COLGATE-PALMOLIVE (INDIA) LIMITED

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

May 28, 2019

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

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(s),

Sub: Presentation to Analyst /Institutional Investors

Pursuant to Regulation 30(5) of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, please find enclosed a presentation to Analyst/Institutional Investors on Audited Financial Results for the Financial Year 2018-19.

Request you to take the same on record.

Thanking you,
Yours sincerely,
For **Colgate-Palmolive (India) Limited**

K RANDHIR SINGH
Digitally signed by K RANDHIR SINGH
Date: 2019.05.28 10:38:52 +05'30'

K. Randhir Singh
Company Secretary & Compliance Officer

Encl: a/a

With a Smile at the Heart of Colgate

80+ Yrs of Spreading Smiles

1937 — CP India incorporated

1949 — Toothpowder Launch

1976 — Young India program

1978 — A Blue-Chip company

1993 — Colgate Total Launch

1997 — 1st IDA seal for Colgate

2004 — 1st Oral Health Month

2005 — Baddi Plant

2007 — Brush-up Challenge

2009 — Goa Plant

2012 — 3rd most admired Company in India

2014 — Sanand Plant

2016 — Sricity Plant

2017 — Swarna Vedshakti Launch

2018 — New Colgate Logo

Colgate is No.1 Most Trusted Oral Care Brand of India

Trusted by Mega Celebrities

Key Priorities

- Driving Organic Sales growth
- Maximizing Productivity Across the P&L
- Effective deployment of Cash flow
- Leading to win

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Driving Organic Sales Growth

Driving Organic Sales Growth

Accelerating Growth in Core Portfolio

Accelerating Growth in Core Portfolio

Strengthening the Colgate Brand Belief

THERE ARE TTRANSFORMATIONAL MOMENTS IN LIFE WHERE WE DON'T FEEL SURE, AND IN THESE MOMENTS OF SELF-DOUBT,

A SMILE IS OUR SECRET WEAPON, WHICH DISSOLVES NEGATIVE THOUGHTS, BOLSTERS COURAGE AND NUDGES US TO BETTER PLACES

SMILE KARO AUR SHURU HOJAO

Colgate®

Smile Karo Aur Shuru ho Jao – TVC

- Colgate on India's biggest media property: IPL
- **450 MM+** on TV and **250 MM+** on Online TV

Accelerating Growth in Core Portfolio

India's #1 Brand Now with Calcium Power

New Way of talking to Consumers

NEW IMC

‘Andar se Strong’ moment reflected as ‘Bahar se Smiles’

