

# **GODREJ CONSUMER PRODUCTS LIMITED**

## **PERFORMANCE UPDATE**

Q2 FY13

November 3, 2012



# PERFORMANCE UPDATE

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EXECUTIVE SUMMARY : MAJOR HIGHLIGHTS

PERFORMANCE HIGHLIGHTS : CONSOLIDATED

BUSINESS OVERVIEW : INDIAN SUB-CONTINENT

BUSINESS OVERVIEW : INTERNATIONAL

## STRONG BUSINESS MOMENTUM CONTINUES

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### Consolidated net sales grows 35%

- Consolidated organic business grows strongly at 24%
- Indian sub-continent grows 19% with strong growth across the categories
- International organic business grows 32% with strong growth across the geographies

### Several key new innovations launched, backed by strong marketing investments

- Cinthol in bath and fragrancing spaces
- Godrej expert rich crème hair colour
- AER air fresheners
- HIT one push aerosol - Indonesia
- Goodknight household insecticides - Nigeria

### Consolidated EBITDA grows 18%; net profit grows 25%

### Healthy balance sheet with Debt / Equity ratio at 0.48

# PERFORMANCE UPDATE

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EXECUTIVE SUMMARY : MAJOR HIGHLIGHTS

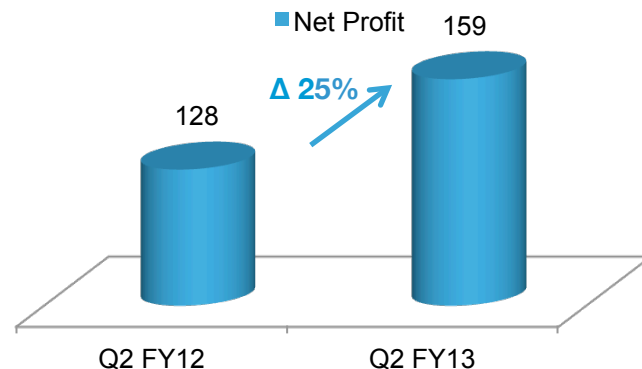
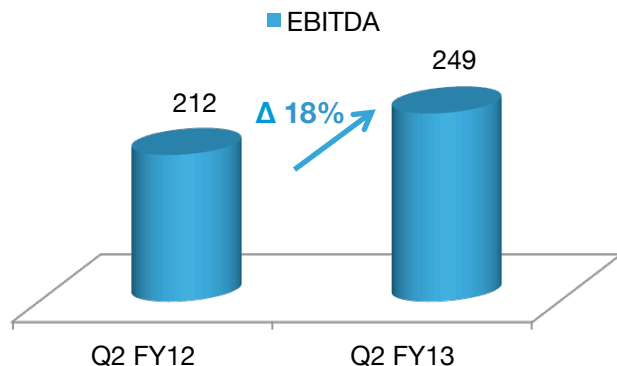
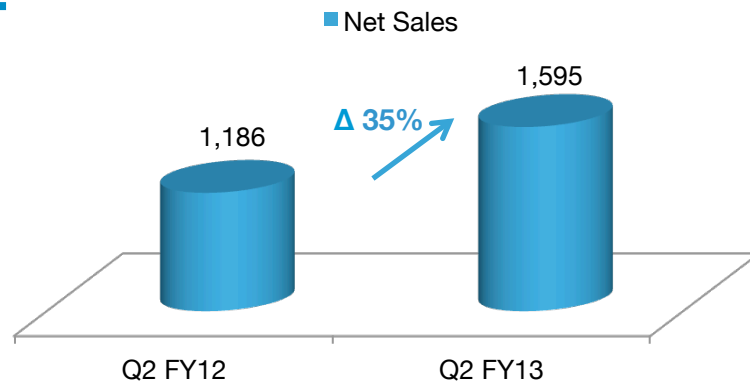
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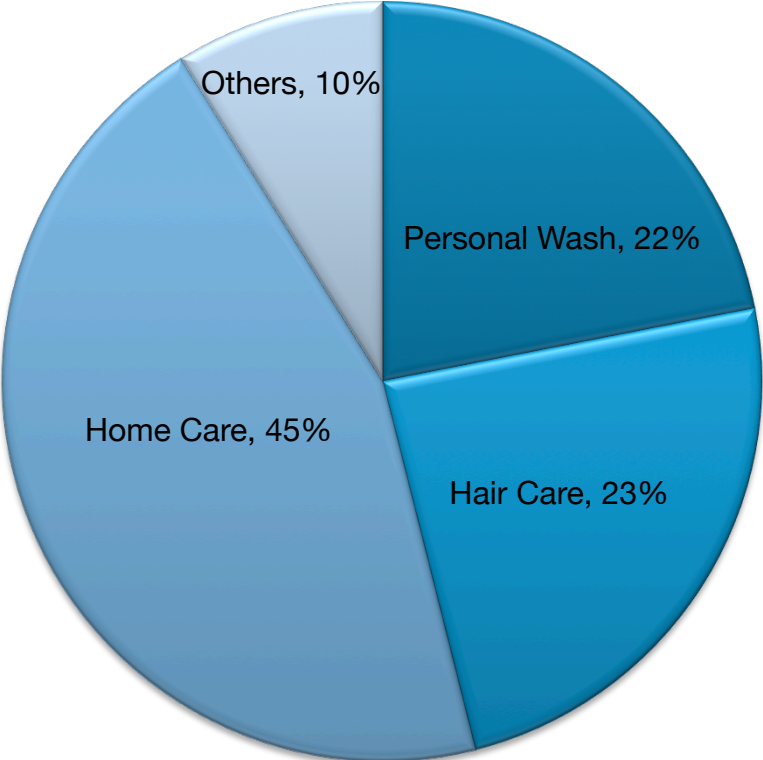


