



COLGATE-PALMOLIVE (INDIA) LIMITED

May 24, 2016

The Secretary
BSE Limited
P.J. Towers- 25th floor
Dalal Street
Mumbai- 400001

Regd. Office :
Colgate Research Centre,
Main Street,
Hiranandani Gardens,
Powai,
Mumbai - 400 076.
Tel. : 67095050
Fax : (91 22) 25705088
www.colgate.co.in
CIN - L24200MH1937PLC002700

Scrip Code: 500830

The Manager – Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block – G
Bandra – Kurla Complex
Bandra (East), Mumbai 400 051

Symbol: COLPAL
Series: EQ

Dear Sir,

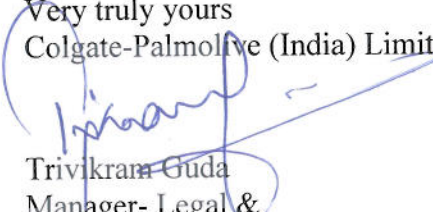
Intimation of Analyst/Institutional Investor Meeting.

We wish to inform you that pursuant Regulation 30(6) of SEBI(Listing Obligations & Disclosure Requirements) Regulations, 2015, a presentation on the Audited Financial Results for the Financial year 2015-16 is being made today to Analyst/ Institutional Investors.

Please find enclosed the aforesaid analyst presentation for your reference. Kindly take the same on record and acknowledge the receipt.

Thanking you,

Very truly yours
Colgate-Palmolive (India) Limited


Trivikram Guda
Manager- Legal &
Deputy Company Secretary

Encl: a/a

File: Stock Exchange

Colgate Palmolive India Ltd



.....since 1937



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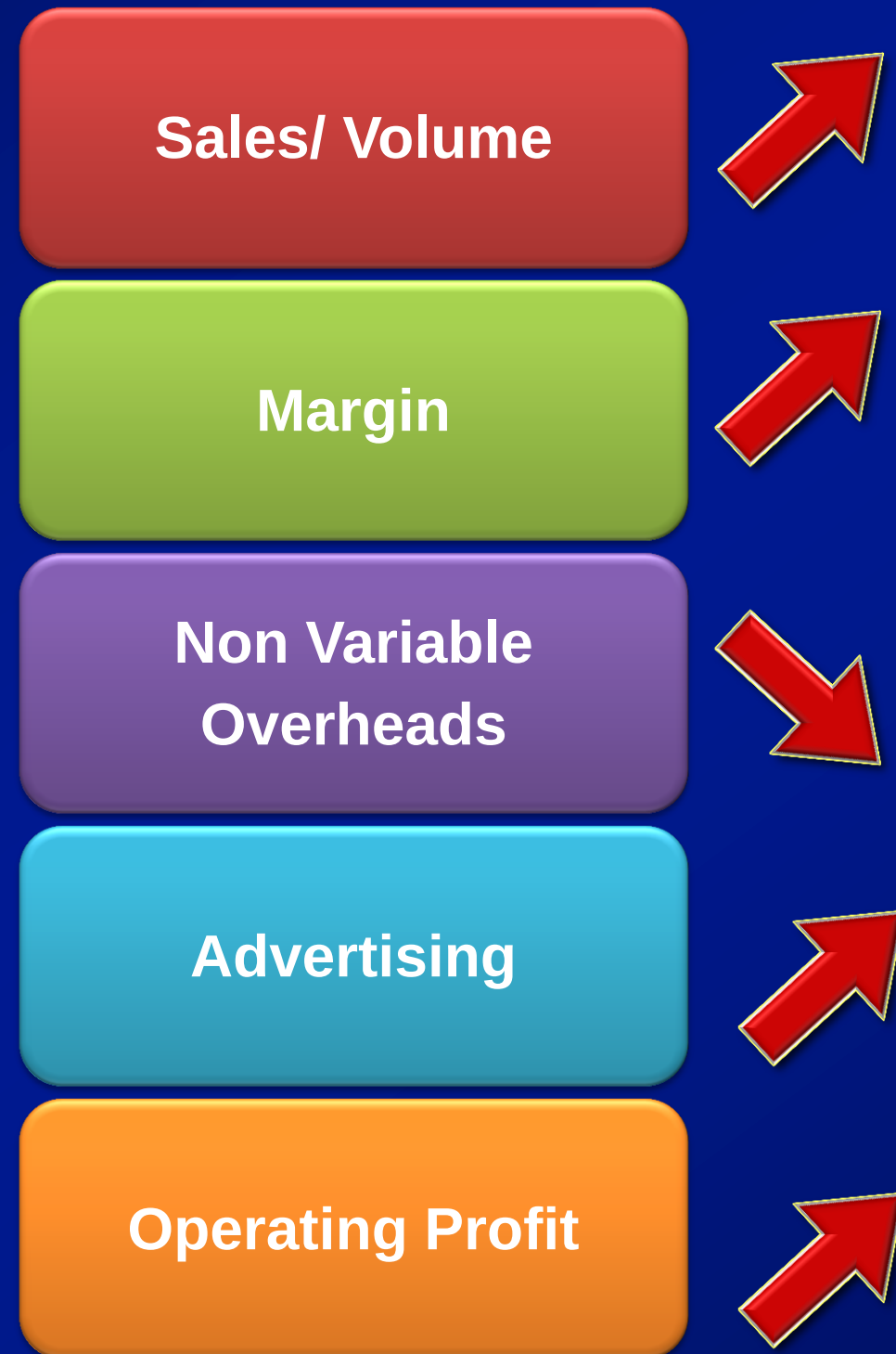
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Financial Strategy