Football Ad

Real Story of India’s biggest celeb

Real Stories of India’s Biggest Celebs

New News in India's #1 Salt Toothpaste

Power of Salt Micro Crystals

Adapting Communication to Local Culture

Tamil Nadu

West Bengal

The New Improved Colgate Total

— NEW COLGATE TOTAL —

WITH DUAL ZINC AND ARGININE

Upgrade to a healthier mouth

+++ WITH NEW AND IMPROVED BENEFITS +++

ANTI-SENSITIVITY BENEFIT
across all variants

INSTANT NEUTRALIZATION OF ODORS associated with bad breath

Improved
ENAMEL PROTECTION

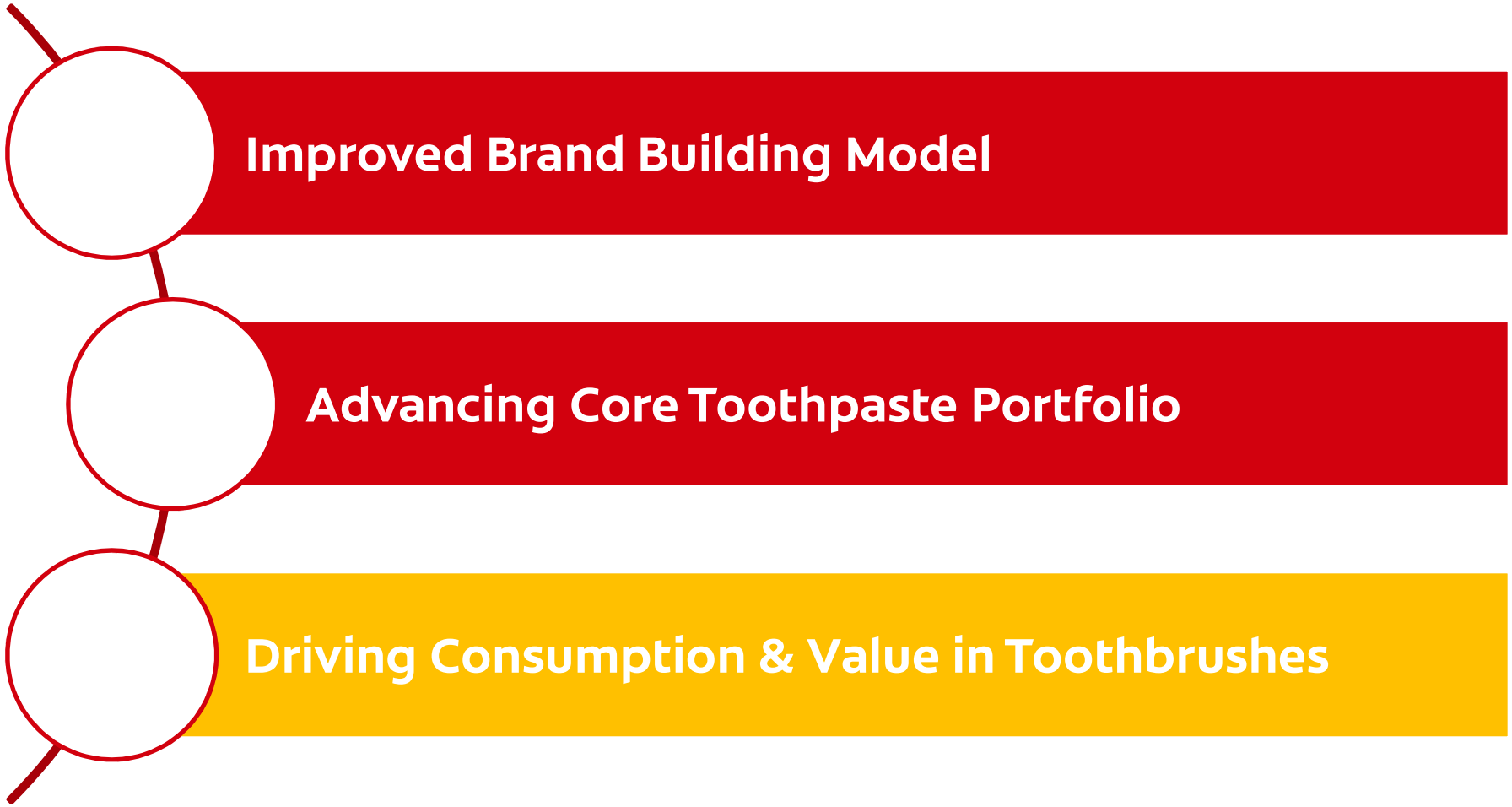
Improved
FOOD ACID NEUTRALIZATION

NEW COOLING FLAVORS
for long lasting freshness

With a new IMC !

With New Packaging !

Accelerating Growth in Core Portfolio



Leveraging Celebrities for Engagement

Bringing Colgate Smile to Toothbrushes

Increasing Consumption with Multipacks

Driving Consumer Value with 99 packs

Driving Organic Sales Growth

Innovating in Current Product Segments

- Continue the momentum in Naturals Toothpaste
- Focusing on Kids Portfolio Opportunity
- Expanding Palmolive Equity in New Categories
- Innovating in Toothbrushes

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Continued focus on Swarna Vedshakti

Leveraging leading Celebs

Kajol

Jyothika - South

Unprecedented Sampling across Platforms

Sampling with Colgate SKUs

Regionally Strong Brands

Modern Trade

Petrol Pumps & ECommerce

Pan India festival Presence

Durga Puja, West Bengal

Rath Yatra, Puri

Ganesh Chaturthi, Maharashtra

Making it bigger in 2019

Painting the town with SVS

Sample distribution at key junction points

Changing the game with SVS Sachet !

Suraksha Wristbands

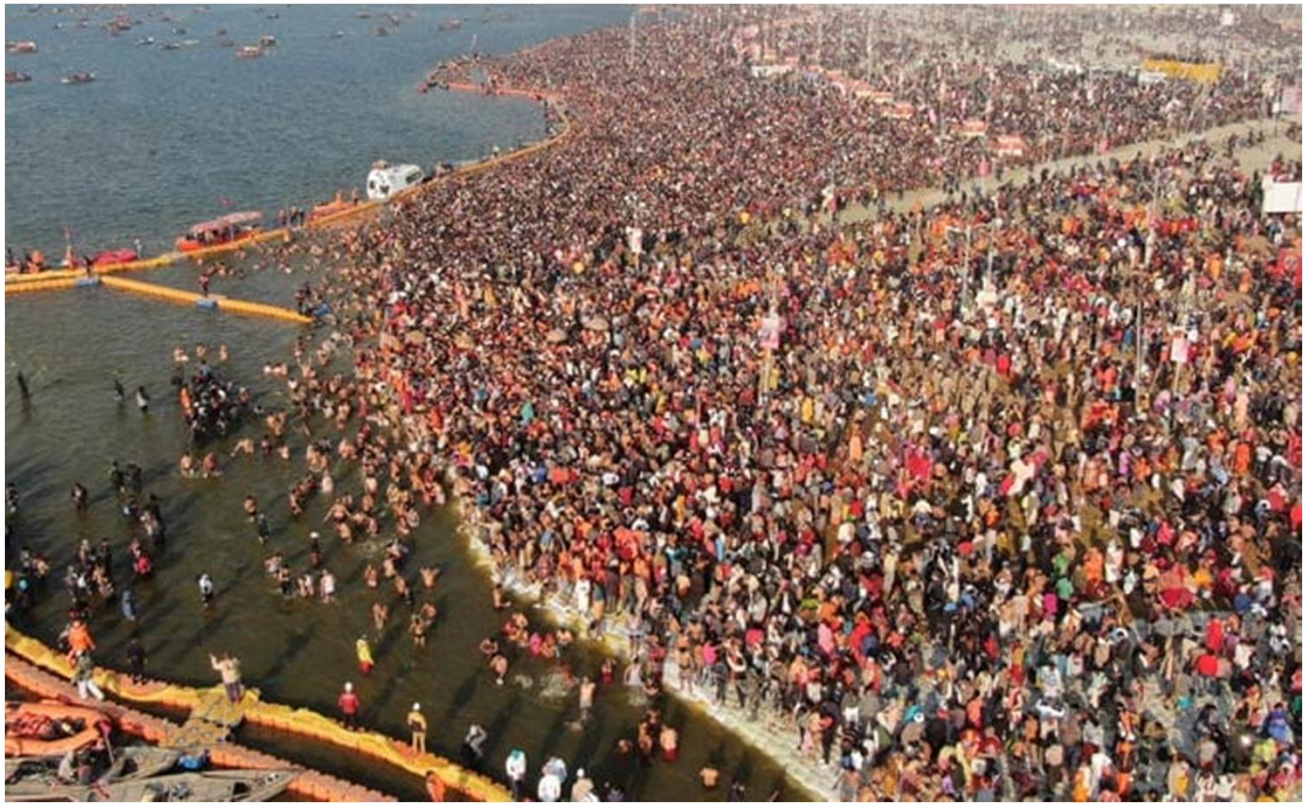
Given to families with children with space to write emergency contact number

