



PERFORMANCE UPDATE: Q2 2010-11

MAJOR HIGHLIGHTS – Q2

- Net sales grew by 66% to ₹ 953 crore and PAT grew by 41% to ₹ 131 crore
- Domestic business registered stellar performance with Godrej Household Products Limited (GHPL) having a gross sales growth of 38% after considering the base at 100% for last year. *(49% of GHPL results for the period June '09 to Sept'09 was consolidated in Q2 2009-10)*
- EPS increases significantly to ₹ 4.06 from ₹ 3.02, strengthened by positive EPS accretion of new acquisitions and excellent performance in household insecticides and hair colour categories
- Continues to enjoy market leadership position in *household insecticides and *hair colour markets in India and the second largest player in *toilet soaps in India and the household insecticides markets in Indonesia
- International business is 35% of total consolidated business, on revenues

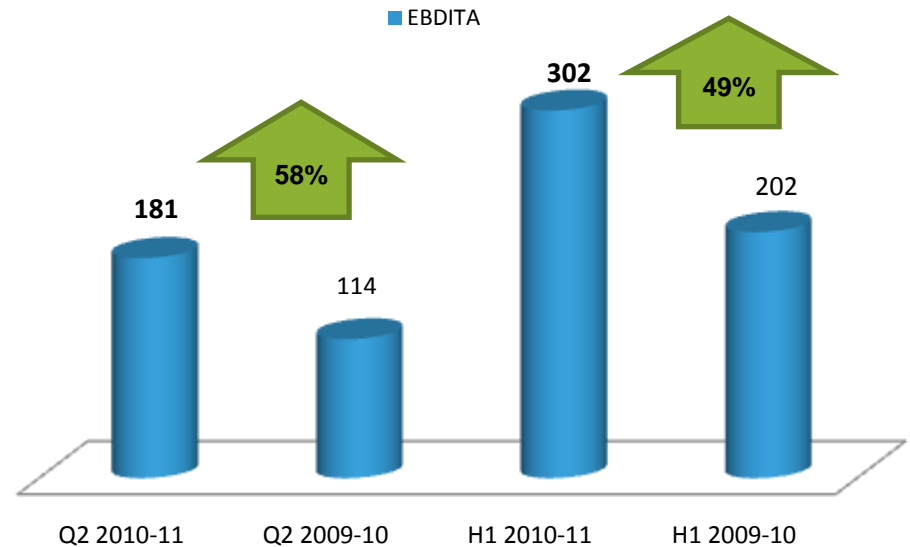
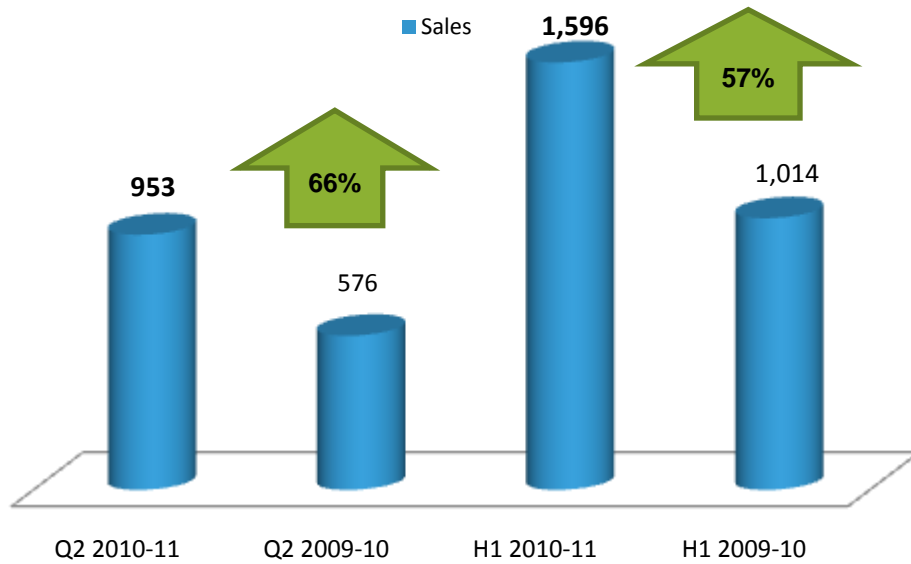
CONTENTS

- Performance highlights – consolidated
- Business review – domestic
- Business review – international operations