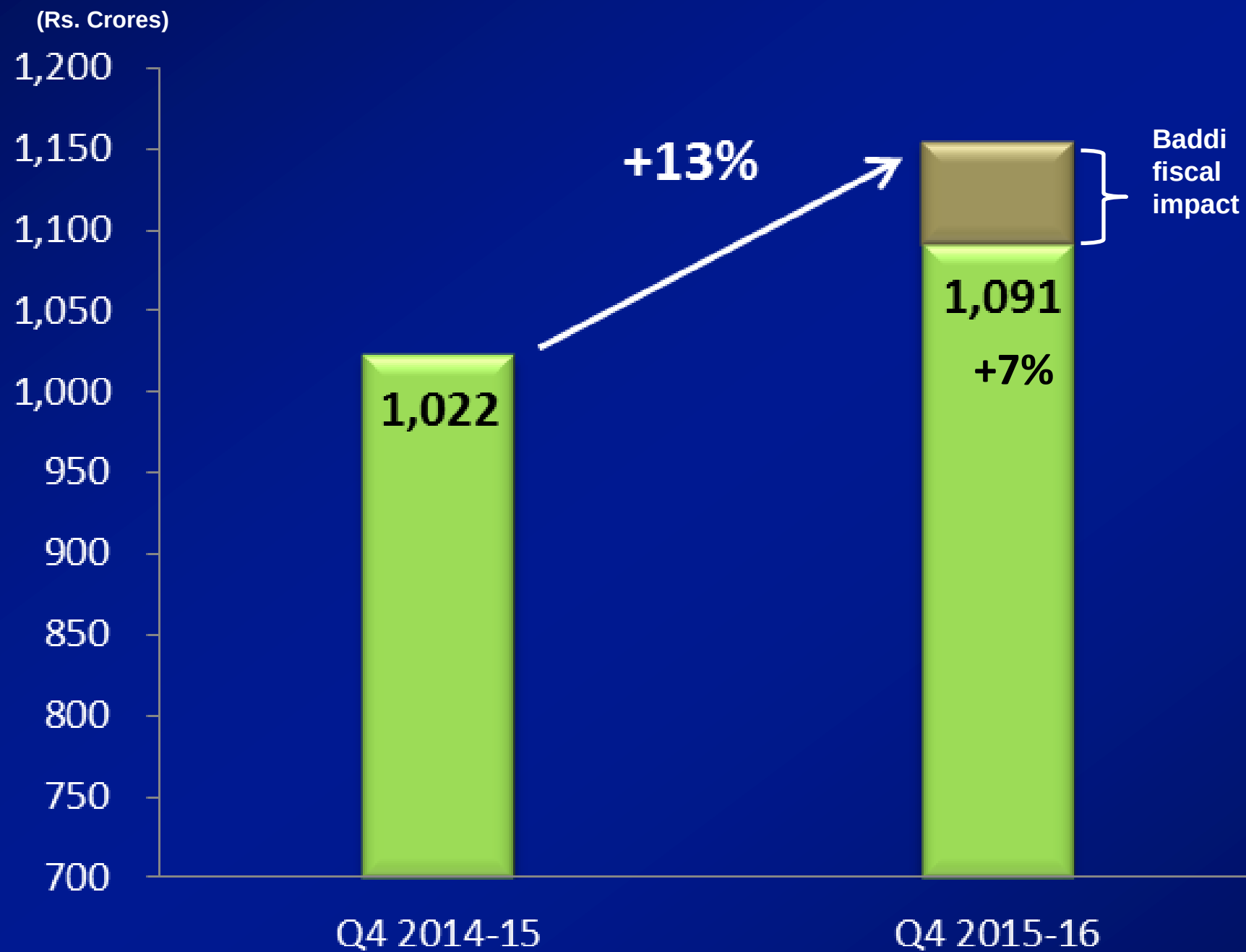


Financial Results

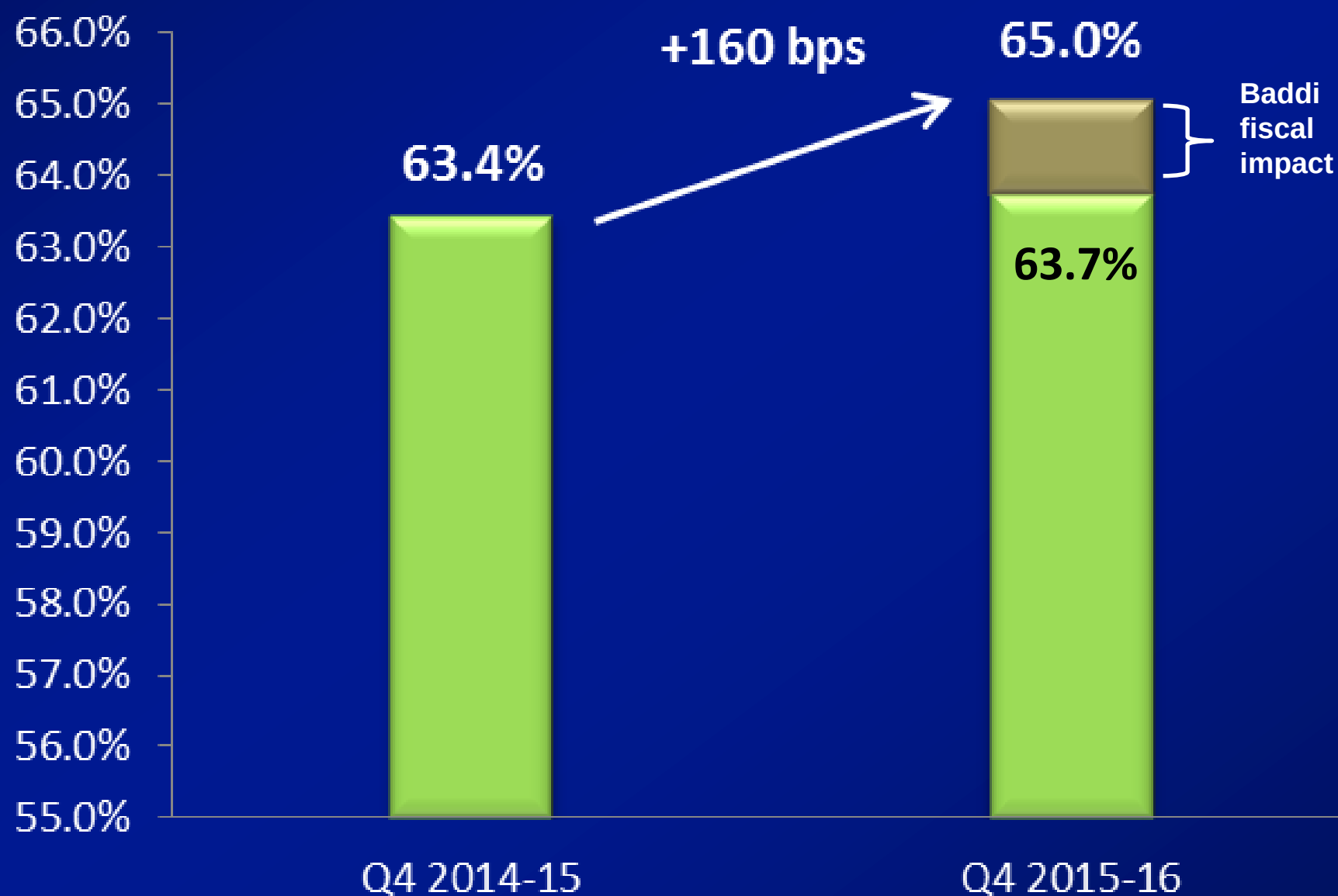
Q4 2015-16



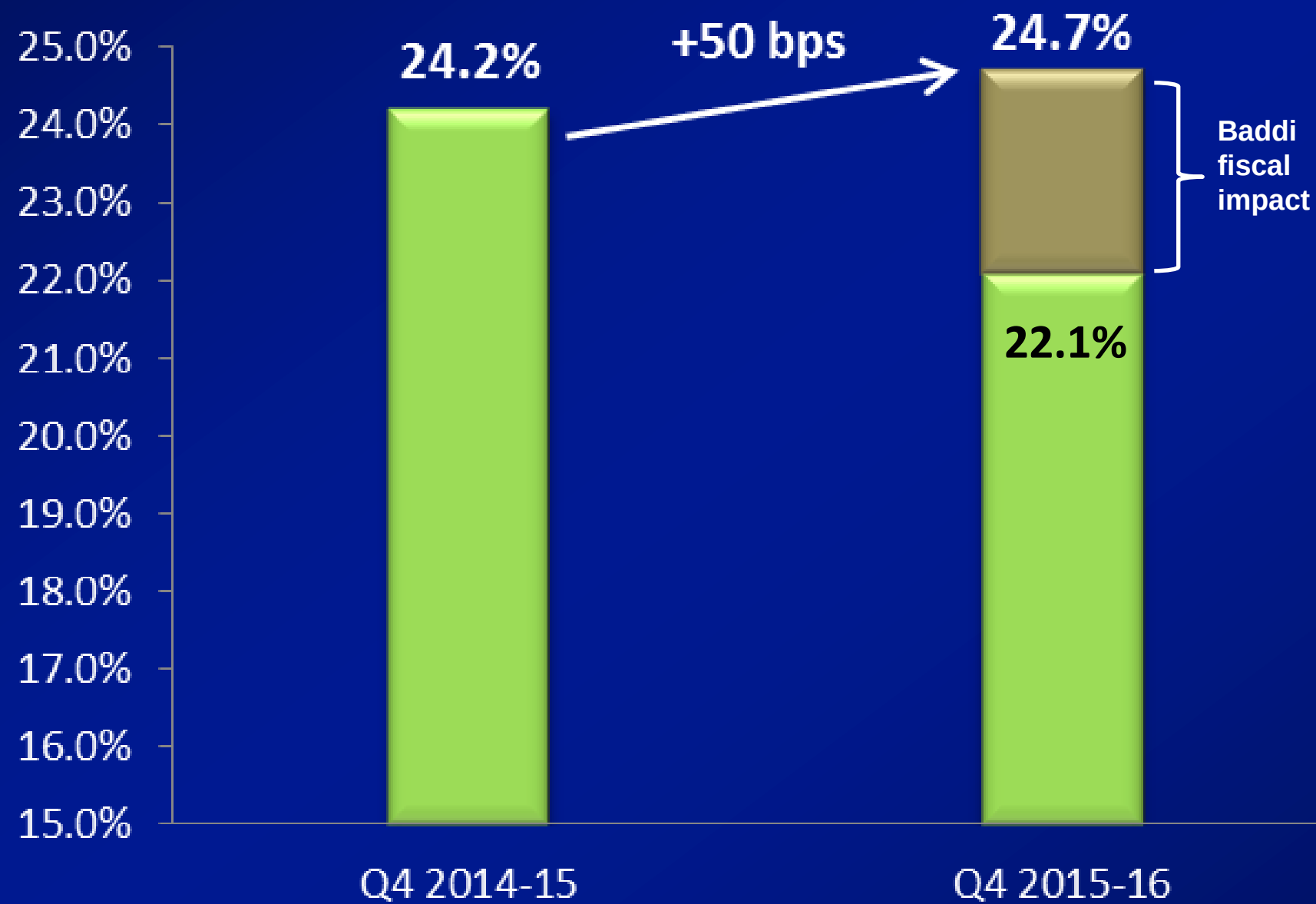
Net Sales



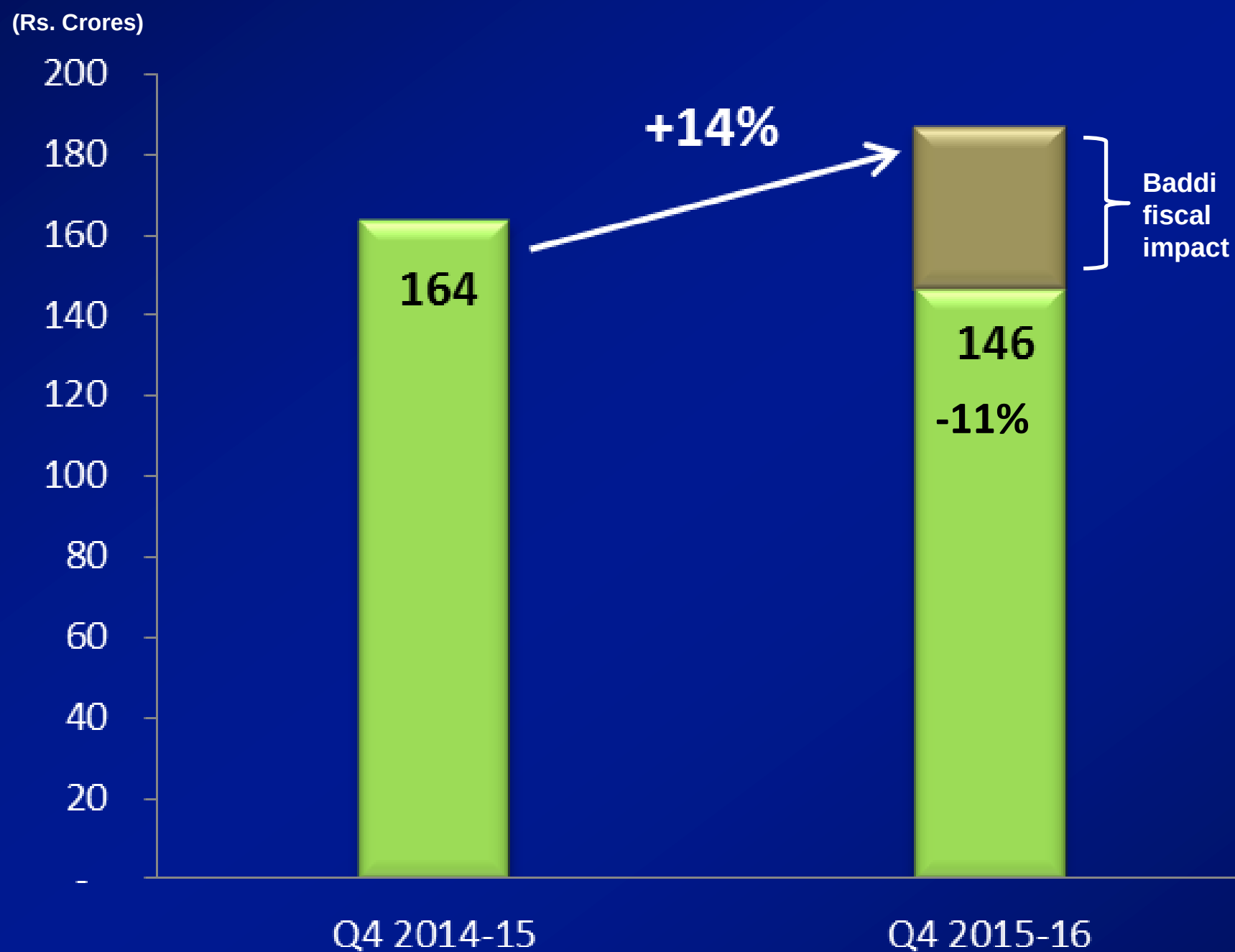
Gross Margins



EBDITA