Brushing Stations

Suraksha Ropes

Given to families to help them be with each other

And Adding to the list...Kumbh Mela 2019

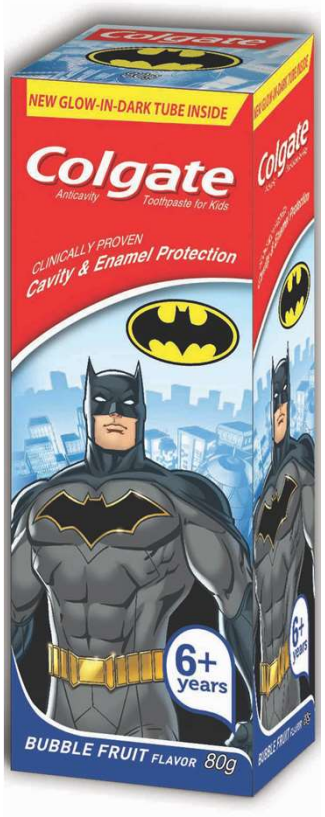


150 MM + Footfalls
One in 5 visitors exposed to SVS

Innovating in current product segments

- Continue the momentum in Naturals Toothpaste
- Focusing on Kids Portfolio Opportunity
- Expanding Palmolive Equity in New Categories
- Innovating in Toothbrushes

‘MAKE BRUSHING FUN’ – LEVERAGING CHARACTERS



New Kids IMC –Amplification across Platforms

Digital advertising

Exciting Promotions

In-store engagement

Innovating in Current Product Segments

- Continue the momentum in Naturals Toothpaste
- Focusing on Kids Portfolio Opportunity
- Expanding Palmolive Equity in New Categories
- Innovating in Toothbrushes

Presenting Palmolive Facial Bar

High Impact Launch – Digital

YouTube voot hotstar go solo

High Impact Launch – In store /OOH /Print

Outdoor

In-Store

Sampling with Vanitha Magazine in Kerala

Palmolive Facial Bars – Launched with singles

Introducing new Multipack

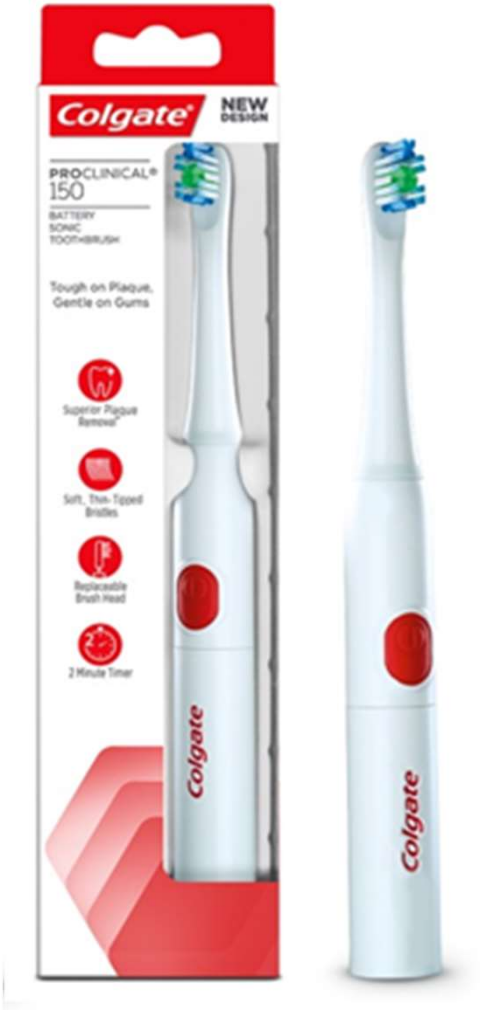
Buy 3 Get 1 Free

Expanding Palmolive in Liquid Refill segment

Innovating in Current Product Segments

- Continue the momentum in Naturals Toothpaste
- Focusing on Kids Portfolio Opportunity
- Expanding Palmolive Equity in New Categories
- Innovating in Toothbrushes

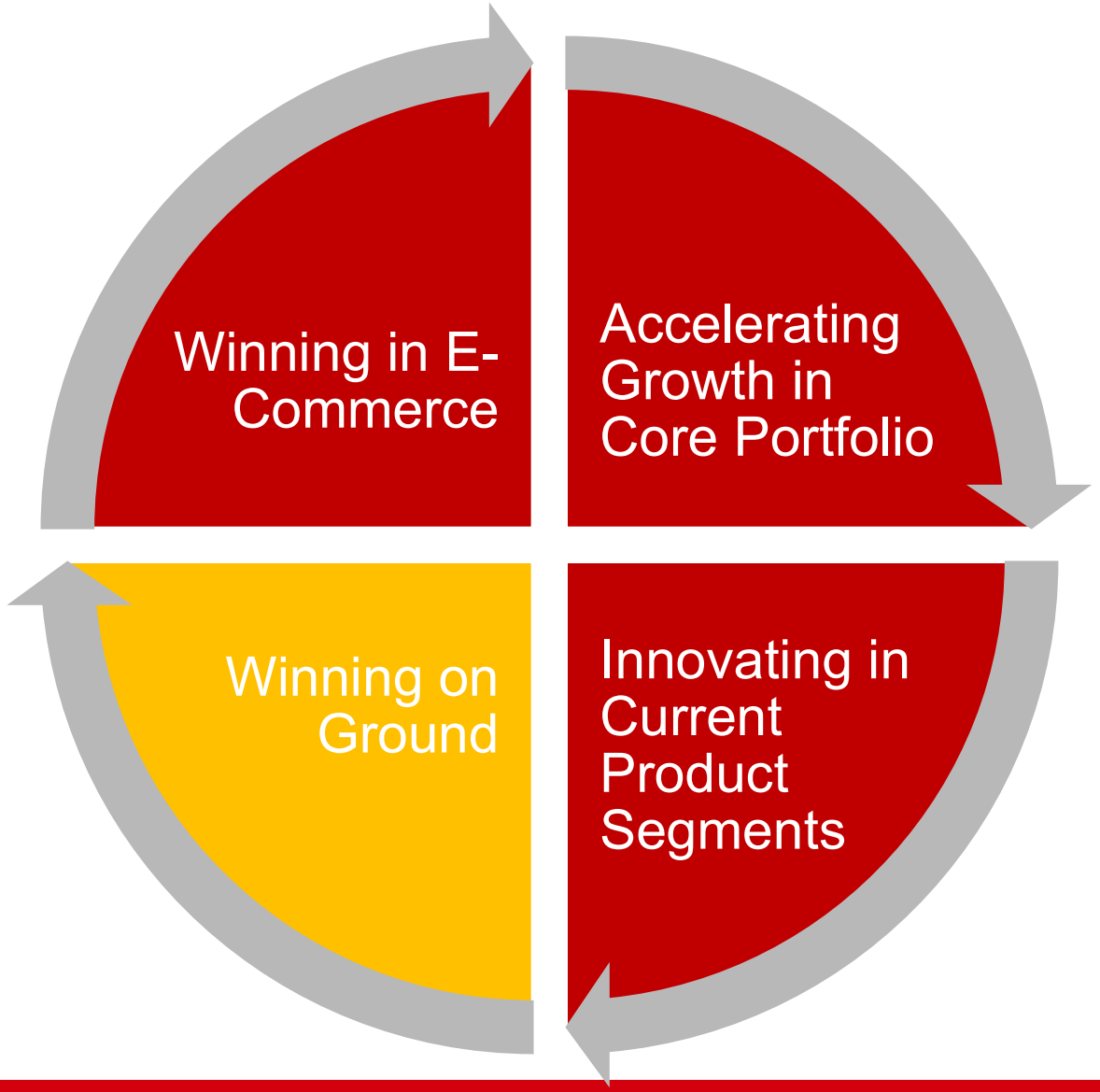
Technology led Innovation in Battery Toothbrushes



