

GODREJ CONSUMER PRODUCTS LIMITED PERFORMANCE UPDATE

Q4, FY 2010-11

May 2, 2011



BOARD APPOINTMENTS

GCPL strengthens its Board team with appointments of :

- Mr. Narendra Ambwani – Narendra Ambwani is a professionally trained executive coach and business advisor. He brings with him experience of over 34 years of work with renowned multi-national Johnson & Johnson. He was Managing Director in Indonesia for 5 years followed by appointment as MD in India in 1995. He completed his corporate career in April 2009. Narendra serves on boards of leading corporates in India and acts as business strategy advisor
- Mrs. Tanya Dubash – Tanya is Executive Director and President of Marketing for the Godrej Group. Tanya is charged with boosting value of the Godrej brand and evolving the Group to a more brand driven organization. Tanya also heads Corporate Relations and Media for the Group. Tanya led the successful relaunch of the Godrej Brand (one of the most successful relaunches of a Group brand ever in India). Tanya heads the Strategic Marketing Group (SMG) that guides the use and application of the Godrej Master brand. Tanya also oversees Godrej Natures Basket, a gourmet food retailing chain. Tanya is a graduate in Economics and Political Science from Brown University, USA. She has also completed an Advanced Management Program from the Harvard Business School. She was recognized by the World Economic Forum as a Global Young Leader in 2008

BOARD APPOINTMENTS

GCPL strengthens its Board team with appointments of :

- Ms. Nisaba Godrej - Nisa is the President, Human Capital & Innovation for Godrej Industries and associate companies. She is responsible for driving the Group's transformation efforts including efforts to attract younger talent and make the culture more agile and innovative. Nisa recently instituted a design and innovation cell to work with the Groups' different business units. In particular, she has been working very closely with the Godrej Consumer Products team on their innovation strategy. Nisa's previous assignments within the Godrej Group have included the successful turnaround of Godrej Agrovat. She also led the creation of a strategy cell and worked on defining the FMCG strategy for the Group. Nisa oversees the Group's CSR strategy and is the point person for the operations of the Godrej Family Council. Nisa has a BSc degree from The Wharton School, University of Pennsylvania and an MBA from the Harvard Business School

AGENDA

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

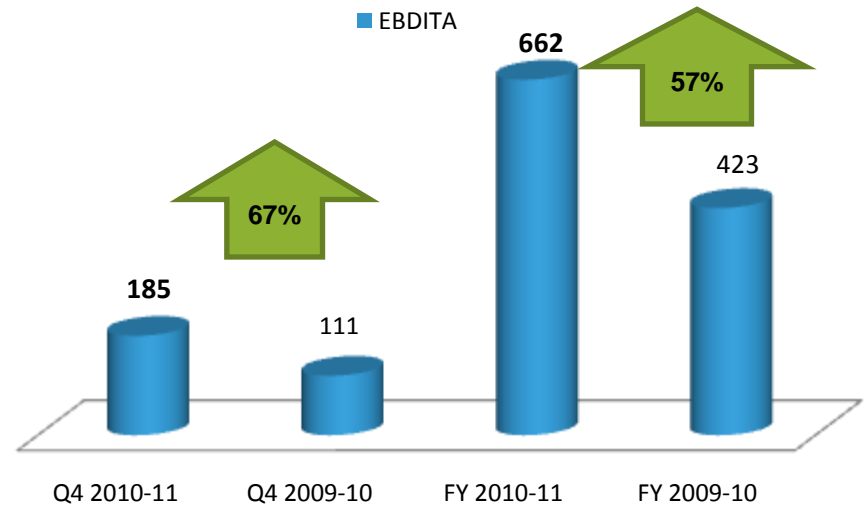
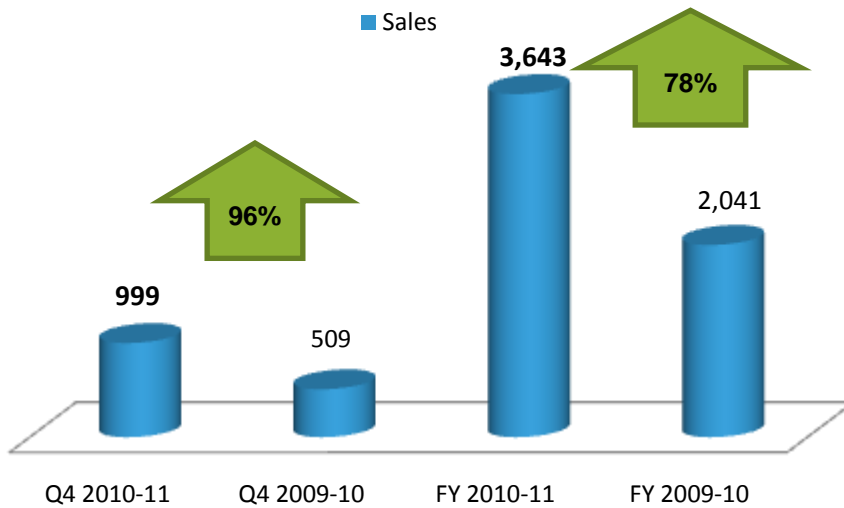
Executive Summary: Major Highlights