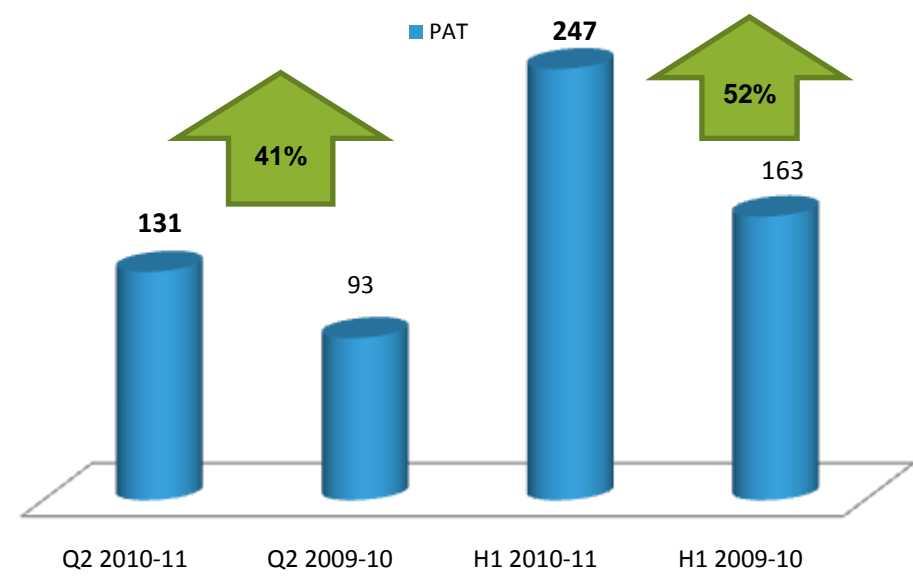
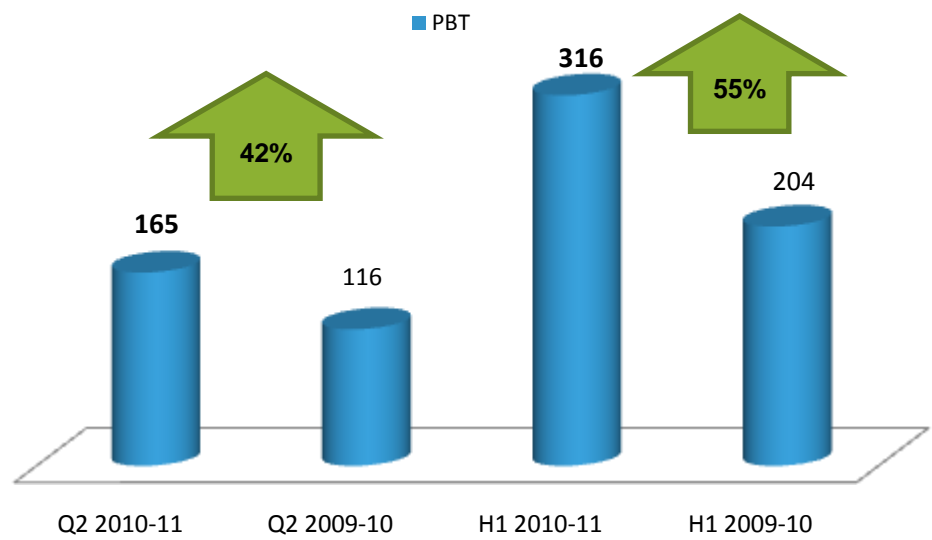
CONTENTS

- Performance highlights – consolidated
- Business review – domestic
- Business review – international operations