Making strides in affordable sensitive

Sensitive Toothbrush @ 25/-

Driving Organic Sales growth



Winning on Ground

Winning on Ground

Robust Customer Development Team

350+

Large CD Team

2000+

SAP®

Stockists On SAP®

6000+

3P Boots on the Ground

6 MM

MT

GS/KS

MS

WS

Indirect Outlets

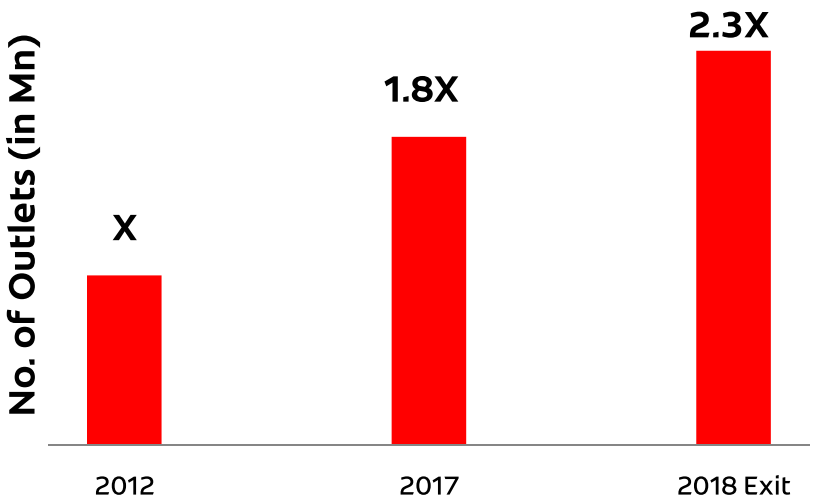
Winning in Store – CDC #AndarseStrong

Winning in Store – SVS Activation

Winning in Store – Total Upgrade

Winning in Store – Palmolive Facial Bars

Giant Leap in Direct Coverage in 2018



Winning on Ground

Winning in Customer Events – Big days

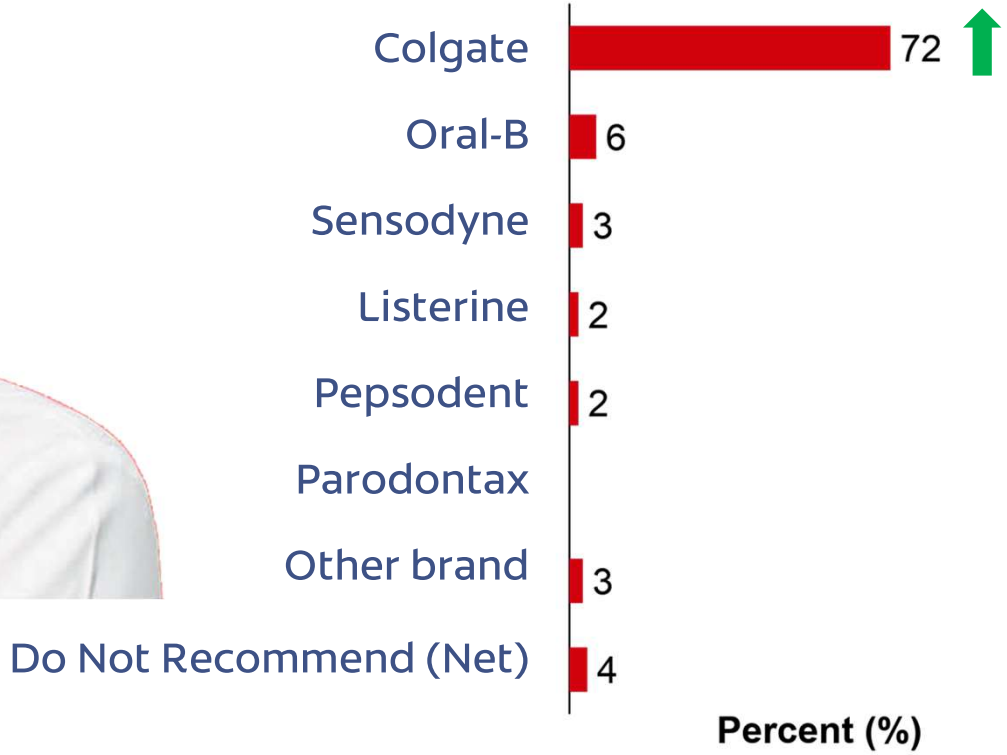
- Participation from cross functional teams across the country
- Significant share gains across categories