EXECUTIVE SUMMARY – Q4 FY10-11

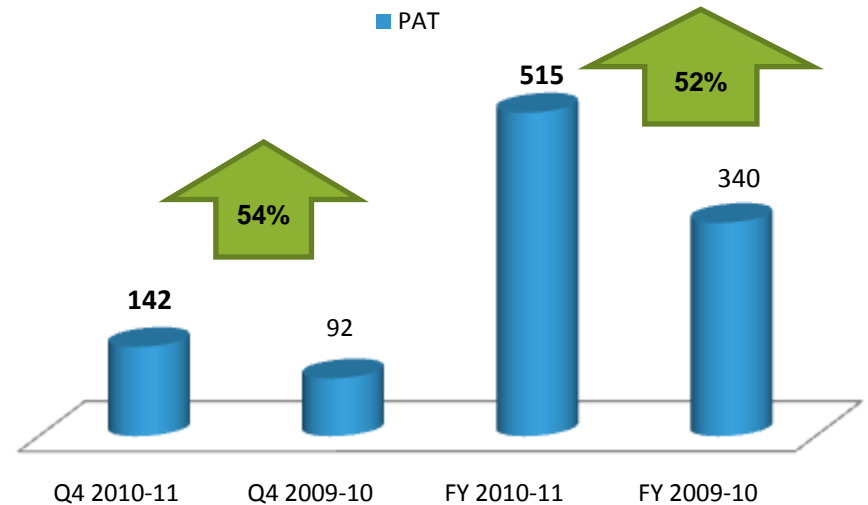
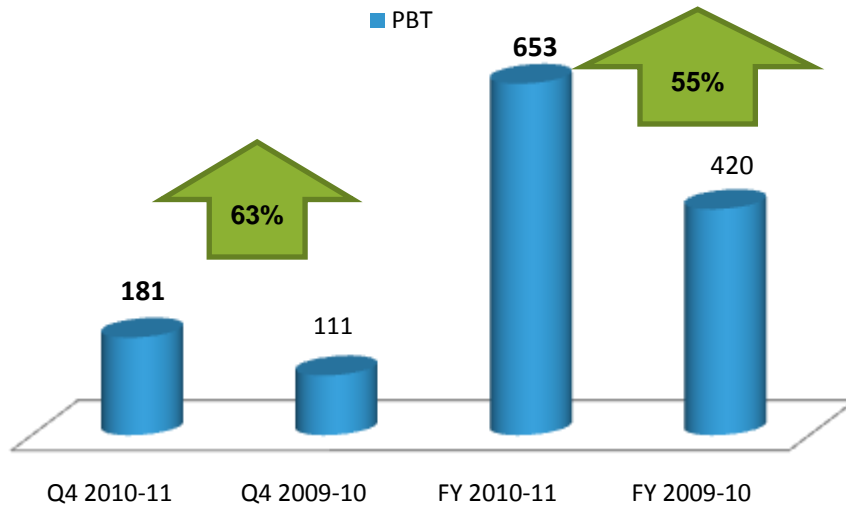
- Net sales grew by 96% to ₹ 999 crore and PAT grew by 54% to ₹142 crore
- Domestic business registered stellar performance with strong growth across all 3 core categories of Toilet soaps, Household insecticide and Hair colours
- EPS increases significantly to ₹ 4.38 from ₹ 2.98, strengthened by positive EPS accretiveness of new acquisitions and excellent domestic business performance
- Continues to enjoy market leadership position in *Household insecticides and *Hair colours markets in India, ethnic hair colour market in many countries in Africa and the second largest player in *Toilet soaps in India and the Household insecticides markets in Indonesia
- International business accounts for 35% of consolidated revenues