Profit After Tax



Summary Q4 2015-16

	<i>Excl Baddi</i>	<i>Reported</i>
Net Sales	+13%	+7%
Gross Margin	+160 bps	+30 bps
EBITDA	24.7%	22.1%
PAT	+14%	-11%

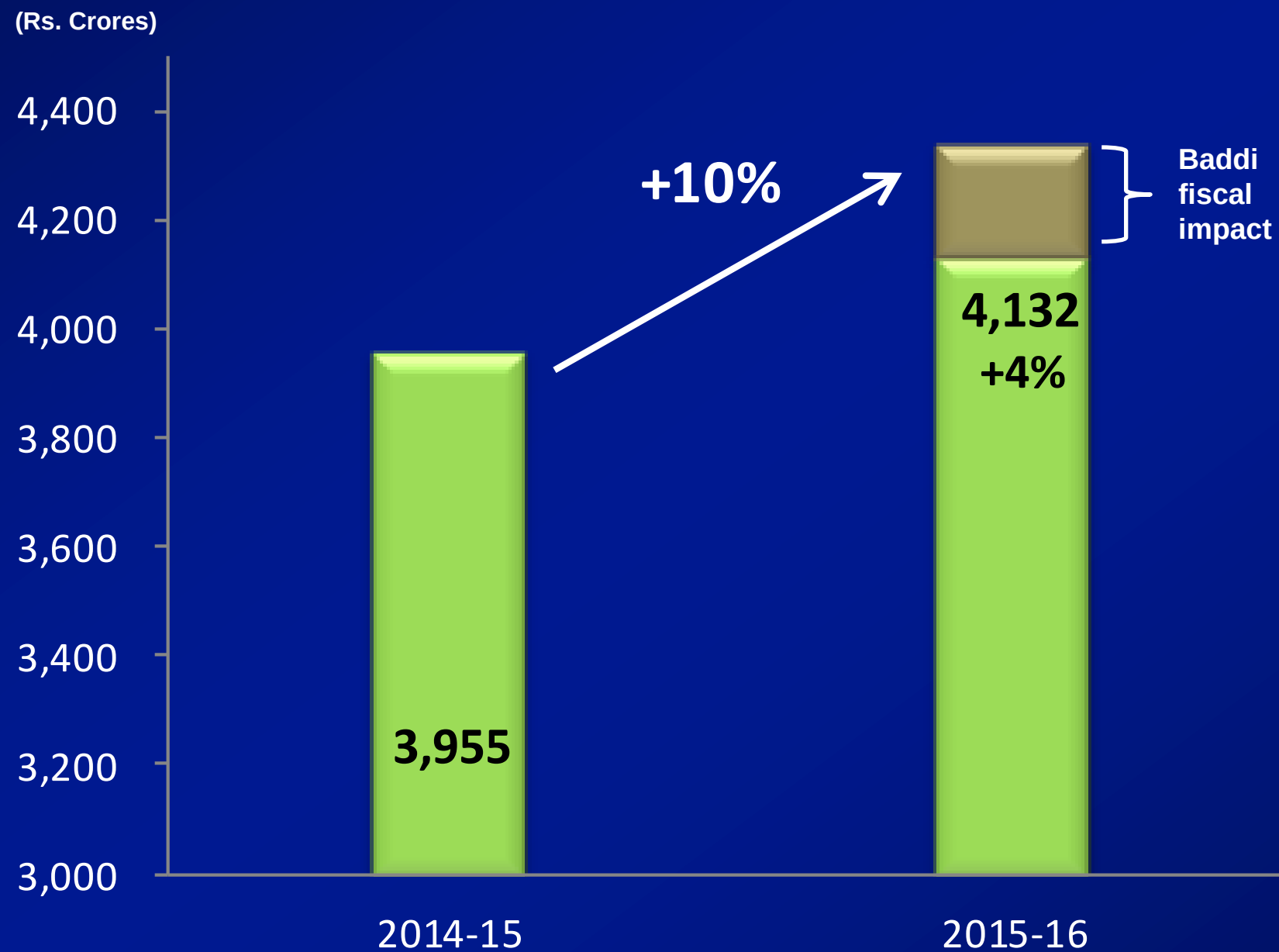
- All numbers are excluding Baddi Fiscal impact