# PROFITABLE GROWTH



# BALANCED CATEGORY MIX

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# HEALTHY BALANCE SHEET

**D/E Ratio**

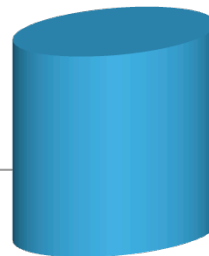


31-Mar-12

30-Sep-12

**Net Working Capital  
w/o cash - ₹ crore**

**555**



30-Sep-12

Net working capital w/o cash up by ~ ₹ 140 crore from Mar'12

- Inventory buildup for season in India and Africa
- Consolidation of Chile business

# PERFORMANCE UPDATE

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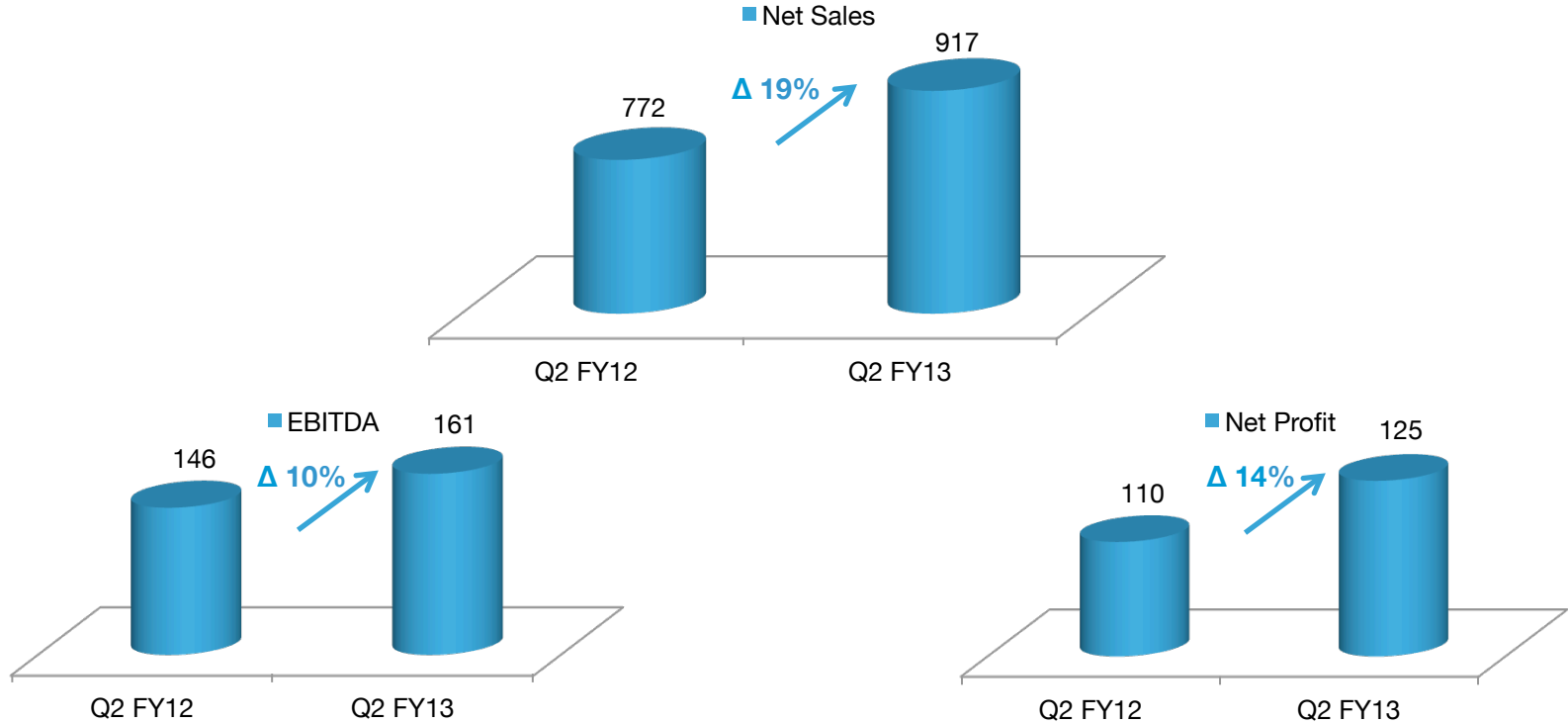
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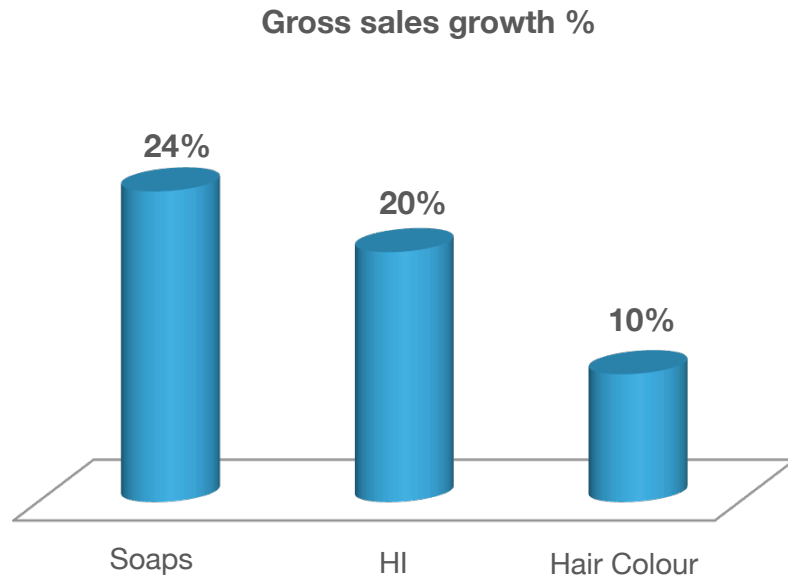
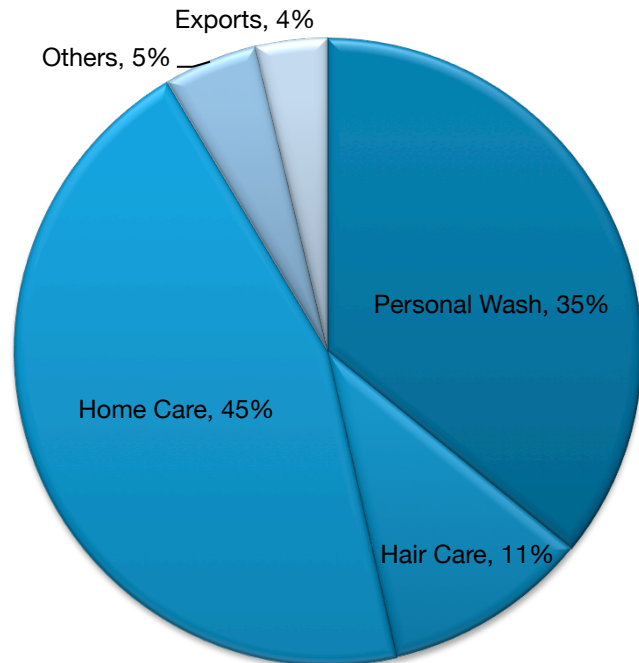
# INTENSIFIED MARKETING FOCUS DRIVING STRONG GROWTH