SVS crossing 5 share In Top Retail Customers

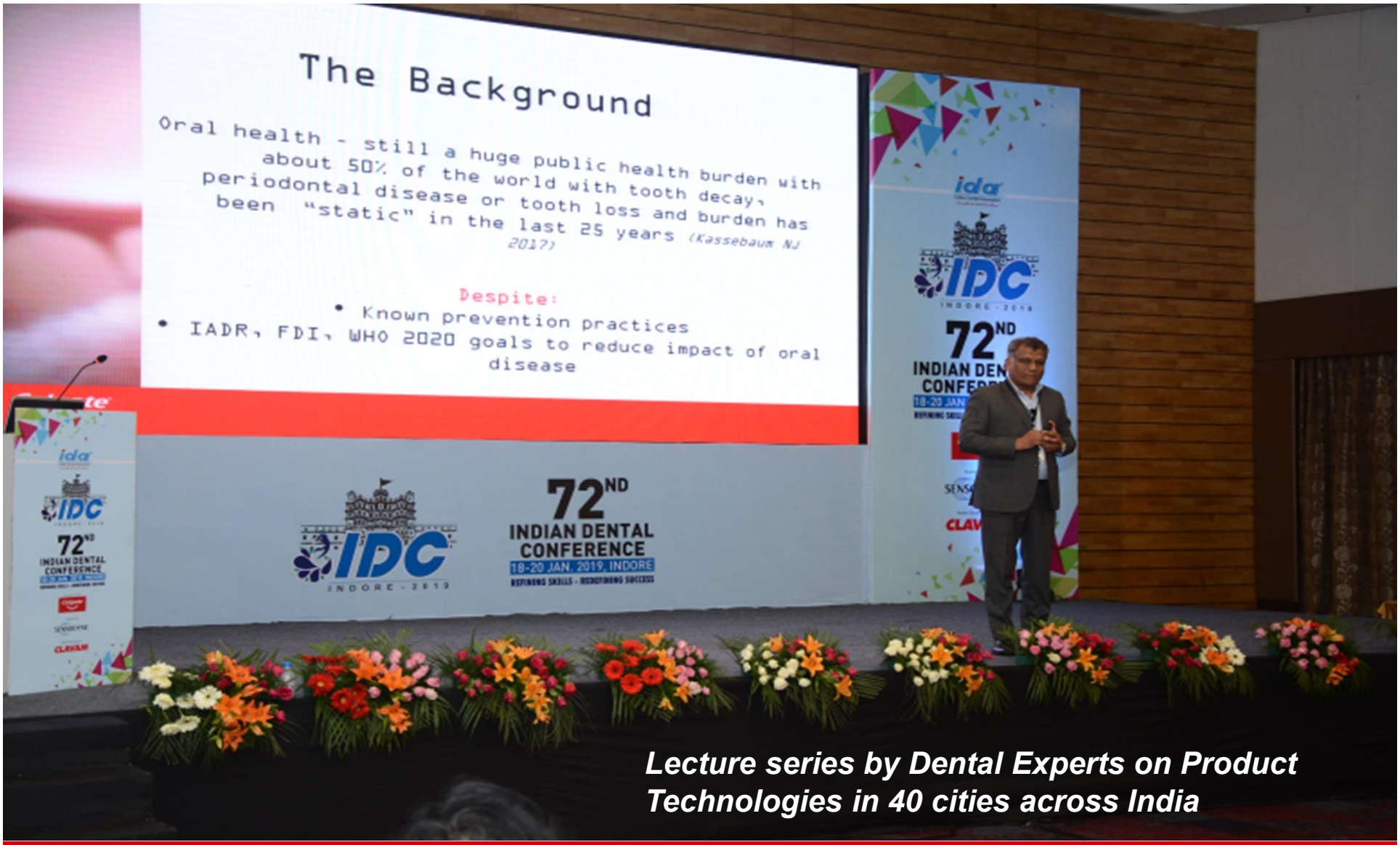
Driving consumption with saver packs

Winning on Ground

Equity Most Often Recommended by Dentists



Strong Scientific Engagement with Dentists

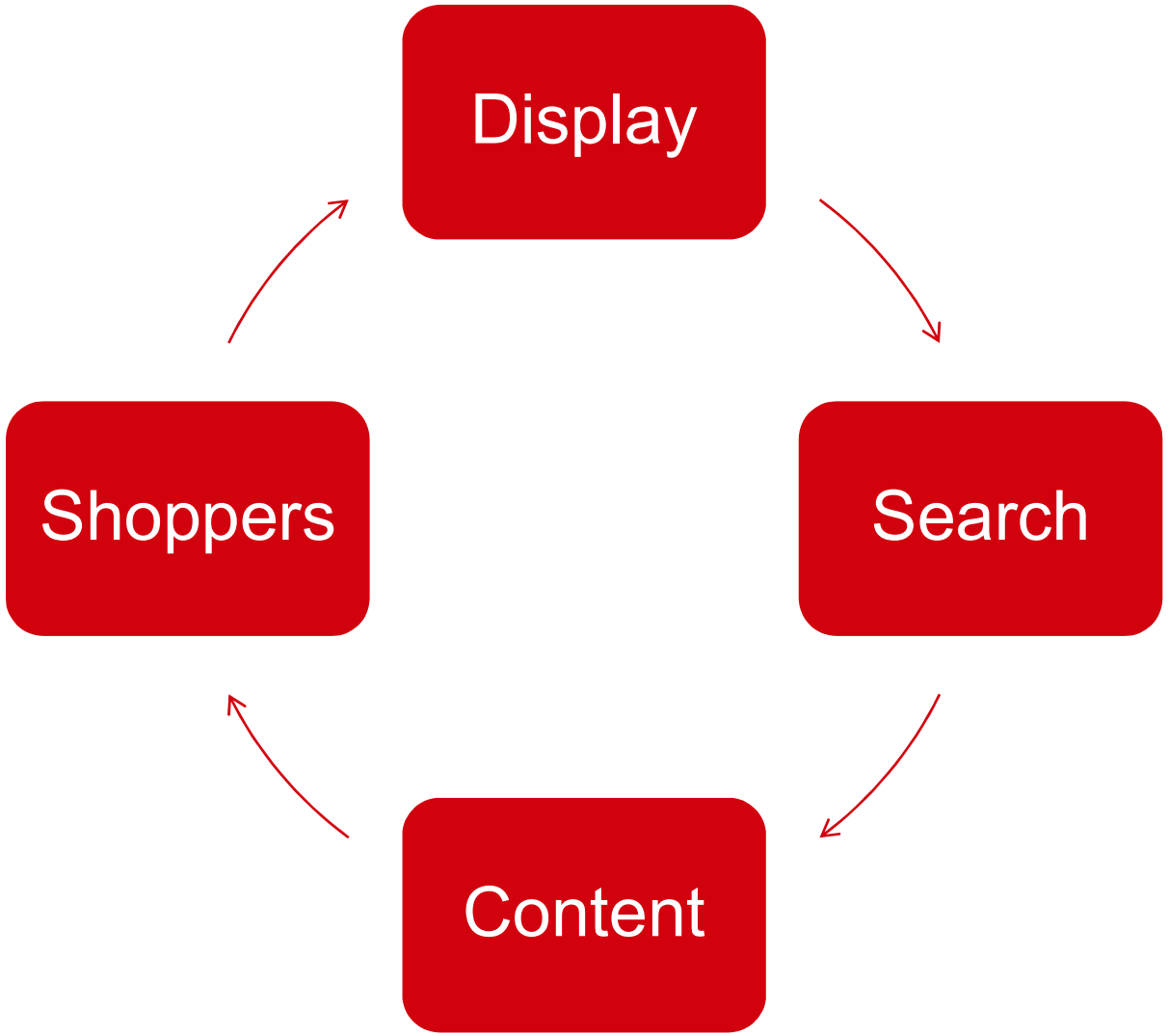


Lecture series by Dental Experts on Product Technologies in 40 cities across India