Financial Results

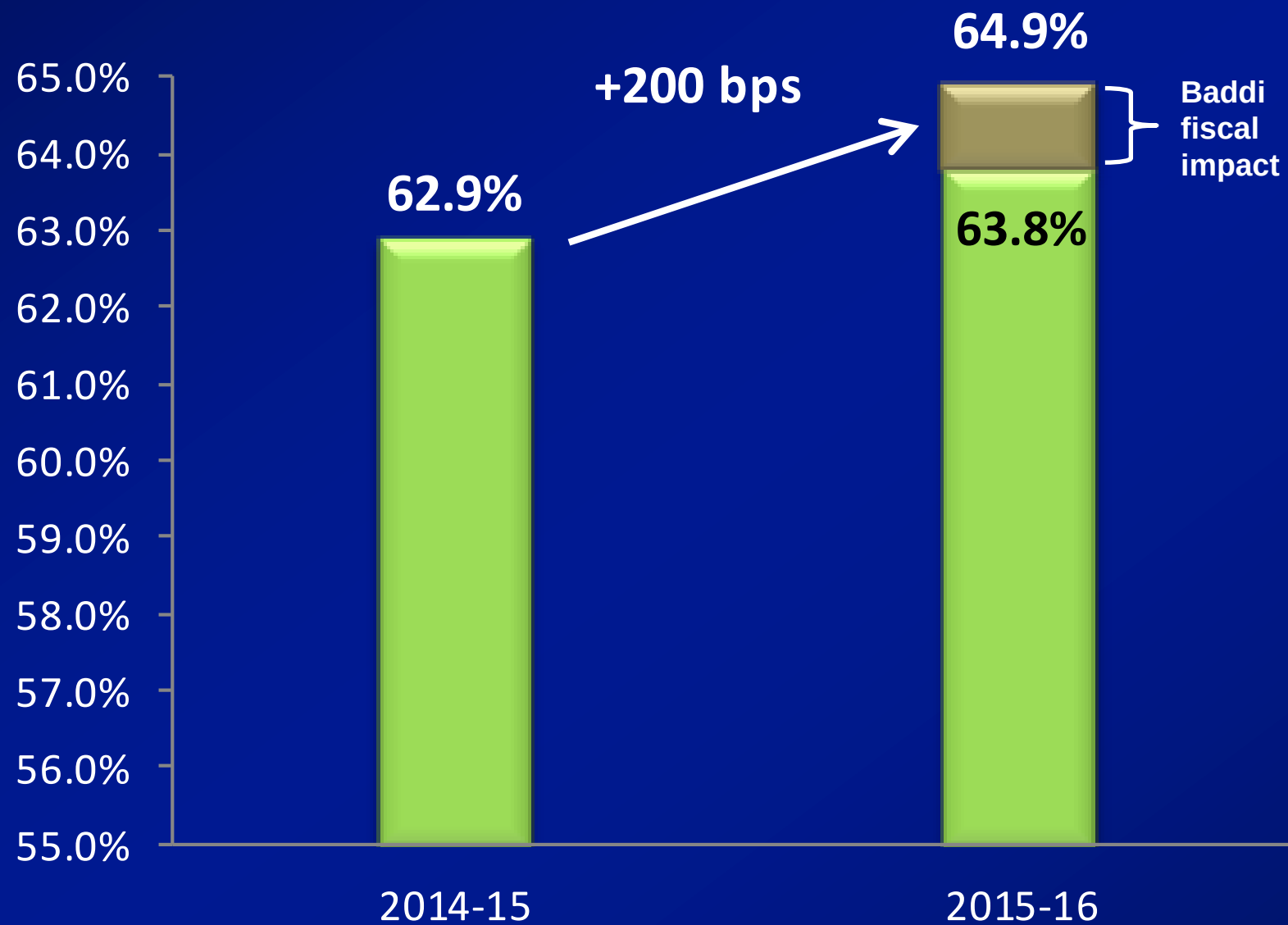
FY 2015-16



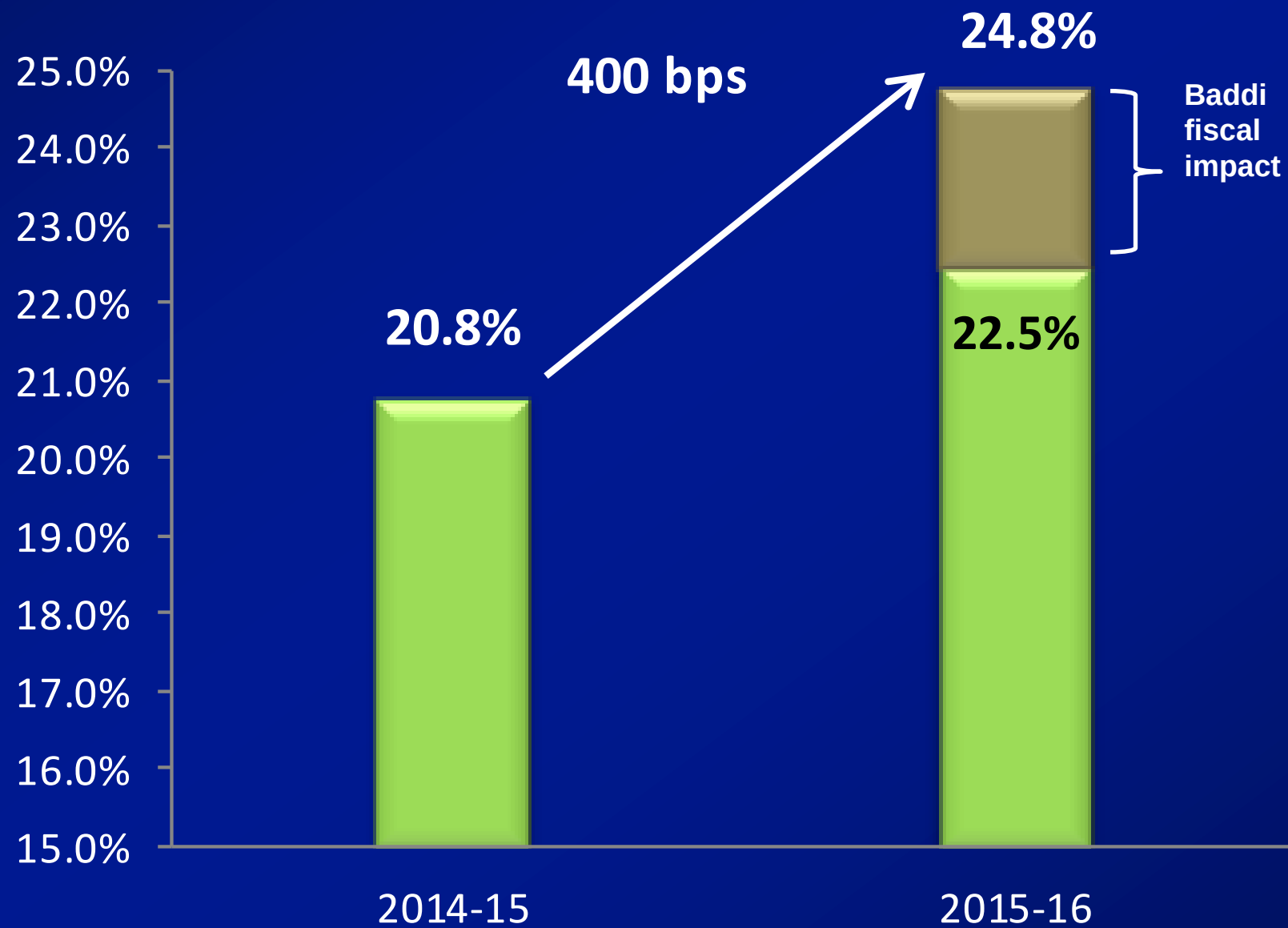
Net Sales



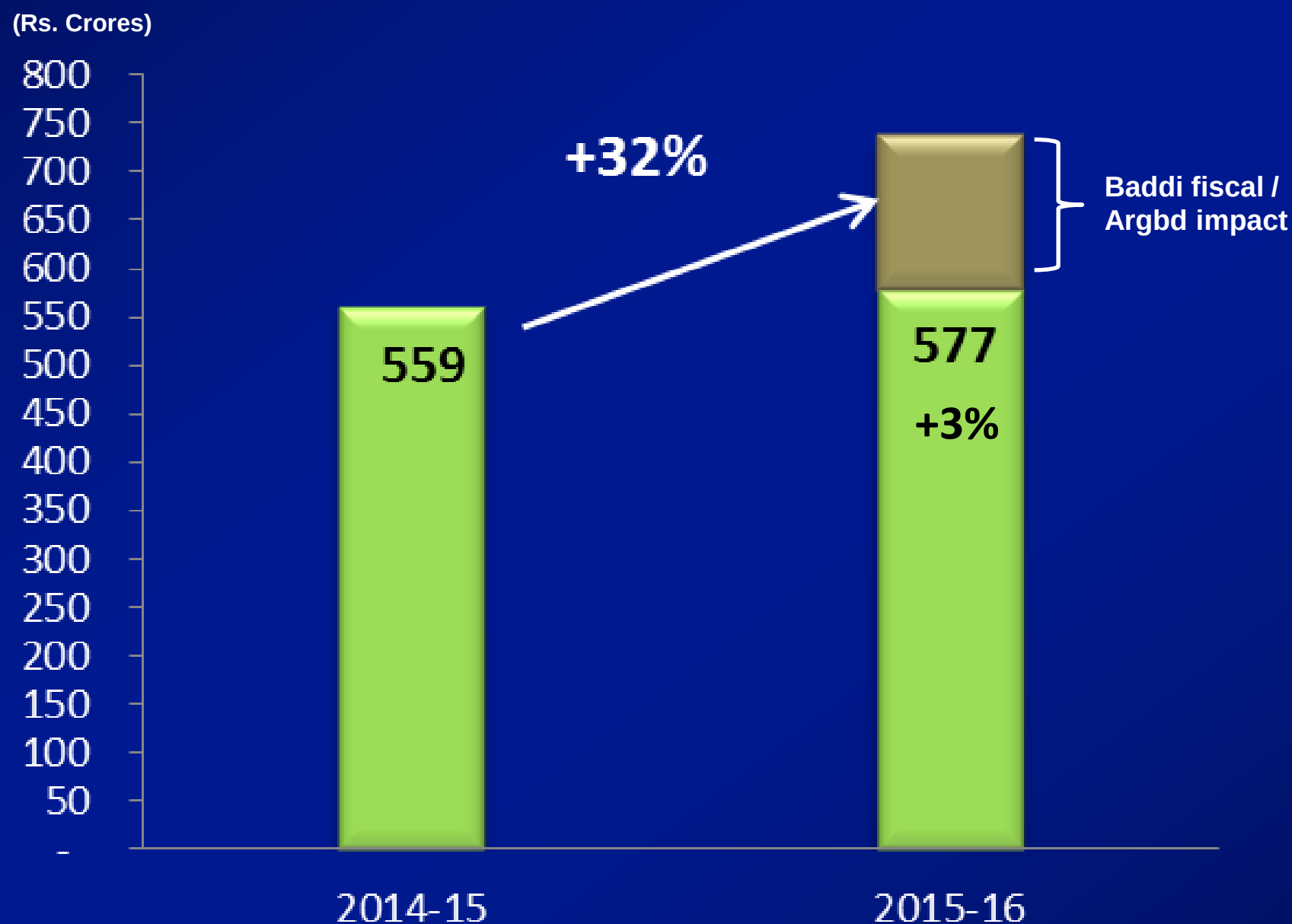
Gross Margins



EBDITA



Profit After Tax



Summary 2015-16

	<i>Excl Baddi</i>	<i>Reported</i>
Net Sales	+10%	+4%
Gross Margin	+200 bps	+90 bps
EBITDA	24.8%	22.5%
PAT	+32%	+3%