PERFORMANCE HIGHLIGHTS – FINANCIALS *(CONSOLIDATED)*

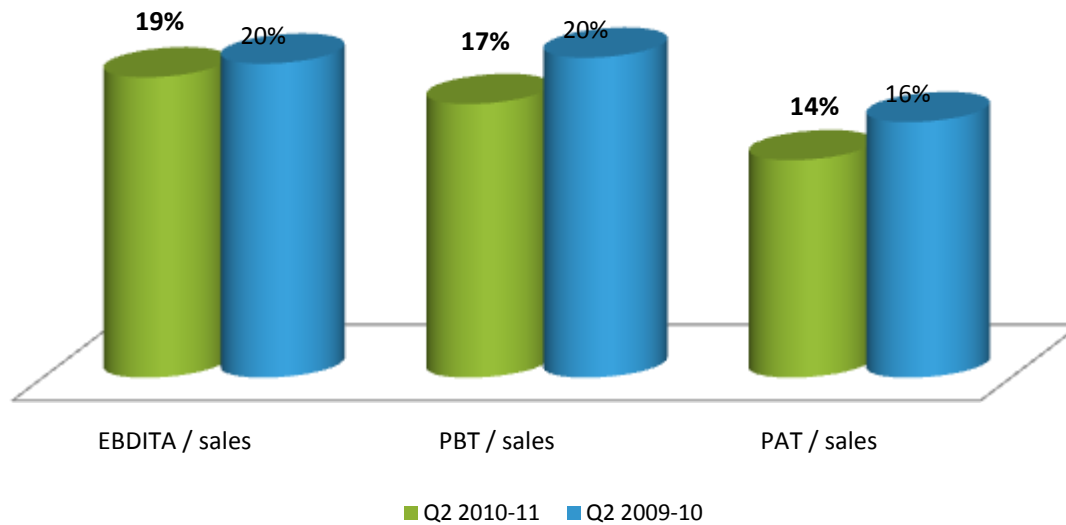


PERFORMANCE HIGHLIGHTS – FINANCIALS *(CONSOLIDATED)*



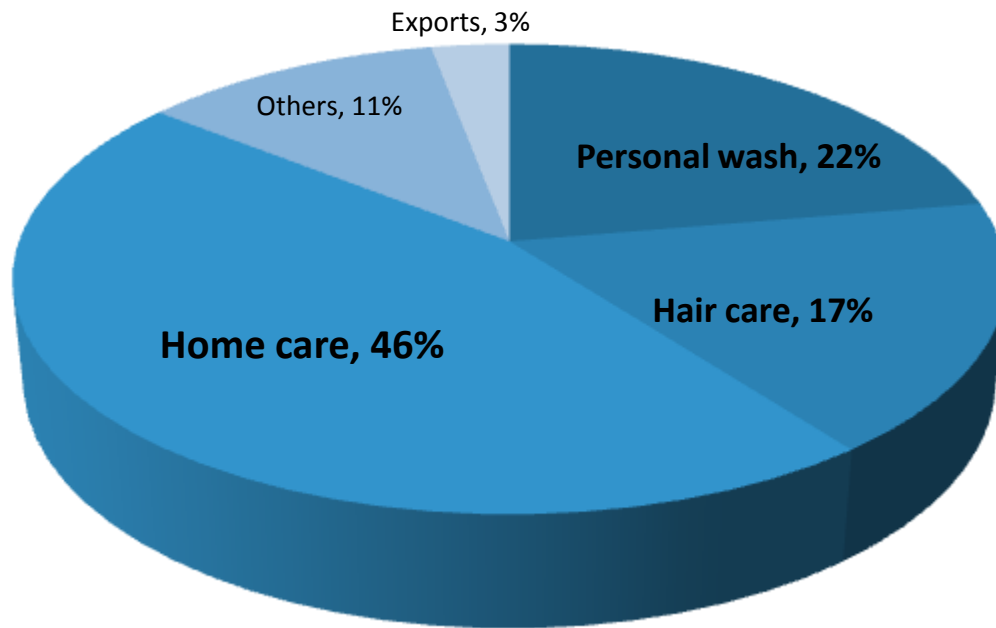
PERFORMANCE HIGHLIGHTS – FINANCIAL RATIOS

(CONSOLIDATED)