Performance Highlights: Consolidated

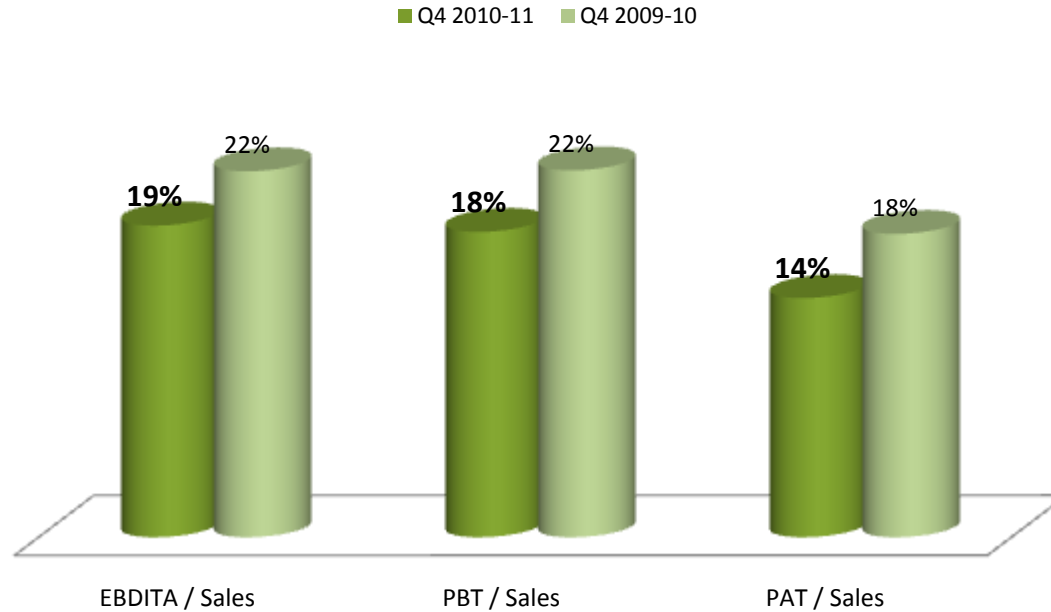
PERFORMANCE HIGHLIGHTS – FINANCIALS (CONSOLIDATED)