- All numbers are excluding Baddi Fiscal and Aurangabad VRS impact

***It has been a challenging
environment***



***Economy & Markets are
trending positively***

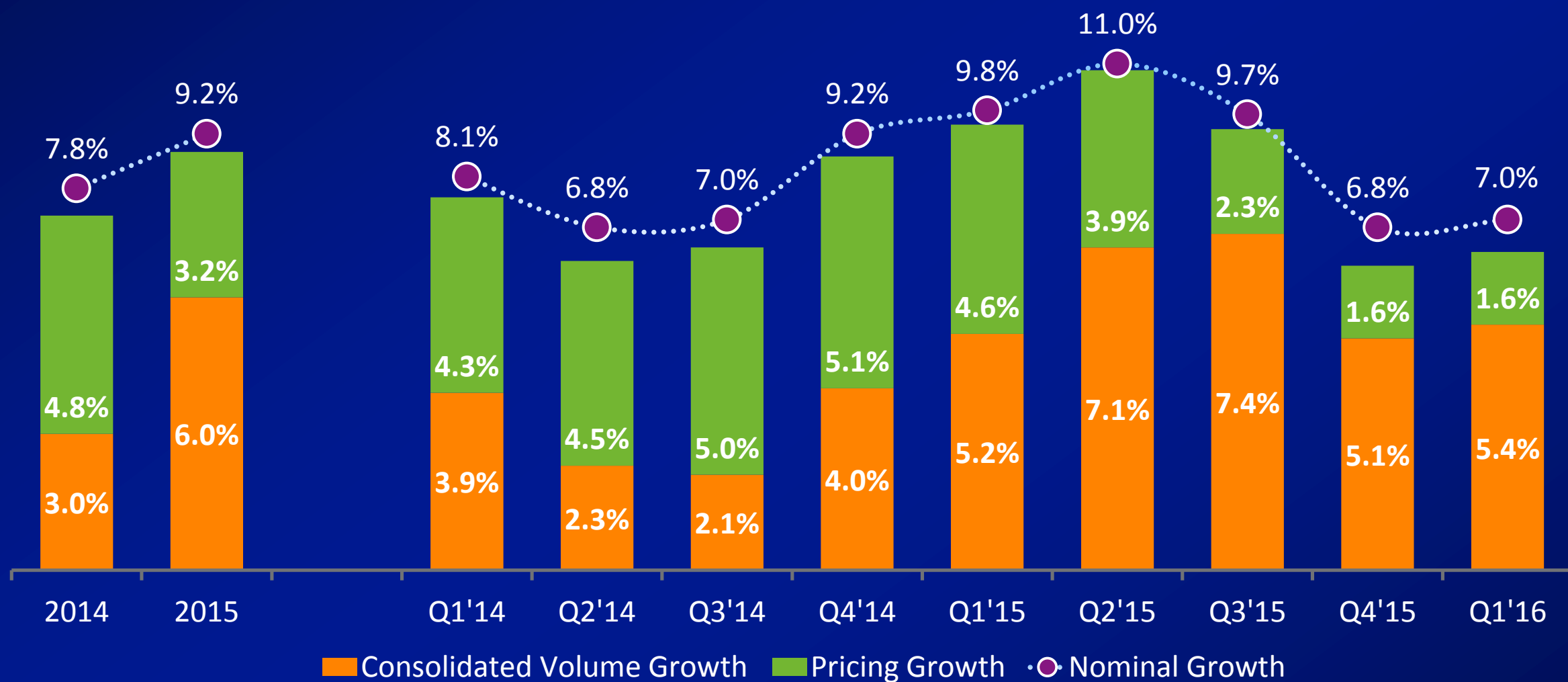


GDP

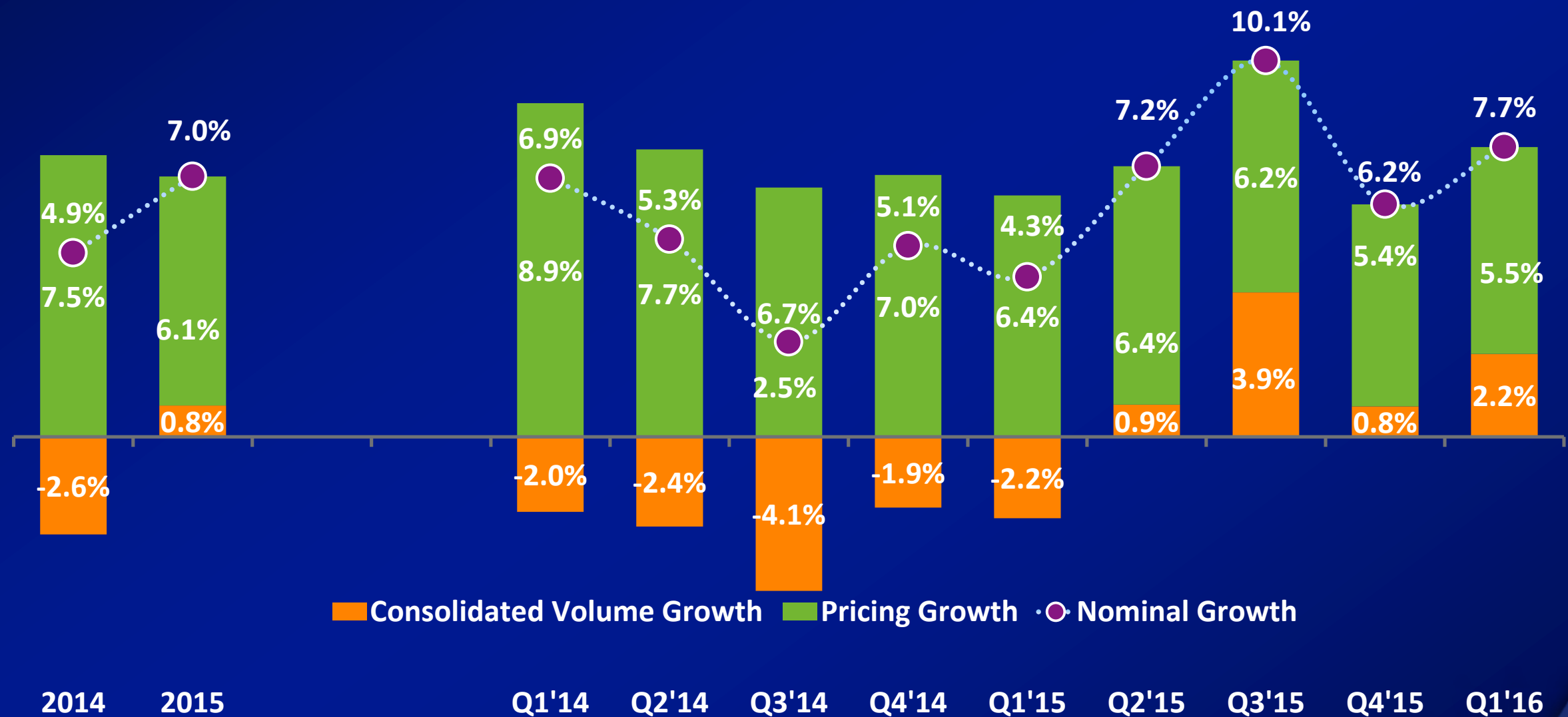


Source: Citibank reports (old series till FY13)

FMCG Market



Toothpaste Market



Continuous focus on our strategic initiatives



Key Strategic Initiatives

- Engage to build our brands
- Innovation for growth
- Effectiveness & Efficiency
- Leading to Win



Toothpaste Volume Share



Source : AC Nielsen (new panel data from 2013)



Toothbrush Volume Shares



Source : AC Nielsen (new panel data from 2013)



Most Trusted Brand 5th year in a row!



***And we are Investing
to Grow***



Key Growth Drivers

- **Innovation**
- **Engaging with consumers to build our brands**
- **Winning on the Ground**
- **Strong professional partnerships**



Innovation Trend

2013

2014

2015



Innovating to leverage local insights

Colgate Active Salt Neem



Unique formulation with Neem and Salt



Revolutionizing Mid –Tier toothbrushes

Colgate Zig Zag Black



First mass black toothbrush



Disrupting the category

Colgate Total Charcoal Deep Clean



First Charcoal infused toothpaste in India



***And we continue the
innovation trend in 2016***



Establishing a new category

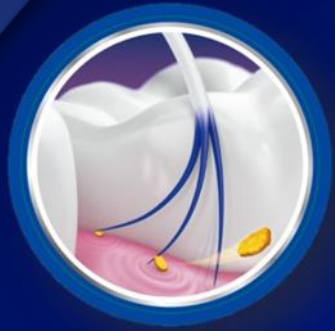
Colgate Pain Out Dental Gel



Express Relief from Tooth pain



Break-thru Bristle Technology



Slimsoft Tri-tip



***Each bristles has 3 tips
for superior cleaning***



Premium 'Sensitive' Toothbrush

Slimsoft Sensitive



*First 'sensitive' toothbrush
with fully tapered bristles*



Innovating across price –tiers

Superflexi Black



*India's first value-tier
'black' toothbrush*



Specialized offering

Colgate A1



***Superior Cleaning &
Long Lasting Bristles***



Active Salt gets a Makeover!



Excitement in Kids category

New Colgate Kids toothpaste for 2-5 year olds



Fun filled exciting animal characters



Combine technology & goodness of natural ingredients



First Sensitivity toothpaste with Clove



Naturals Segment

Watch this space.....



Key Growth Drivers

- **Innovation**

- **Engaging with consumers to build our brands**

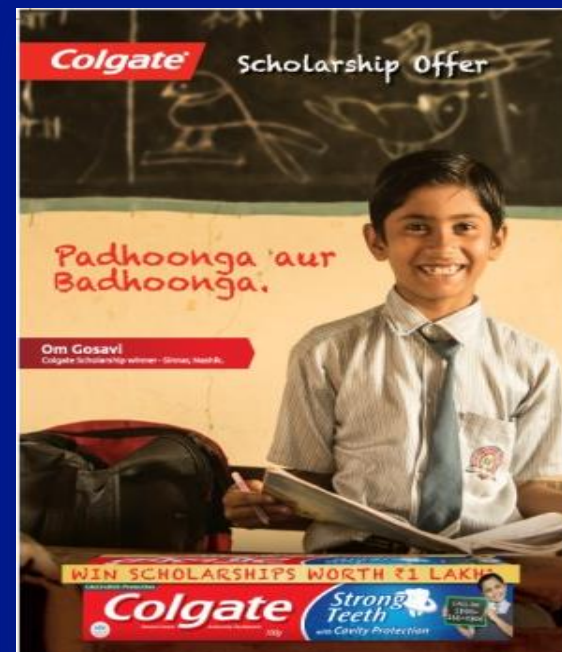
- **Winning on the Ground**

- **Strong professional partnerships**



Strengthening equity - 'Real Winners, Real Impact'