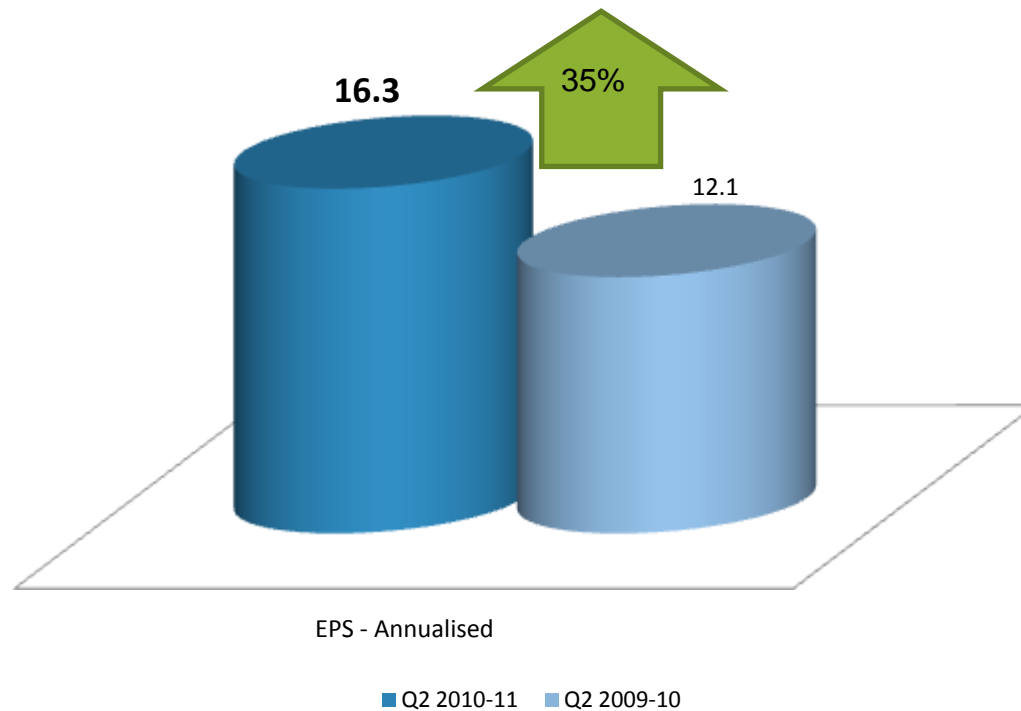


PERFORMANCE HIGHLIGHTS – CATEGORY SALIENCE

(CONSOLIDATED)

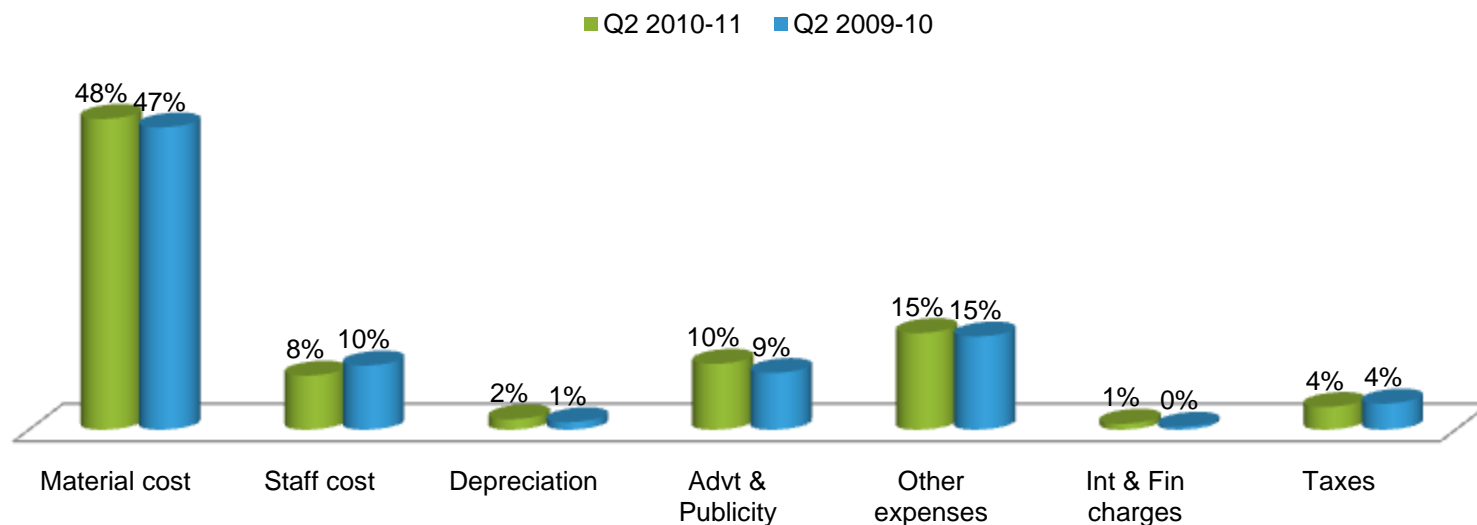


PERFORMANCE HIGHLIGHTS– EPS *(CONSOLIDATED)*



PERFORMANCE HIGHLIGHTS – COST STRUCTURE

(CONSOLIDATED)



- *Material cost higher due to increase in oil rates. Rates higher than FY10, but lower than peak FY09 rates*
- *Staff cost lower due to lower provision for variable remuneration*