Unveiling Total Re-launch at Dental Conference

Driving Organic Sales Growth

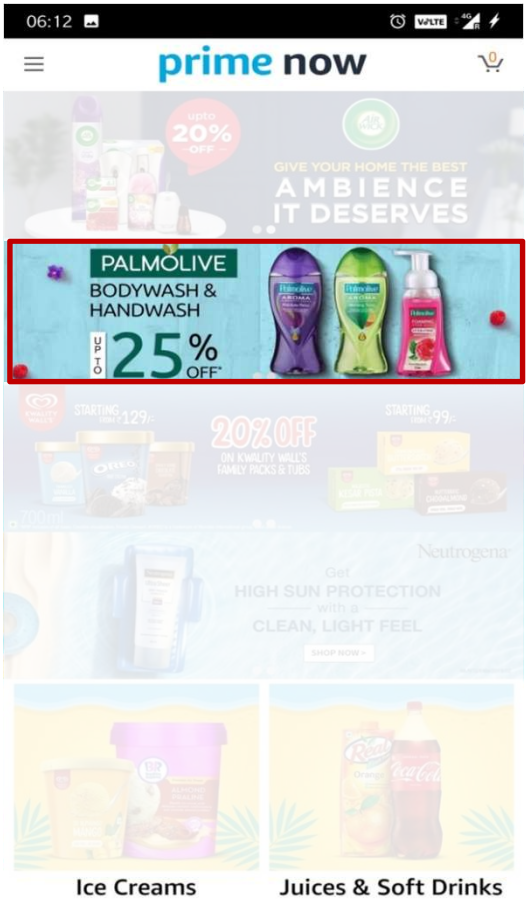
Winning in E-Commerce



Winning with Display

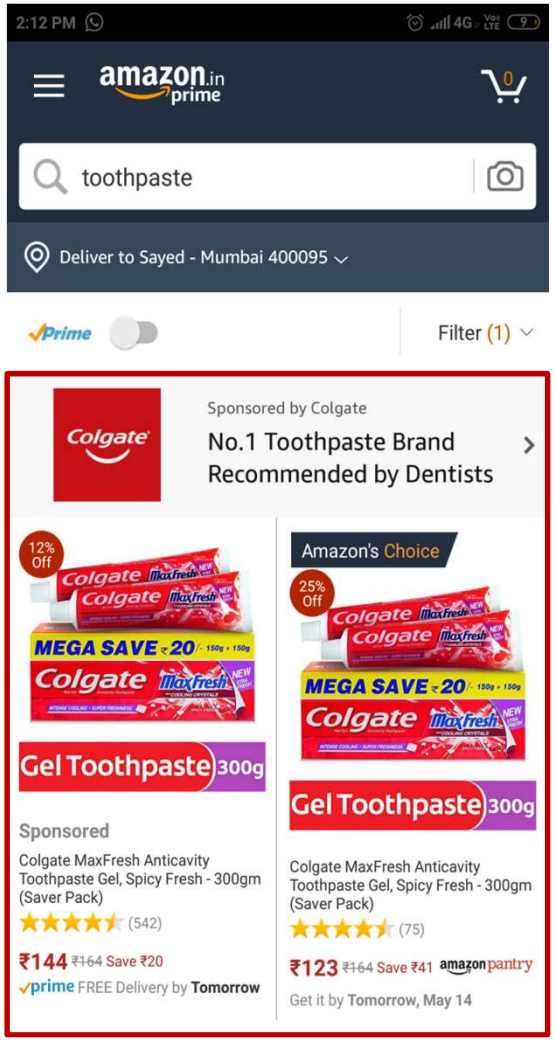
amazon.in

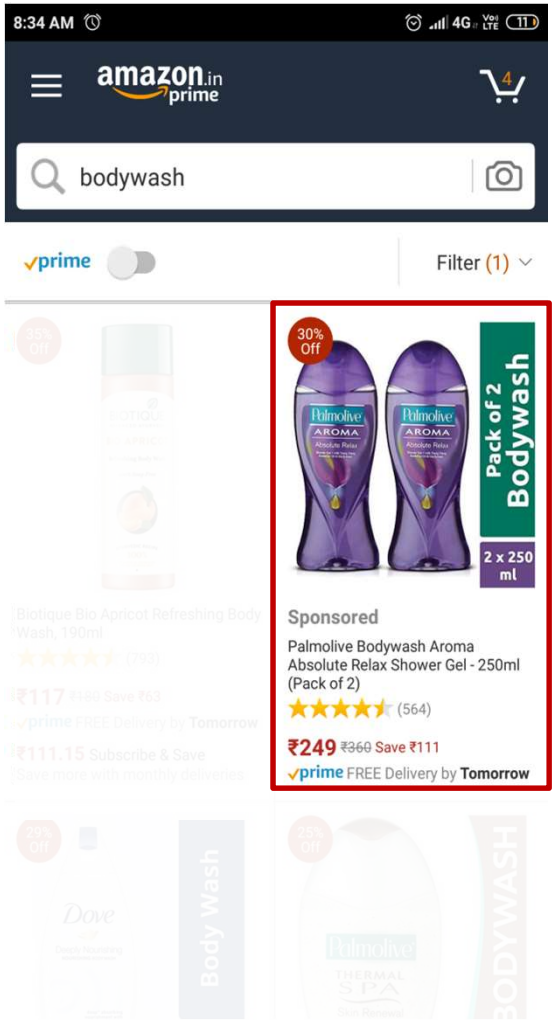