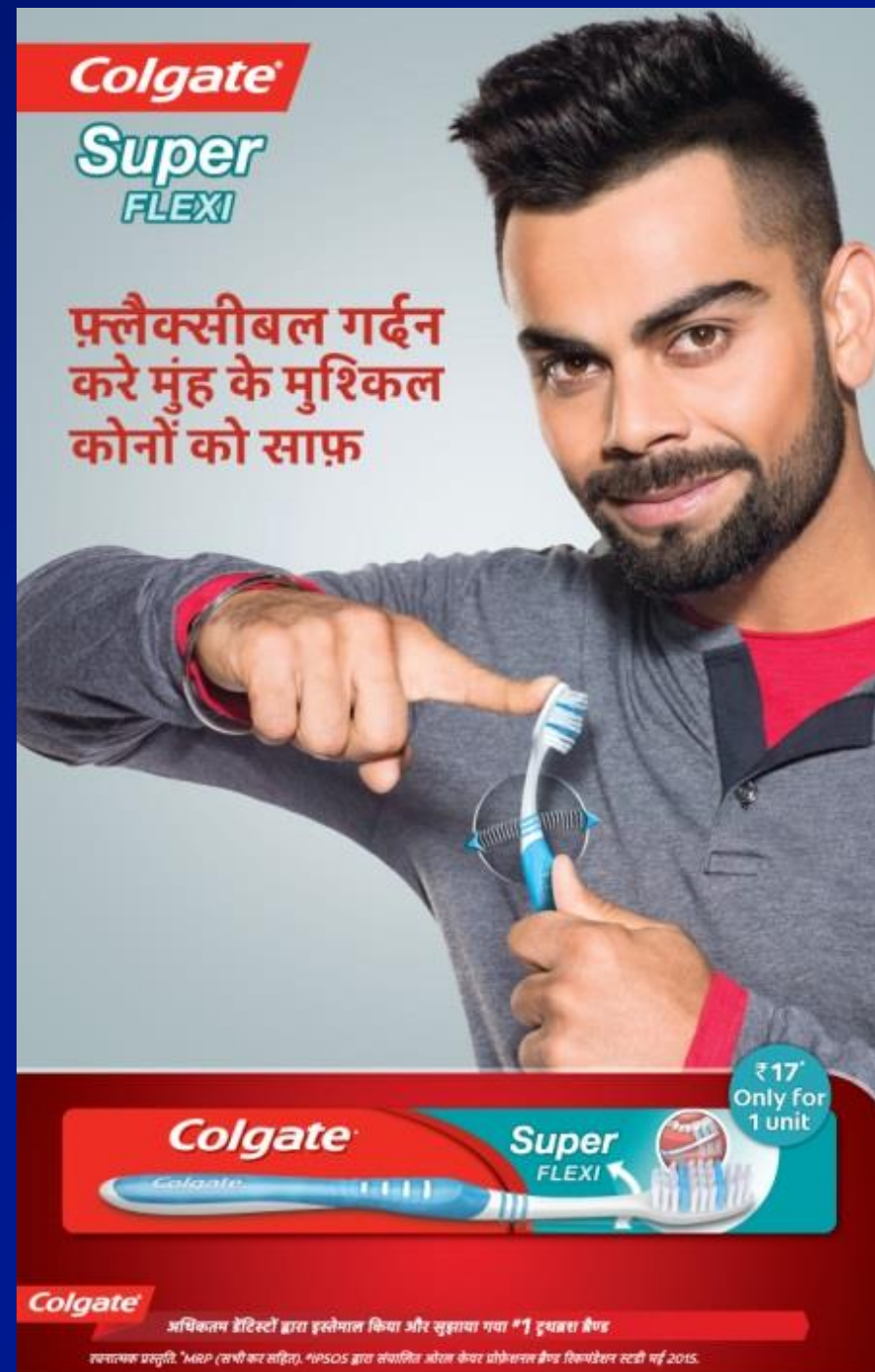
Padho aur Badho



8.5 Million connects



Core message of flexible neck



Colgate®
Super
FLEXI

फ़्लैक्सिबल गर्दन
करे मुंह के मुश्किल
कोनों को साफ़

₹17*
Only for
1 unit

Colgate® Super FLEXI

अधिकतम टेस्टिस्टों द्वारा इस्तेमाल किया और सुझाया गया #1 टूथब्रश ब्रैंड
संचालक प्रस्तुति: *MRP (सभी कर सहित), *NPSOS द्वारा संचालित औरल केयर प्रोफेशनल ब्रैंड रिकॉर्डेशन स्टडी मई 2015.



Strengthening equity with impactful IMCs

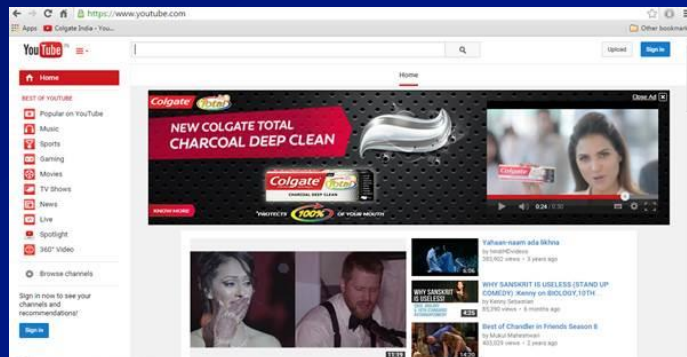
TVC



Mobile



Digital



Print



In-Store

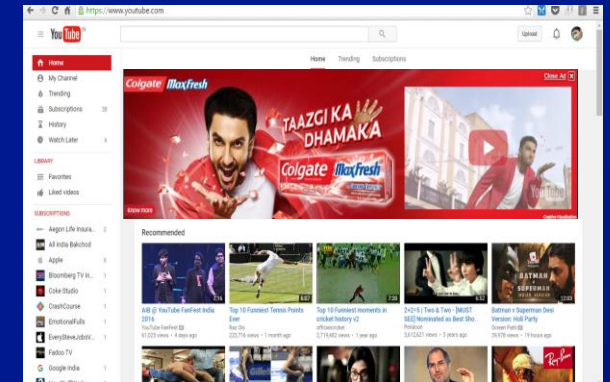


Disruptive “Interruption format” IMC

CAS Neem “Safari” TVC



Strengthening equity with “fresh” news



IMC Idea: “Infectious energizing freshness”



Key Growth Drivers

- **Innovation**
- **Engaging with consumers to build our brands**
- **Winning on the Ground**
- **Strong professional partnerships**



Increasing distribution & availability

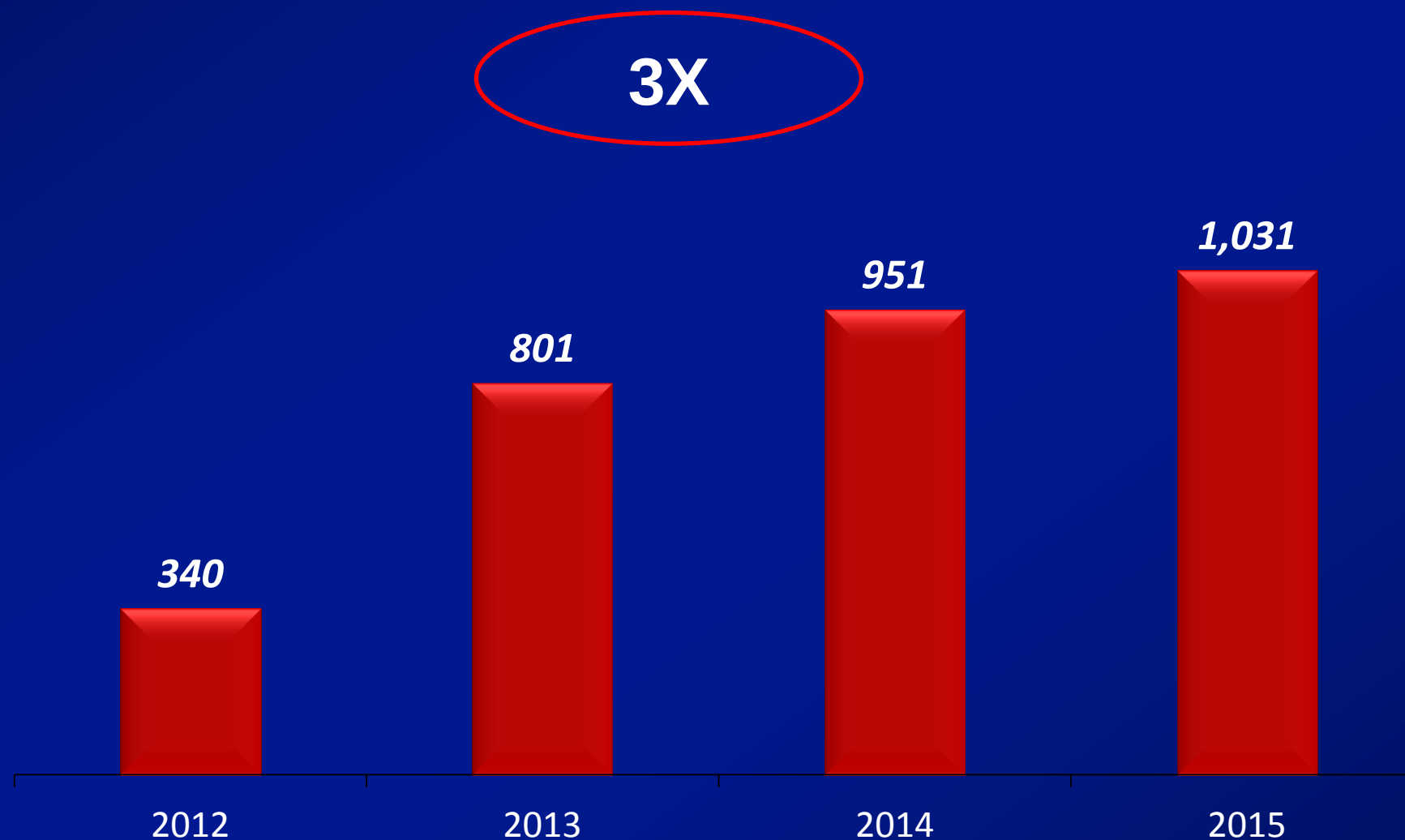


Colgate available in 5MM+ outlets



Increasing distribution & availability

Rural distribution Vans



Invested behind infrastructure



Superior In-Store Execution



Impactful In-store visibility for new IMCs



Superior In-Store Execution



“Own the Store” in traditional trade

Servicing the Growth

Toothpaste facility at Sanand, Gujarat.