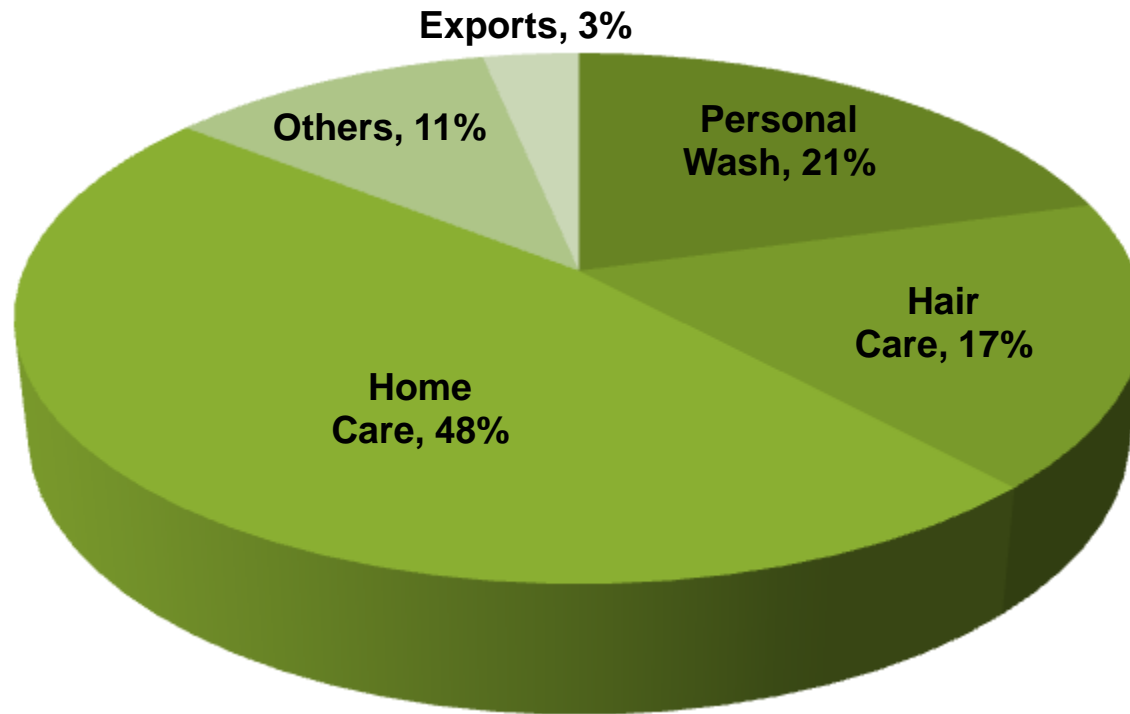
PERFORMANCE HIGHLIGHTS – FINANCIALS (CONSOLIDATED)



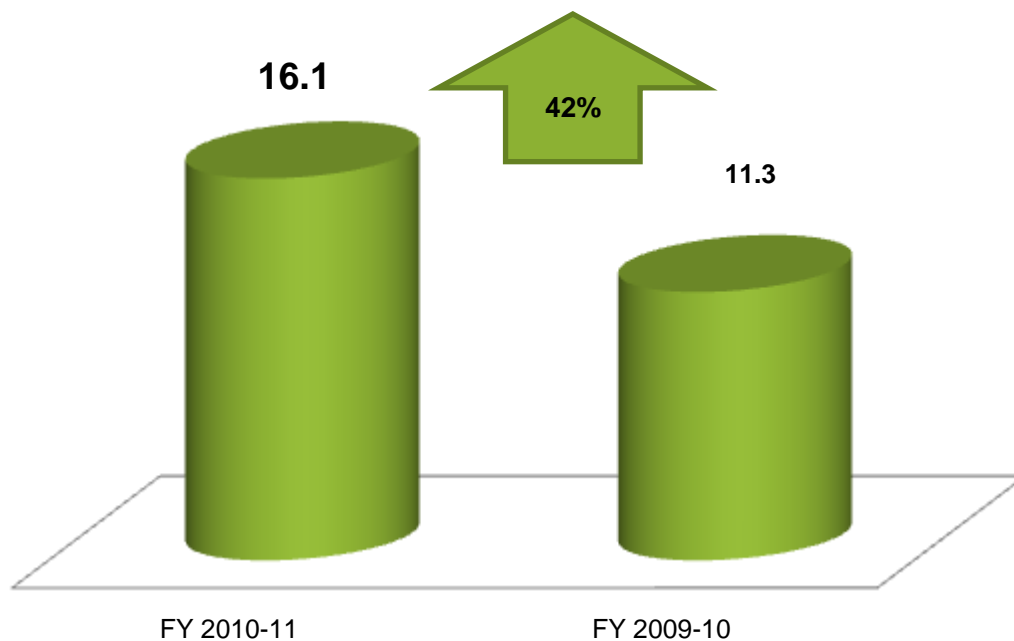
PERFORMANCE HIGHLIGHTS – FINANCIAL RATIOS (CONSOLIDATED)