CONTENTS

- Performance highlights – consolidated
- Business review – domestic
- Business review – international operations

Q2 2010-11 DOMESTIC SCENARIO

Industry scenario

- FMCG sector continues to grow but at a lower pace due to inflation pressures. Growth predominantly volume driven
- Commodity prices rates higher than FY 09-10, but lower than peak FY 08-09 rates
- ₹ strengthened versus the US\$ in Q2 2010-11

PERFORMANCE HIGHLIGHTS – FINANCIALS

Q2 2010-11

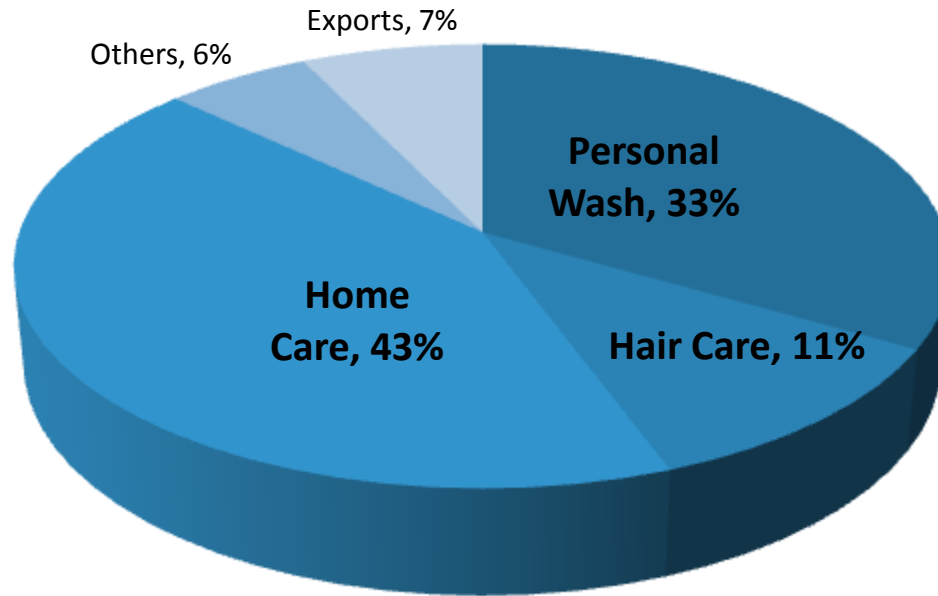
- Sales - ₹ 619 crore, growth of 32%
- EBDITA - ₹ 136 crore, 22% of sales, growth of 43%
- PBT - ₹ 138 crore, growth of 42%
- PAT - ₹ 111 crore, growth of 38%

Includes 100% stake in Godrej Household Products Limited for the period 1st July 2010 to 30th Sep 2010

Growth numbers include 49% stake in GHPL for 4 months from Jun2009 – Sep2009 in the base

Excludes dividend income of ₹ 10 crore received by GCPL from GHPL

PERFORMANCE HIGHLIGHTS – CATEGORY SALIENCE



BRAND EQUITY - MOST TRUSTED BRANDS 2010

- GCPL has 4 of its brands ranked in 100 Most Trusted Brands 2010 by Brand Equity
 - Goodknight
 - Godrej No.1
 - Cinthol
 - Godrej Powder Hair Dye
- Goodknight ranked 12th in overall list of 100 and 1st in Household care category
- Godrej No.1 ranked 13th and Cinthol ranked 14th in Personal care category



CATEGORY HIGHLIGHTS – HOMECARE

HOUSEHOLD INSECTICIDES

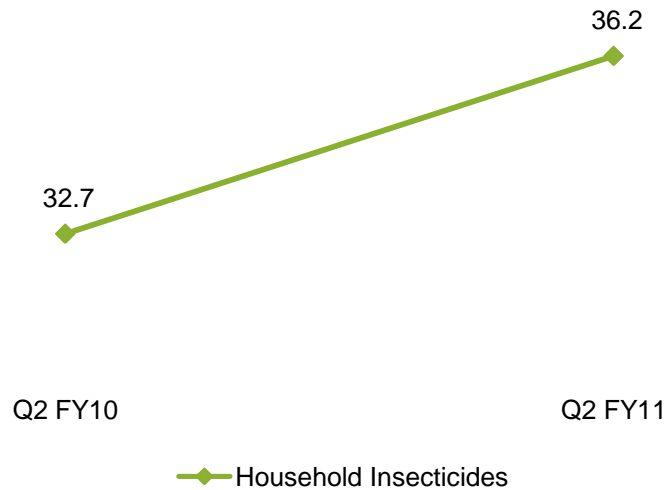
- HIT Aerosols have grown at healthy rates on the back of 360 ° media activation drive awareness for 'Kill Malaria' campaign