Expanding to meet demand

Servicing the Growth

Toothbrush facility at Sricity, Andhra Pradesh



Phase 2 expansion plans to build capacity



Key Growth Drivers

- **Innovation**
- **Engaging with consumers to build our brands**
- **Winning on the Ground**
- **Strong professional partnerships**



Partnering with the Indian Dental Association



- Continuing dental education programs in 450 IDA branches
- National & State conferences
- IDA-Colgate Scholarships
- Oral Health Month



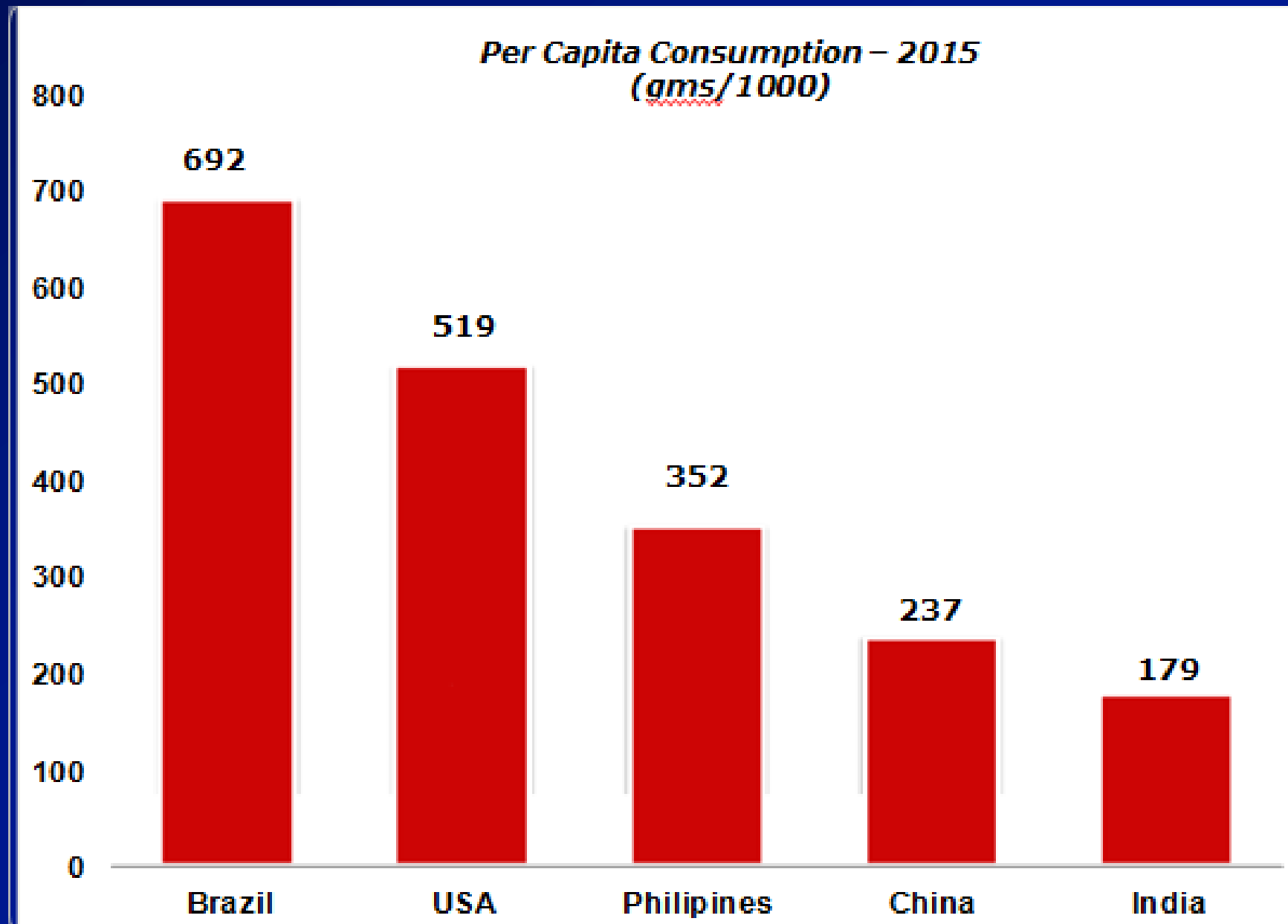
Enhancing engagement & education with 40,000 + IDA dentists



Headroom for Growth



Consumption



Market size
DOUBLES
if PCC reaches
China levels

Source: Fractal Analytics - Market Analyzer Mar'16

Premiumization



Average Selling
Price(\$) Per KG of
Toothpaste

18

3X

10

1.6X

12

1.9X

6

X

Market size
DOUBLES
if ASP reaches
China levels

Average Selling
Price(\$)
Per Toothbrush

2.8

11.3X

1.3

5.2X

0.7

2.8X

0.2

X

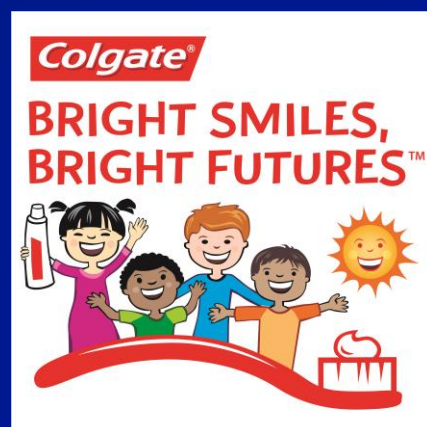
Source: Fractal Analytics - Market Analyzer Mar'16

Leading to Win

Working with our Community



Bright Smiles, Bright Futures™



Over 125 million school children
Contacted across 2.9 lac schools



Oral Health Month



Colgate + **ida**
Indian Dental Association
ORAL HEALTH MONTH

KEEP INDIA SMILING
WITH FREE DENTAL CHECK-UPS*

Give a missed call on
1800 266 1199
for **Free Dental Checkup**

Colgate
#1 BRAND RECOMMENDED BY DENTISTS†

#Oral Care Professional Brand Recommendation Study conducted by IPSOS in March 2016.
†T&C Apply. Refer www.oralhealthmonth.co.in for detailed T&C. *Free Dental Check-up available till 30th Nov'15 in select cities.



35,000 dentists
1000+ cities

Target: 6 Million free dental check-ups

Working with NGO Partners



Addressing Inequalities- Payroll giving program to support education and nutrition for children affected and infected by HIV.



Providing quality education to underprivileged children; Program 'Read India'- improve basic reading, writing and arithmetic skills



Conservation of Natural Resources, Vocational training for self sustenance of villagers, Girl child empowerment.

**WINNING
ON THE
GROUND**

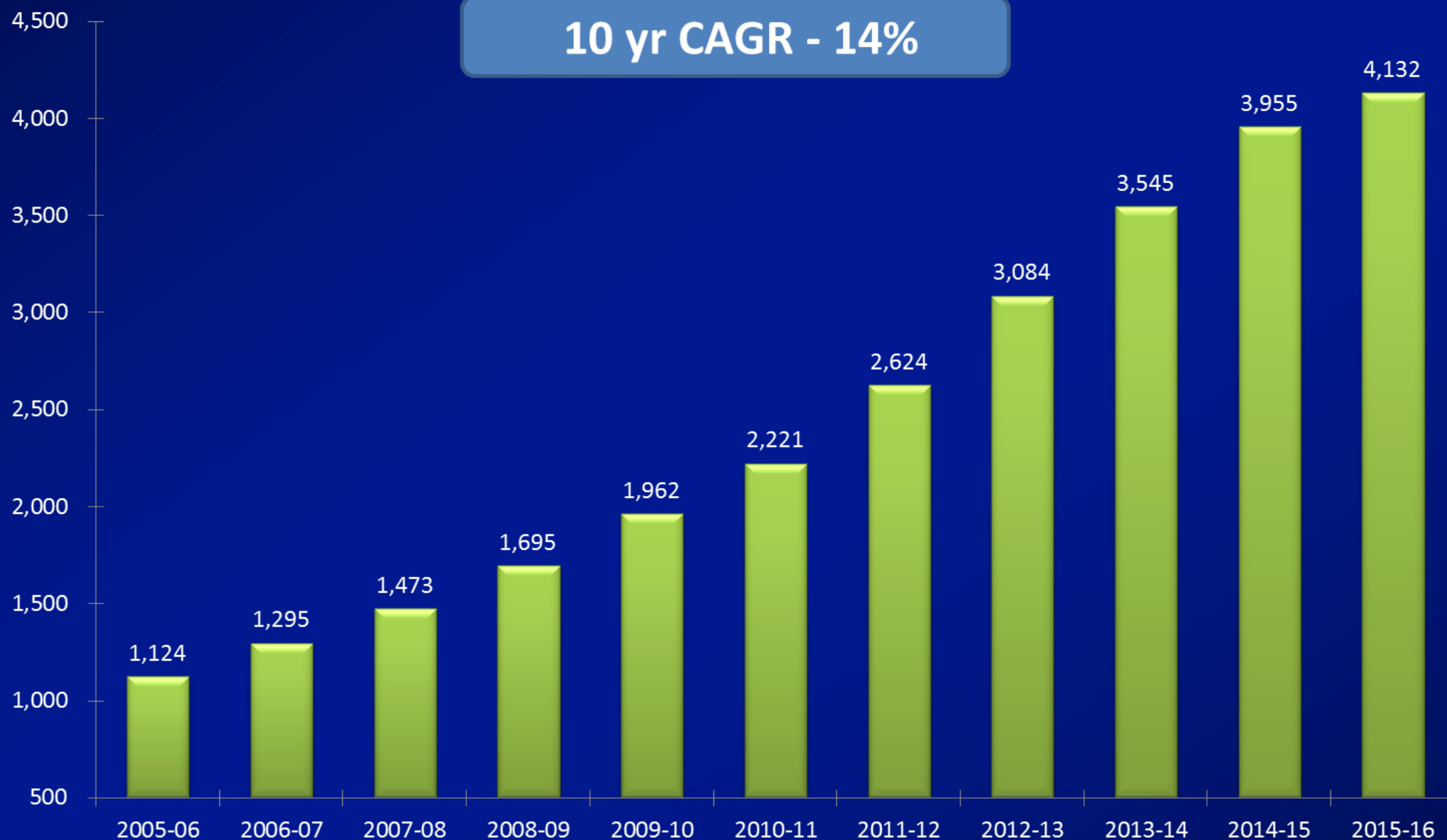
***We continue to deliver long
term sustainable growth***