Increase in A&P spends by 33%

## CORE CATEGORY GROWTH MOMENTUM CONTINUES WITH A BALANCED CATEGORY MIX

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# SOAPS - CINTHOL REFRESHED

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CINTHOL refreshed in bath and fragrancing spaces - deo sprays, talcs and shower gels with strong functional performance products

CINTHOL products have been designed to deliver great value and premium experience

3 things that will shape CINTHOL's tomorrow

- 1 Connect to an energetic young India
- 2 Building a personal grooming portfolio
- 3 Delivering premium experiences

New media campaign “Alive is Awesome” on air



# SOAPS - GROWTH AHEAD OF THE CATEGORY

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Underlying volume growth of 6%

Gross margins up on yoy basis

Continued media presence on Godrej No.1 Rosewater and Almonds and Almonds

CINTHOL refreshed





# SUSTAINED GROWTH IN HOUSEHOLD INSECTICIDES

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Growth >1.5x of the category

Continue to gain and enjoy market leadership position across all three formats

Driving increase in penetration with launch of “Goodknight Advanced colour play”

Continue brand building investments and leveraging distribution synergies



# ENTRY INTO CRÈME FORMAT

Godrej Expert rich crème is available in 5 long lasting shades:



Single use pack

₹30 only

Hair colouring kit

₹59 only



# HAIR COLOURS GAINING MOMENTUM

We have designed a crème hair colour

- 1 to appeal to powder hair colour users
- 2 to be easy-to-use for first timers
- 3 to deliver a significantly better experience for current crème users

We have strong differentiation

- Comes in pre-measured sachets
- Longer lasting colour
- Keeps hair strong
- Goodness of aloe protein for soft, smooth hair
- No ammonia
- Smells good



# AER AIR FRESHENERS LAUNCH RESPONSE ENCOURAGING

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Hello! We are here to  
change the air.  
The way it smells, and the way it smells.