- Under Goodnight franchise coils, electrics and naturals cream continue to outperform category on the back of innovative products and successful marketing initiatives



MARKET SHARE TREND (VALUE) HOUSEHOLD INSECTICIDES



CATEGORY HIGHLIGHTS – PERSONAL WASH SOAPS

- Strong off takes, successful marketing

initiatives, market share of 10.4% in Q2FY2011.

- ‘Pen free’ consumer offer on relaunched Godrej

No.1 with strong media presence

- ‘Buy n Win’ consumer offer on Cinthol



CATEGORY HIGHLIGHTS – HAIR CARE

HAIR COLOURS

- Strong growth in off takes taking Market share to 29.9% in Q2FY2011 from 29.7% in Q1FY2011
- Strong sales growth of 21% over Q2 FY2010 backed by many successful marketing initiatives



- Shampoo free consumer offer on Godrej Expert
- Godrej Expert sponsoring Cine Sahyadri Awards
- Sampling Nupur with Godrej No.1 in Punjab
- Colourgloss shampoo free with Renew



MARKET SHARE TREND (VALUE)

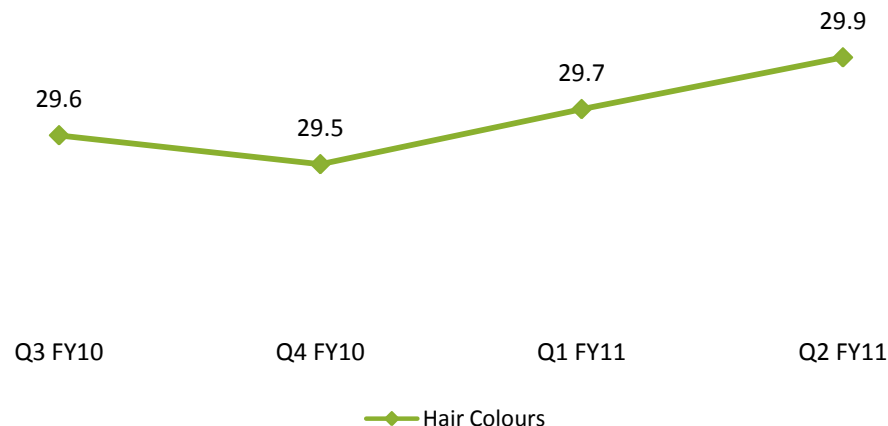
HAIR COLOURS



MARKET SHARE TREND (VALUE) – LAST 4 QUARTERS

HAIR COLOUR

- Nielsen has started reporting more regional hair colour brands with correct base effect. With above change GCPL's absolute value offtakes have remained same as reported in the past. Below is trend of % market share, reflecting improvement in market share quarter over quarter



CATEGORY HIGHLIGHTS – OTHERS

- Protekt - Hand Hygiene Awareness Campaign
 - Events in Mumbai, Pune, Bangalore & Kolkata
 - Celebrity & well known doctor
 - On-ground activity Protekt event with Raveena Tandon