PERFORMANCE HIGHLIGHTS – CATEGORY SALIENCE (CONSOLIDATED)



PERFORMANCE HIGHLIGHTS – EPS (CONSOLIDATED)



- EPS is full year EPS and not annualized EPS for Q4 FY 2010-11

Business Review : Domestic

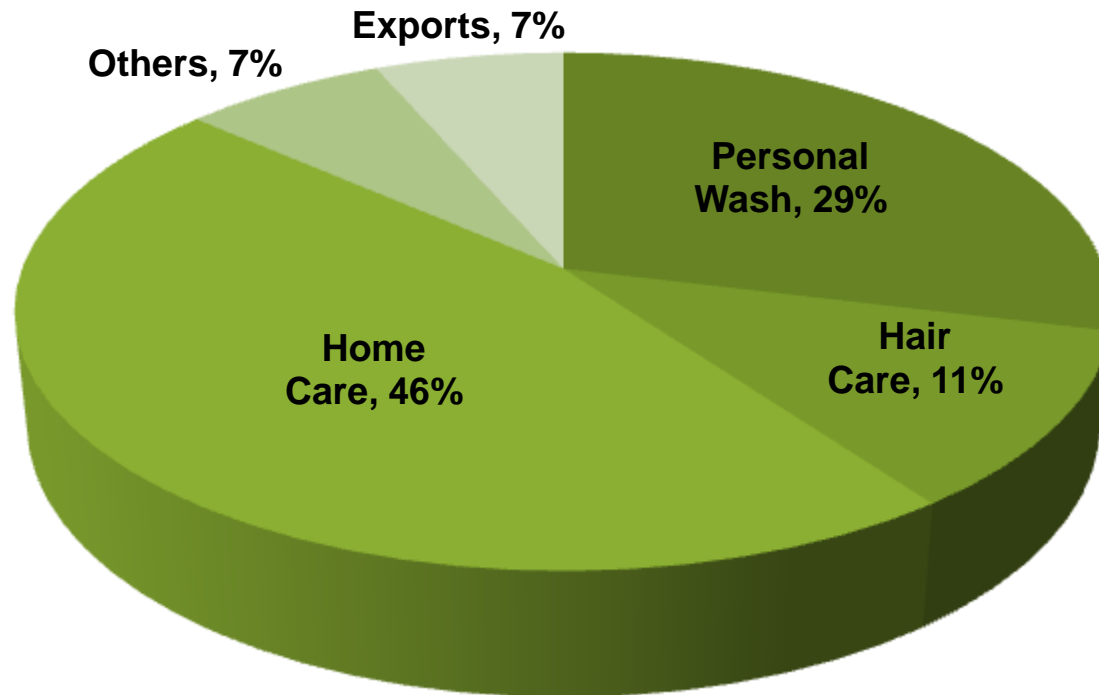
PERFORMANCE HIGHLIGHTS – FINANCIALS

Q4 2010-11

- Sales - ₹ 657 crore (53% growth)
- EBDITA - ₹ 133 crore, 20% of sales (31% growth)
- PBT - ₹ 141 crore (31% growth)
- PAT - ₹ 111 crore (25% growth)

- Growth numbers include 49% stake in the erstwhile Godrej Household Products Limited (GHPL) for 3 months from Jan, 2010 to Mar, 2010 in the base versus 100% in current quarter
- Includes SARRC business