aer it out

# PERFORMANCE UPDATE

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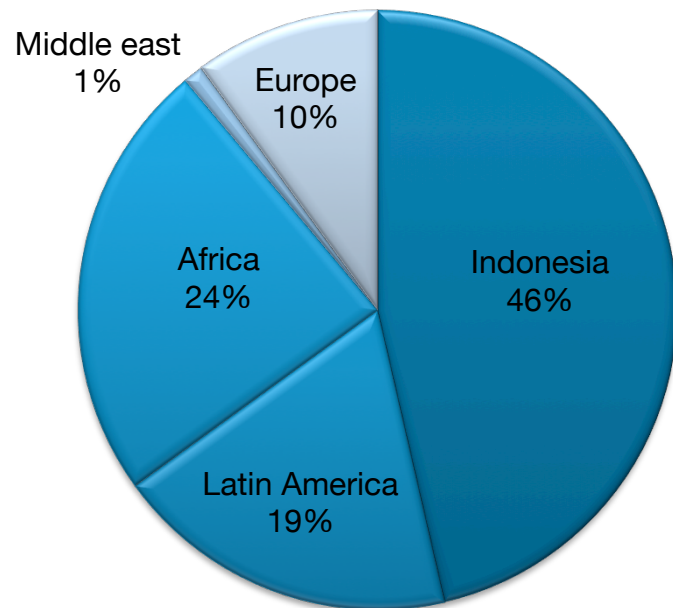
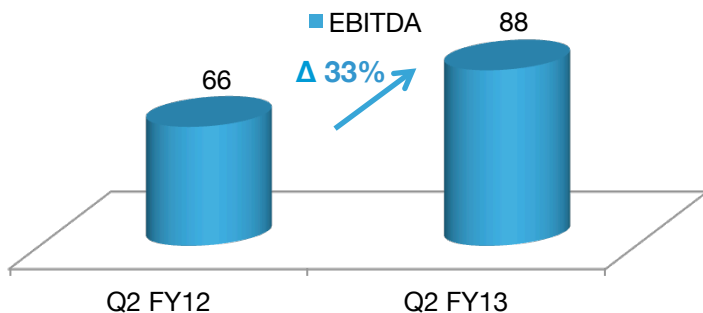
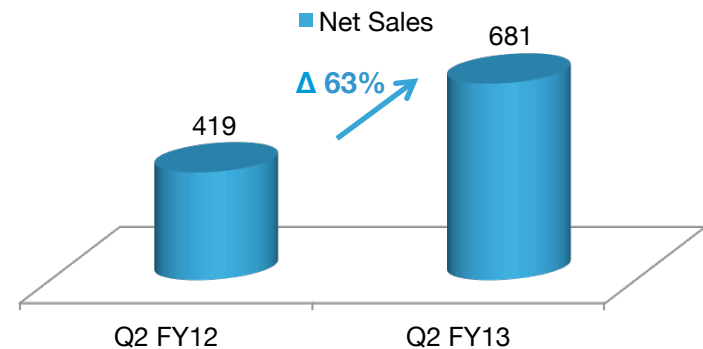
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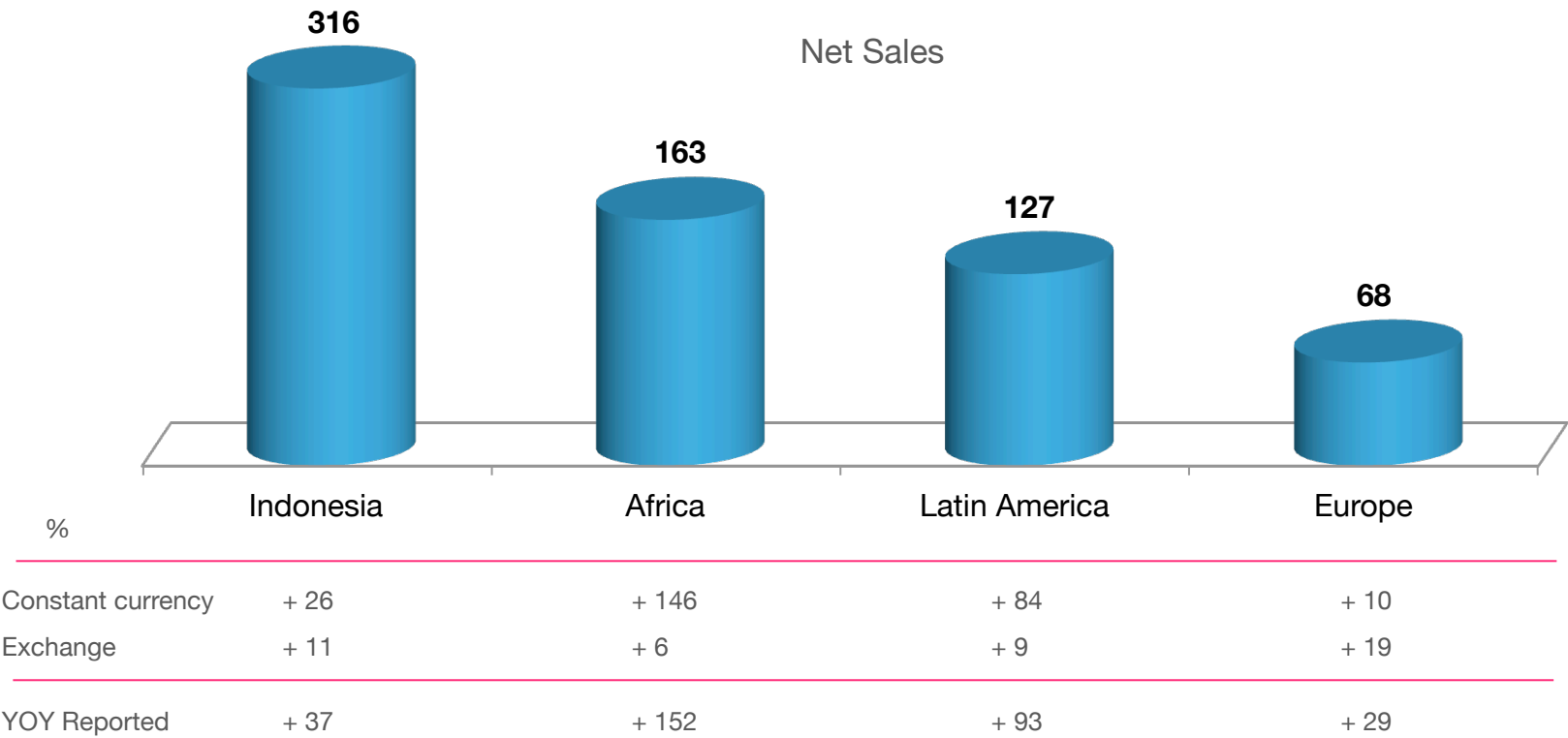
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# STRONG GROWTH MOMENTUM MAINTAINED

