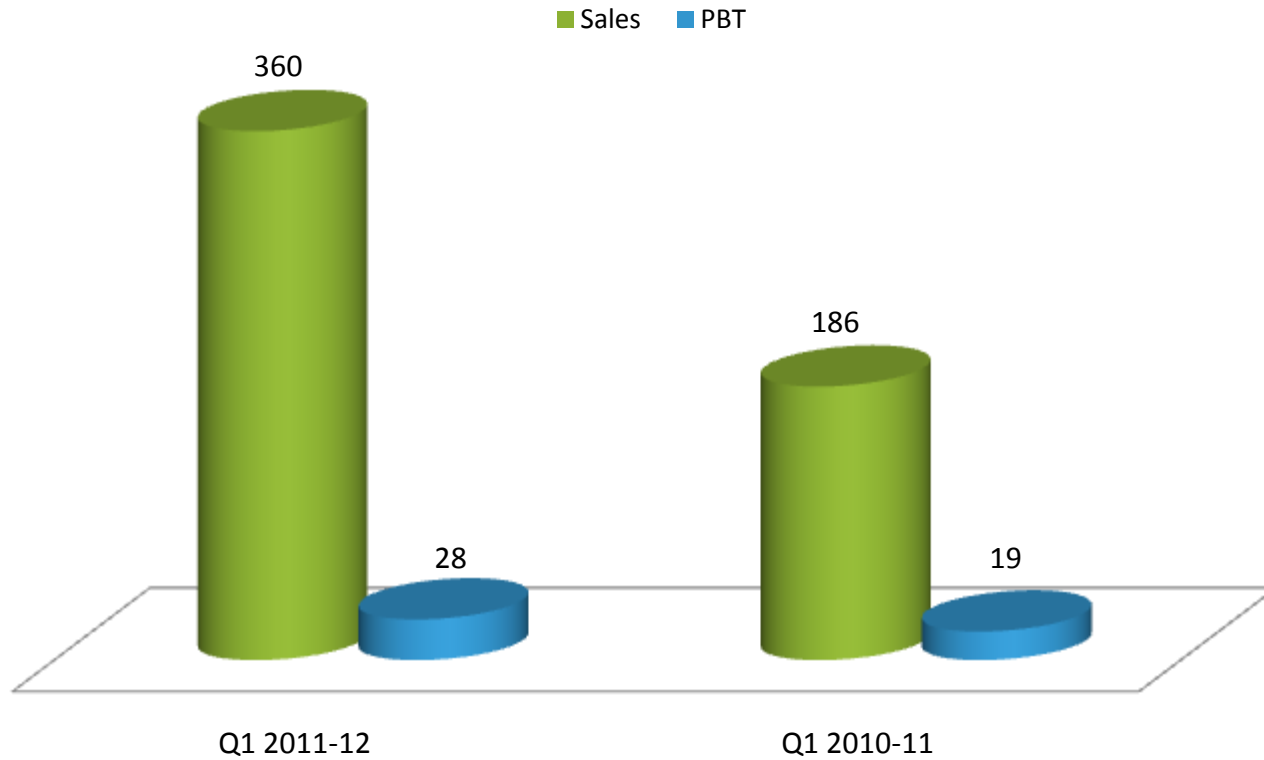
Acquired right for 51% stake in pan-African leading hair care company, Darling Group Holdings

- Darling Group Holdings, through its operating companies in 14 countries of Africa, is the market leader in hair extension products and a pioneer of the category in the region
- With a population of 1 billion plus and expected GDP growth rates of over 6% in the next 10 years, Africa represents the next frontier of consumption growth outside the BRICs and Indonesia
- Acquisition leapfrogs Godrej Group to being a leading player in hair care across sub-Saharan Africa, building on the existing strong market share positions that GCPL currently has in hair colours in more than 14 sub-Saharan African countries through its Inecto brand
- Acquisition to be a strong platform for GCPL home care and personal care products in sub-Saharan Africa
- Acquisition expected to be EPS accretive from year one

PERFORMANCE HIGHLIGHTS

- International business revenue at ₹ 360 crore, growing at 93%
 - International business accounts for 36% of consolidated revenue
 - International business achieved a PBT of ₹ 28 crore, after interest costs
 - The new acquisitions have been EPS accretive

FINANCIAL HIGHLIGHTS



PERFORMANCE HIGHLIGHTS (Q1 FY11-12) - INDONESIA

- 54% of International business revenue
- 19% comparable sales growth on back of distribution expansion and new products
- Launched 'HIT magic paper', disruptive innovative paper format repellent.
 - Hit magic paper burns for 3 minutes and has residual efficacy up to 8 hrs
 - Launch supported by strong marketing investments
 - We expect Hit magic to become a category for new low cost solution users and coil converts
- Sales of ₹ 194 crore and EBIDTA at ₹ 28 crore
 - *EBDITA of 17% before payment of technical & business support fee to GCPL*



PERFORMANCE HIGHLIGHTS (Q1 FY11-12) - AFRICA

- Business comprising Rapidol, Kinky and Tura –
contributes 12% to International business revenue
- Rapidol continues to grow strongly cementing its market
leadership position in ethnic hair colour market
- Darling group acquisition, to synergize with Kinky
business on higher value creation and backward
integration benefits
- Sales stood at ₹ 43 crore and EBIDTA at ₹ 4 crore



PERFORMANCE HIGHLIGHTS (Q1 FY11-12) - LATIN AMERICA

- 16% of International business revenue
- Despite the quarter being traditionally the softest quarter for our Latin America business, given the seasonality over the winter months in the southern hemisphere, the business recorded strong comparable sales growth of 22% on the back of distribution expansion and new product launches
- We also continue to invest in growing the markets outside Argentina - in areas like Peru, Uruguay, Colombia and Chile. We are working jointly with our distributors in these regions to expand our retail presence, adapt products to suit each market and tailor marketing programmes targeted at the local consumer
- Sales stood at ₹ 56 crore and EBIDTA at ₹ 1 crore



PERFORMANCE HIGHLIGHTS (Q1 FY11-12) - UK

- 17% of International business revenue
- 16% sales growth driven by Cuticura, Bio-Oil and Riemann
- Sales stood at ₹ 62 crore and EBIDTA at ₹ 9 crore



AWARDS AND RECOGNITION

ET & Great Place to
Work Study 2011

Ranked **No. 1** amongst FMCG Sector
India's Best Companies To Work for



Aon Hewitt Study
Best Employer in
APAC

Ranked **amongst top 25**
Best Employer in Asia Pacific 2011



Product of the Year
2011

Good Knight Naturals



Outlook Business –Aon
Hewitt Best Employers
2011

Ranked **4th** overall



DIVIDEND - Q1 FY11-12

Dividend per Share	₹ 1.0
Dividend %	100%
Total Dividend (including Dividend Distribution Tax)	₹ 37.6 crore
Dividend payout % Standalone PAT	17%

Thank You