PERFORMANCE HIGHLIGHTS – CATEGORY SALIENCE



CATEGORY HIGHLIGHTS – HOMECARE

HOUSEHOLD INSECTICIDES

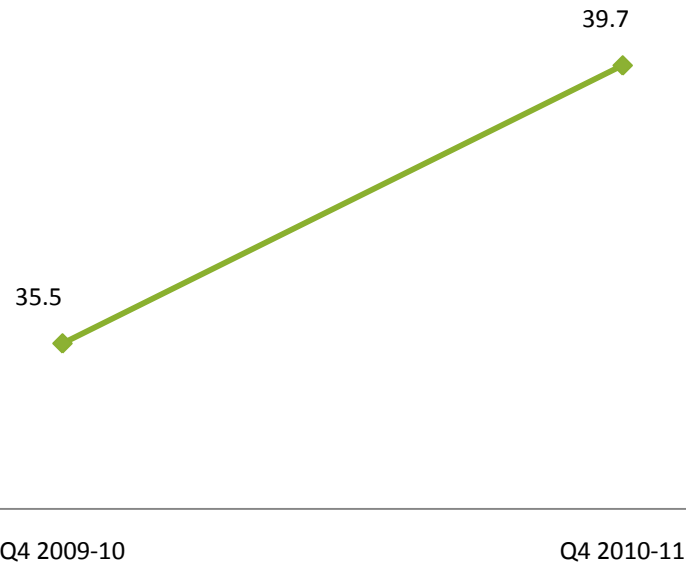
- Sales for the quarter grew by 17% over Q4

2009-10 on *comparable basis with 100% base*

- Under the Goodknight franchise coils and electrics continue to outperform the category on the back of innovative products and successful marketing initiatives
- HIT Aerosols continue to enjoy their market leadership position in the Aerosol format and registering strong growth



MARKET SHARE TREND (VALUE) HOUSEHOLD INSECTICIDES



CATEGORY HIGHLIGHTS – PERSONAL WASH SOAPS

- Sales for the quarter grew at healthy rate of 13% over Q4 2009-10, with market share of 9.7% in March 2011
- Launch of Godrej No.1 'Saffron & Milk cream' soap to gain market share from popular segment of soaps
- Relaunched Fairglow soap continues to outperform category growth on platform of being a specialist fairness soap



CATEGORY HIGHLIGHTS – HAIR CARE

HAIR COLOURS

- Strong sales growth of 18% over Q4 2009-10, with market share at 28.7% in March 2011, behind several successful marketing initiatives
- GCPL launched a range of hair colours under Godrej Expert, offering multiple benefits. It has also initiated 'happy hair **happy you**' campaign for the launch
- Original : with colour lock formula for long lasting colours



CATEGORY HIGHLIGHTS – HAIR CARE

HAIR COLOURS

- Launch of Godrej Expert range of powder hair colours
 - Care : herbal based formula with henna and amla for strong hair, in 3 shades of gentle black, natural brown and burgundy



CATEGORY HIGHLIGHTS – HAIR CARE

HAIR COLOURS

- Launch of Godrej Expert range of powder hair colours
 - Advanced : pro-gel formula with triple conditioners for soft hair, in 3 shades of gentle black, natural brown and burgundy