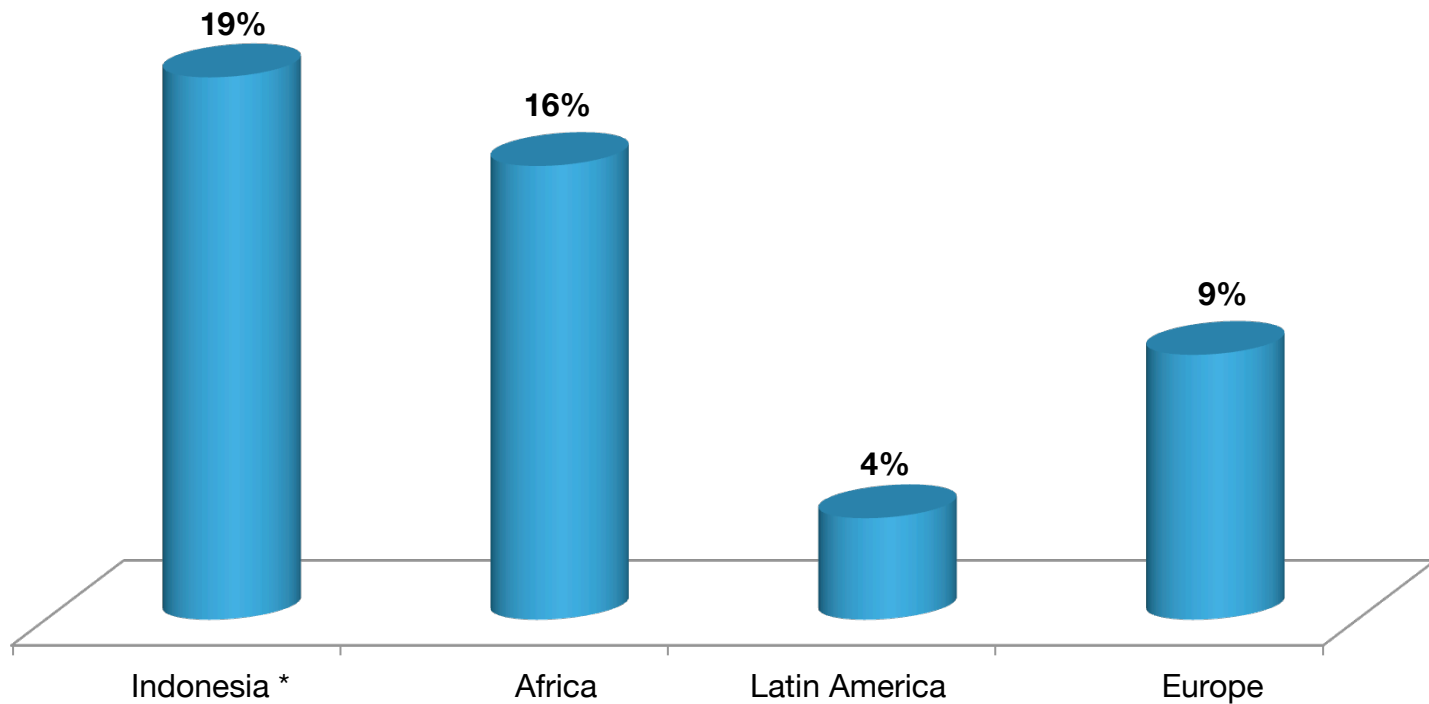


# STRONG SALES GROWTH ACROSS GEOGRAPHIES



## HEALTHY EBITDA MARGINS

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# ANOTHER STRONG QUARTER FOR INDONESIAN BUSINESS

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Sales growth led by

- Continuous marketing investments
- New product launches
- Distribution expansion

