Godrej Consumer Products Ltd.
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October 7, 2013

BSE Limited
Corporate Relations Department
1st Floor, Rotunda Bldg., P.J. Towers, Dalal Street,
Mumbai 400 023.

Scrip Code : 532424

The National Stock Exchange of India Ltd
Exchange Plaza, 4th Floor,
Bandra-Kurla Complex, Mumbai 400 050

Dear Sirs

Sub: Godrej Consumer Products Limited (GCPL) to buy 30% equity stake in B:blunt, a Mumbai based premium salon chain

The exchanges are hereby informed that Godrej Consumer Products Ltd (GCPL) today has entered into an agreement to acquire a 30% stake in Bhabani Blunt Hair Dressing Private Limited (B:blunt). B:blunt is a premier hair salon company with one of the strongest consumer franchises in this space. Since launching the chain in 2005, Adhuna Bhabani Akhtar and Osh Bhabani have grown the brand across India. B: blunt, today has a pan-India presence with 17 outlets and 4 academies.

For Godrej Consumer Products Limited

GODREJ CONSUMER PRODUCTS LTD. MUMBAI 400 079

P Ganesh
Executive Vice President (Finance & Commercial) & Company Secretary

Godrej