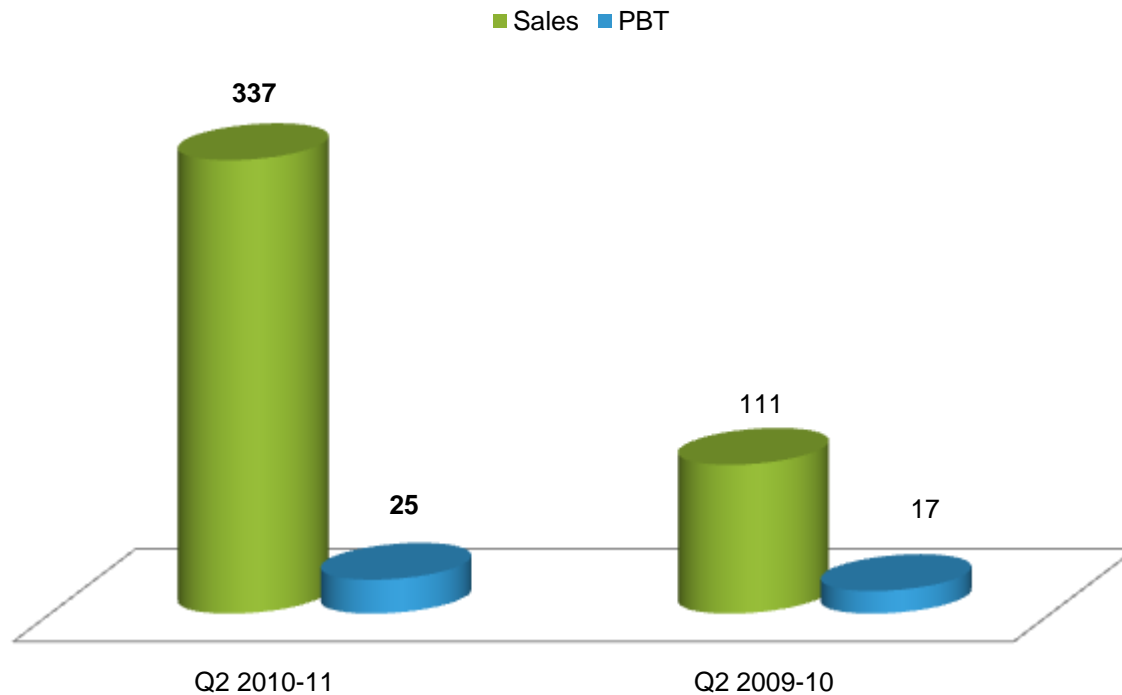
CONTENTS

- Performance highlights – consolidated
- Business review – domestic
- Business review – international operations

PERFORMANCE HIGHLIGHTS

- International business stood at ₹ 337 crore, growing at 205%
 - International business accounts for 35% of total consolidated business revenues
 - International business achieved a PBT of ₹ 25 crore
 - The new acquisitions have been EPS accretive

FINANCIAL HIGHLIGHTS



PERFORMANCE HIGHLIGHTS (Q2 10-11) – ASIA (EXCL INDIA)

- Includes Megasari's operations in Indonesia and GGME in the Middle East
- Megasari continues to enjoy its number two position in household insecticides markets and leadership positions in air care and wipes markets in Indonesia
- Integration process on-track, with cross-functional team from Godrej having moved in to work along with local management team
- Megasari clocked sales of ₹ 182 crore and EBDITA of ₹ 30 crore
 - *EBDITA of 21% before payment of Technical & business support fee to GCPL*
- Middle East business registered sales of ₹ 4 crore



PERFORMANCE HIGHLIGHTS (Q2 10-11) – AFRICA

- Africa business comprises of Rapidol, Kinky and Tura
- Rapidol continues to enjoy its market leadership position in the ethnic hair colour market in South Africa
- Kinky's retail business sales was lower due to lower retail demand following the strike of government employees
- Legal merger of Rapidol and Kinky has been initiated.
- Sales stood at ₹ 44 crore and EBDITA stood at ₹ 6 crore for the period

PERFORMANCE HIGHLIGHTS (Q2 10-11) – LATAM

- Latam business includes Laboratoria Cuenca and Consell SA in Argentina, Issue Uruguay and Issue Brazil (collectively referred to as 'Issue Group') and Argencos in Argentina
 - Issue brand enjoys volume leadership in Argentina with 20% market share
 - Argencos has a strong portfolio of brands in the hair care space
 - Roby enjoys market leadership in hair styling sprays while '919' occupies the mid-premium space
- Integration process on-track, with cross-functional team from Godrej having started work along with the local management team
- Sales of Latam business stood at ₹ 59 crore and EBDITA at ₹ 4 crore

PERFORMANCE HIGHLIGHTS – OTHER GEOGRAPHIES

- UK business revenues stood at ₹ 48 crore and EBDITA at ₹ 5 crore
 - The ₹ growth deflated by around 8%, due to weak GBP
 - Sales (ex. cuticura, which had a high base effect due to H1N1 last year) recorded good performance, despite tough environment in European markets

DIVIDEND – Q2 2010-11

Dividend per Share	₹ 1
Dividend %	100%
Total Dividend	₹ 32.4 crore
Dividend % till date for 2010-11	200%
Dividend payout % YTD PAT (standalone)	26.9%

Thank You