Market share expansion - highest ever market share in HIT aerosol and Stella aerosol

HIT magic paper continues to perform well

Launched HIT one push aerosol



# HAIR EXTENSION DRIVING GROWTH IN AFRICA

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Business comprises of Rapidol, Kinky, Tura and Darling group

Darling group companies integration progressing well, phase II geographies to be consolidated from quarter three

Renew - value for money caucasian hair colour, doubled the market share to become third largest brand by volume in 18 months time

Amigos top collection - Tracy



INECTO - SuperBlack



# LAUNCHED HOUSEHOLD INSECTICIDES IN NIGERIA

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FLYING INSECT KILLER

Mr. Blue Cap gives protection against all flying insects  
1st flying insect killer



MULTI INSECT KILLER

Mr. Yellow Cap gives protection against multi insects



CRAWLING INSECT KILLER

Designed with seek 'n' Kill applicator

# LAUNCHED HOUSEHOLD INSECTICIDES IN NIGERIA



Red Round 8hr Coil

Red round coil with pleasant fragrance to keep your home free of mosquitoes



Black Octagonal 10hr Coil

Black Octagonal with 8 power boosters to knock down every mosquito in all corners of your home

# DRIVING NEW LAUNCHES AND INTEGRATION SYNERGIES IN LATIN AMERICA

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Chilean company integration progressing well

New product launches backed by strong marketing investments

Launch of new Villeneuve sun care range for family



# NEW LAUNCHES CONTINUE....

PAMELA GRANT - PERFECT LIFT, facial Treatment



PAMELA GRANT - EYE MASCARA Volume 360°



Millefiori - Waxing strips with Rose Hips for sensitive skins  
and post waxing Towels



PAMELA GRANT - New Spring Summer Collection



# UK CONTINUES TO PERFORM STRONGLY IN TOUGH ENVIRONMENT

Innovation and brand investments driving growth in tough environment

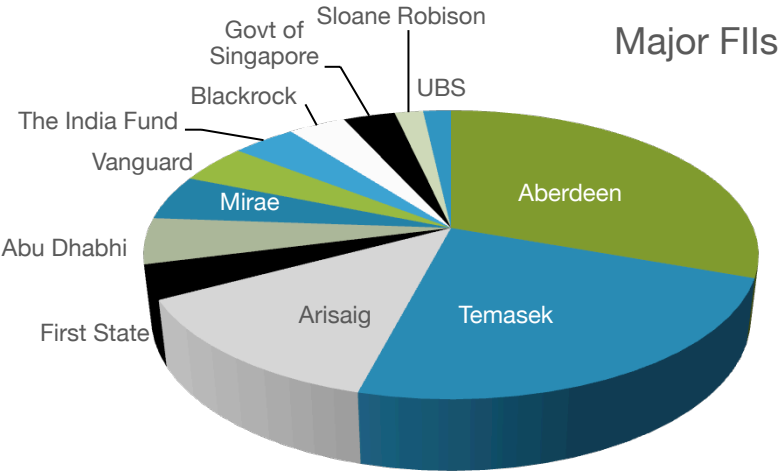
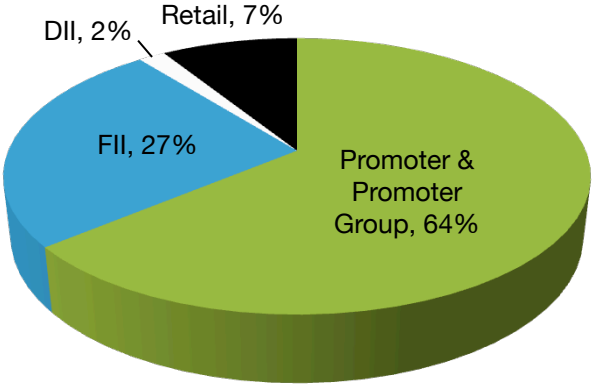
Launch of new range of shampoo and conditioners under Touch of Silver



Launch of skin care range under Aapri



# STOCKHOLDING PATTERN





# SUMMARY: WE REMAIN LASER FOCUSED ON EXECUTING OUR KEY PRIORITIES

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Core category leadership

International growth

Renovation and innovation

Future ready sales system

Best in class supply chain

Agility and professional entrepreneurialism

## CONTACT US @

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