BRAND VALUATION

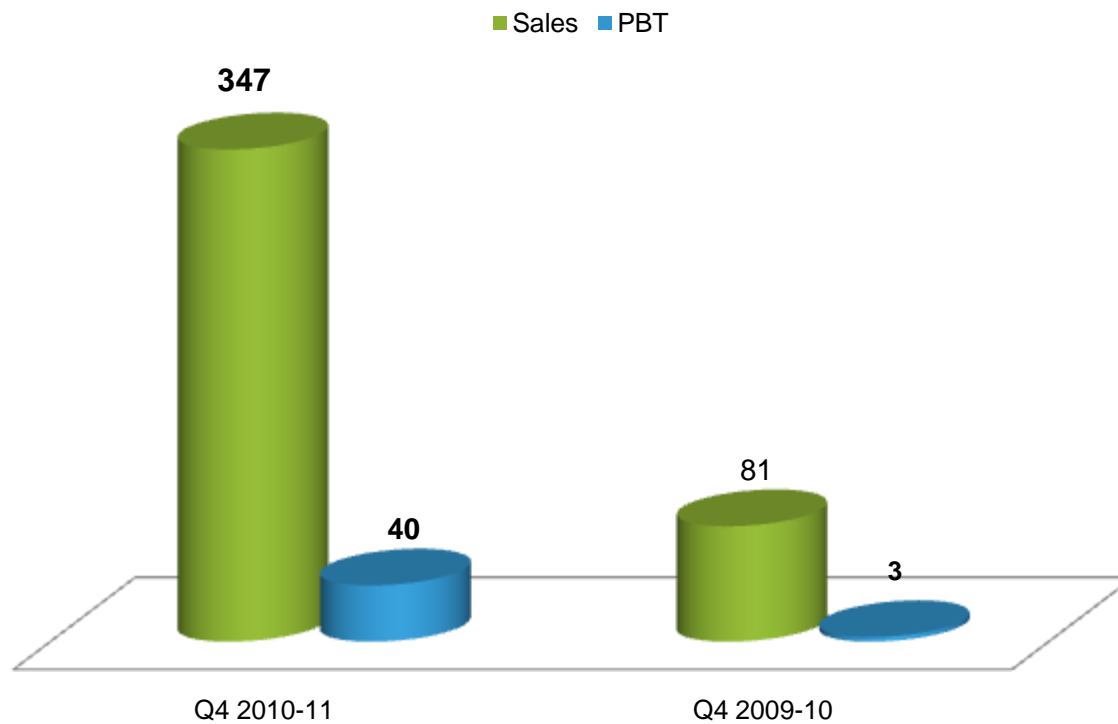
- Godrej's Strategic Marketing Team in partnership with Interbrand conducted Brand Valuation Study based on role of brands, brands strength and financial results
- Godrej portfolio of brands was valued at \$2.9bn and GCPL portfolio was valued at \$1.14bn

Business Review : International

PERFORMANCE HIGHLIGHTS

- International business stood at ₹ 347 crore, growing at 326%
 - International business accounts for 35% of revenues
 - International business achieved a PBT of ₹ 40 crore
 - The new acquisitions have been EPS accretive

FINANCIAL HIGHLIGHTS



PERFORMANCE HIGHLIGHTS (Q4 2010-11) ASIA (EXCL INDIAN SUBCONTINENT)

- Megasari continues to enjoy its market position in household insecticides markets and leadership position in air care and wipes markets in Indonesia
- Strong sales growth through distribution expansion and NPDs (HIT aerosol - natural green tea, Stella bathroom, Mitu antiseptic)
- Margins expansion through cost reduction initiatives, automation process improvements
- Megasari clocked sales of ₹ 195 crore and EBDITA of ₹ 33 crore
 - EBDITA of 20% before payment of Technical & business support fee to GCPL
- Middle East business registered sales of ₹ 4 crore



PERFORMANCE HIGHLIGHTS (Q4 2010-11) – AFRICA

- Africa business comprises of Rapidol, Kinky and Tura
- GCPL continues to enjoy its market leadership position in the ethnic hair colour market in many countries in Africa
- Sales growths were affected by slowing economy and local competition
- Sales stood at ₹ 45 crore and EBDITA stood at ₹ 5 crore



PERFORMANCE HIGHLIGHTS (Q4 2010-11) – LATAM

- Issue and Argencos businesses merged operationally with cross company functional integration in place
- Healthy sales growth for the quarter, further strengthening market leadership taking volume market share to 28%
- Focusing on investing in growing our presence in Latin American markets to have a significant share of our sales to come from outside Argentina going forward
- Sales of Latam business stood at ₹ 64 crore and EBDITA at ₹ 9 crore



PERFORMANCE HIGHLIGHTS (Q4 2010-11) – UK

- Keyline's revenues stood at ₹ 39 crore and EBDITA at ₹ 4 crore
- Cuticura hand hygiene gel and talcum powder, Inecto pure coconut body care oil and Touch of Silver hair care range together grew by 4%



DIVIDEND – Q4 2010-11

Dividend per Share	₹ 1.50
Dividend %	150%
Total Dividend (including Dividend Distribution Tax)	₹ 56.4 crore
YTD Dividend payout % YTD Standalone PAT	38.9%
Dividend % for 2010-11	450%

Thank You