Net Sales

(Rs. Crores)

10 yr CAGR - 14%

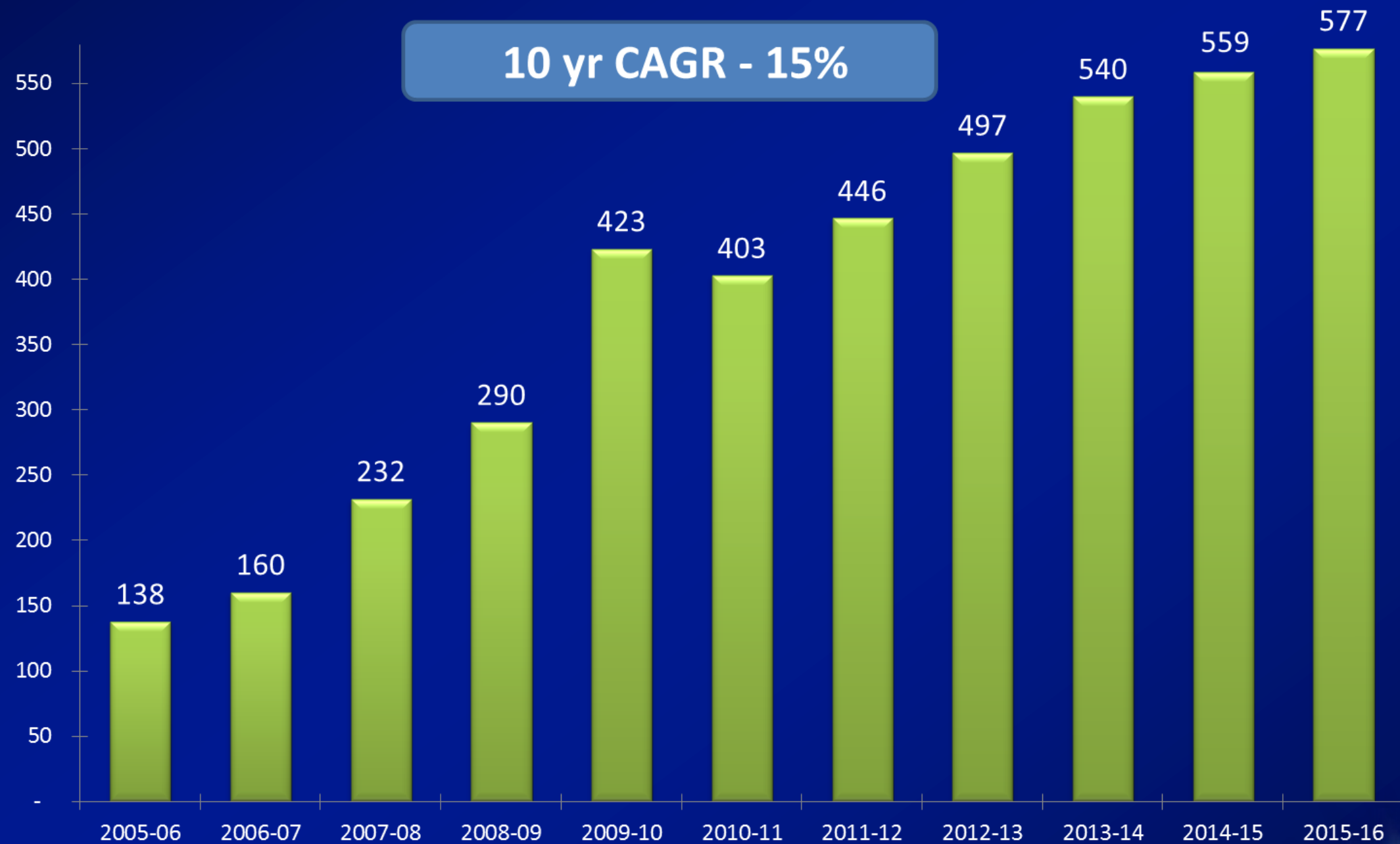


Gross Margin



PAT

(Rs. Crores)



EPS

(Rs.)



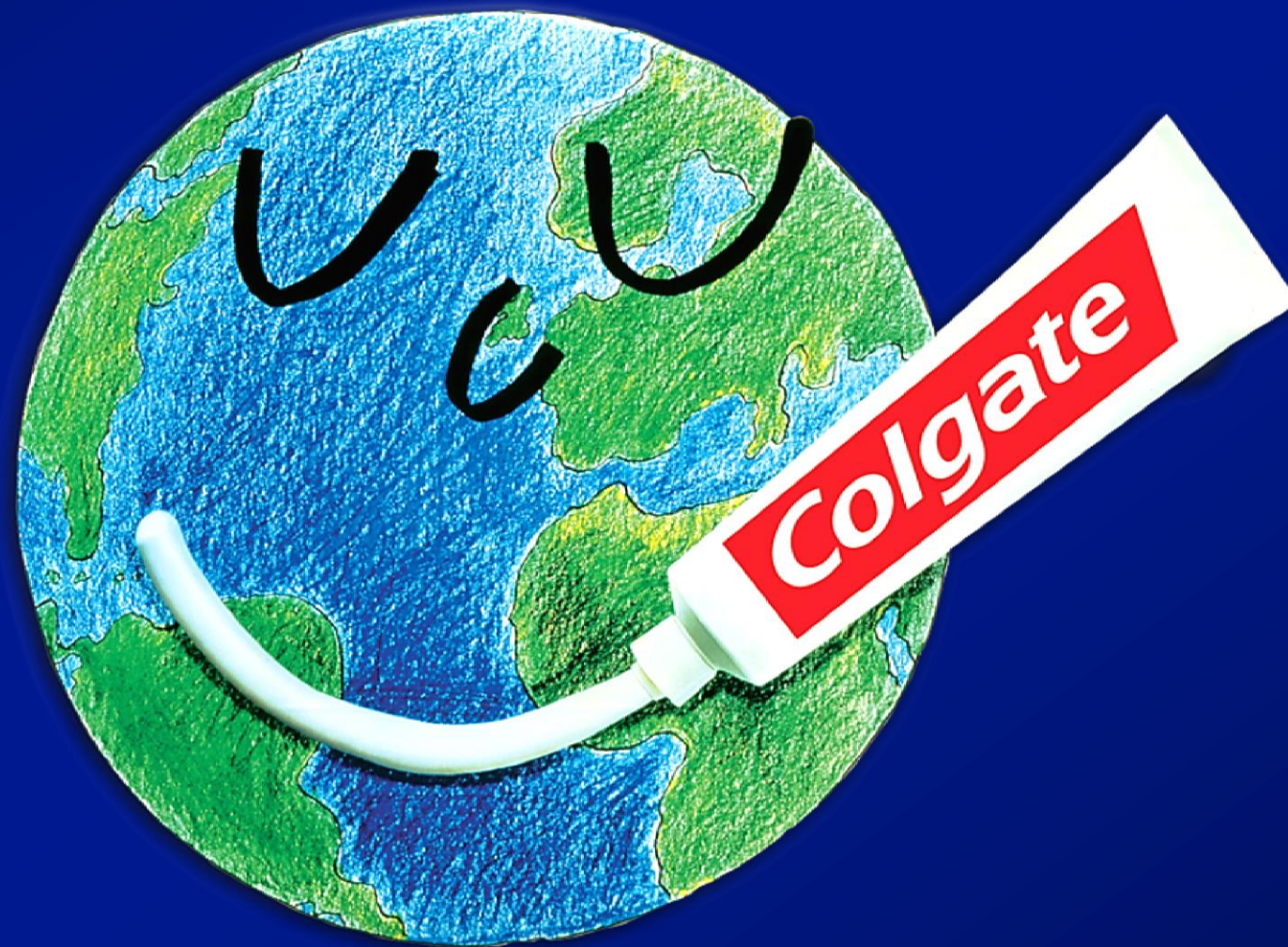
DPS

(Rs.)

10 yr CAGR - 10%



***Well-poised to continue to grow
shareholder value***



Colgate Palmolive India Ltd



.....since 1937



Lets Talk