amazon Prime



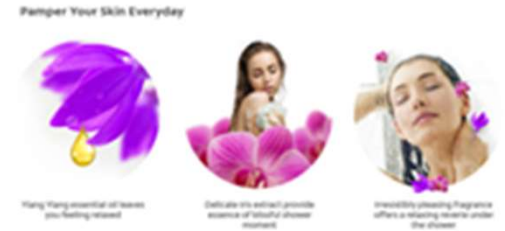
bigbasket

Winning with Search





Winning with Content



Winning with Shoppers

Winning in Ecommerce

amazon.in

big basket

amazon Prime now One-Hour Delivery on Thousands of Products

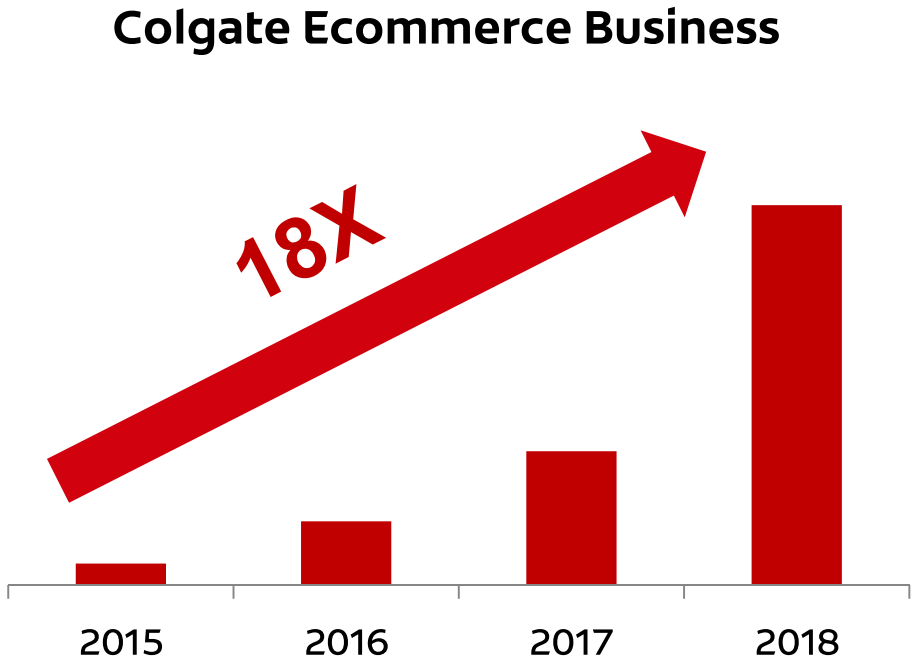
GROFERS

NYKAA

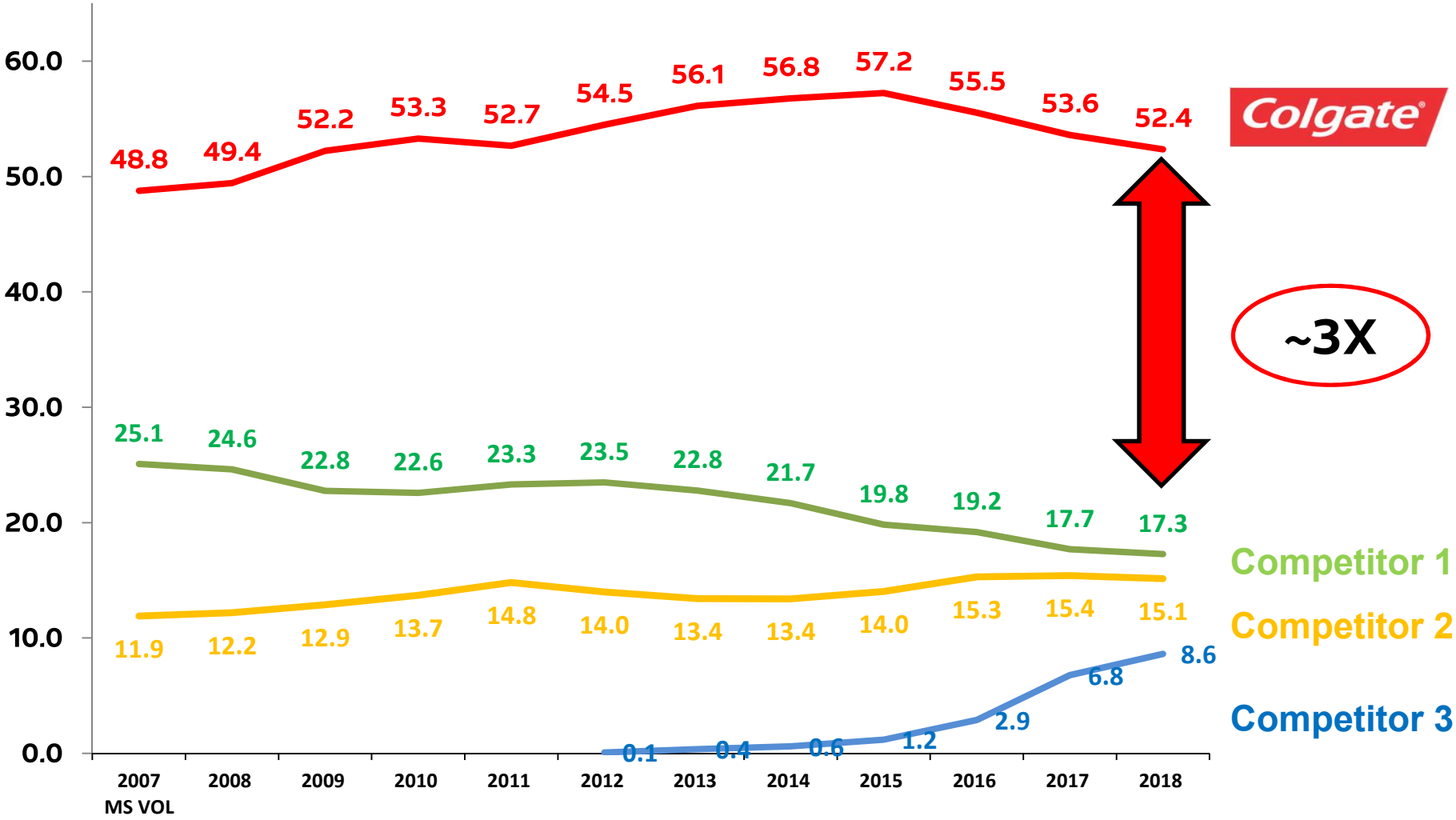
Flipkart

Paytm mall

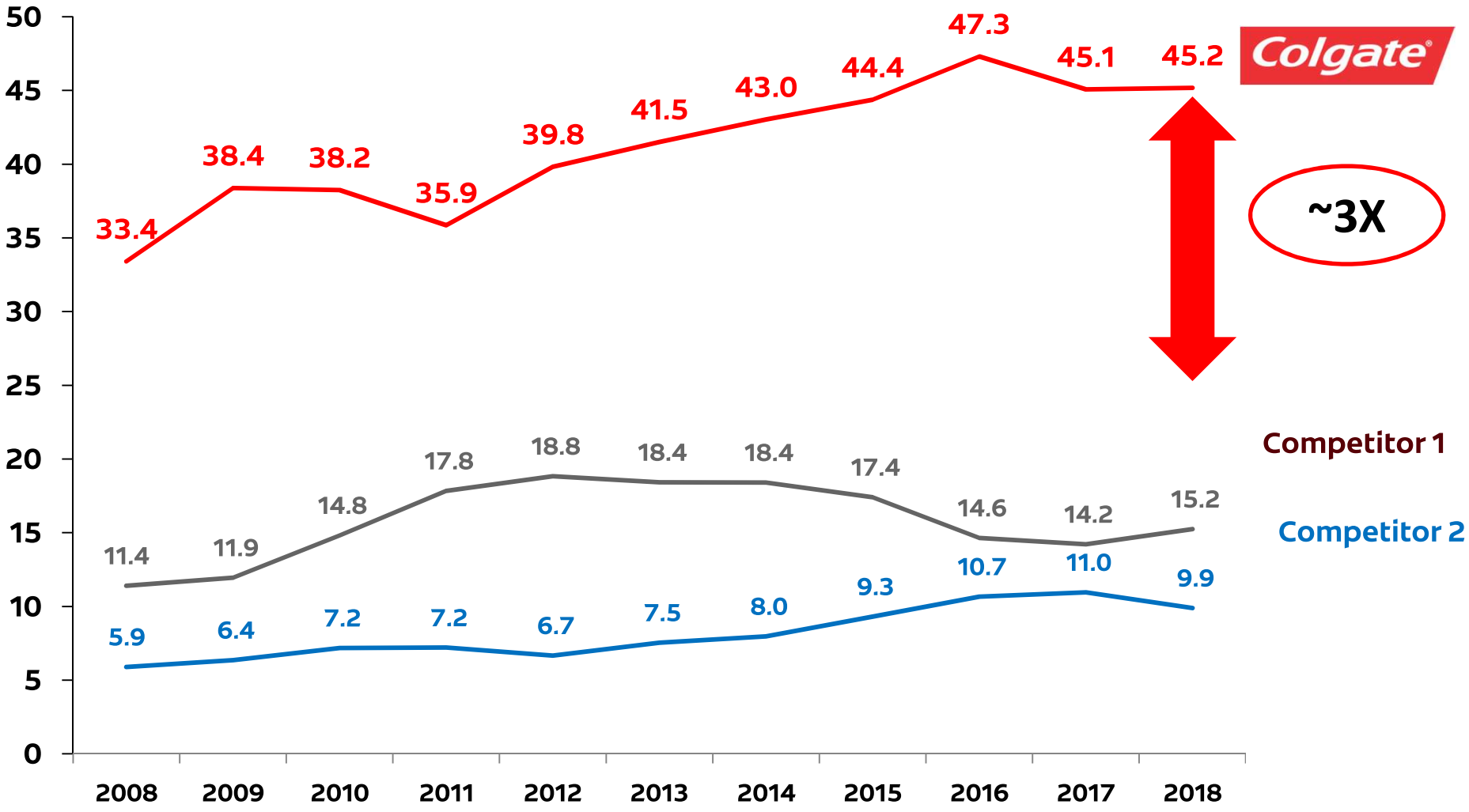
amazonbusiness



Strong Toothpaste Volume Share



Toothbrush Volume Share

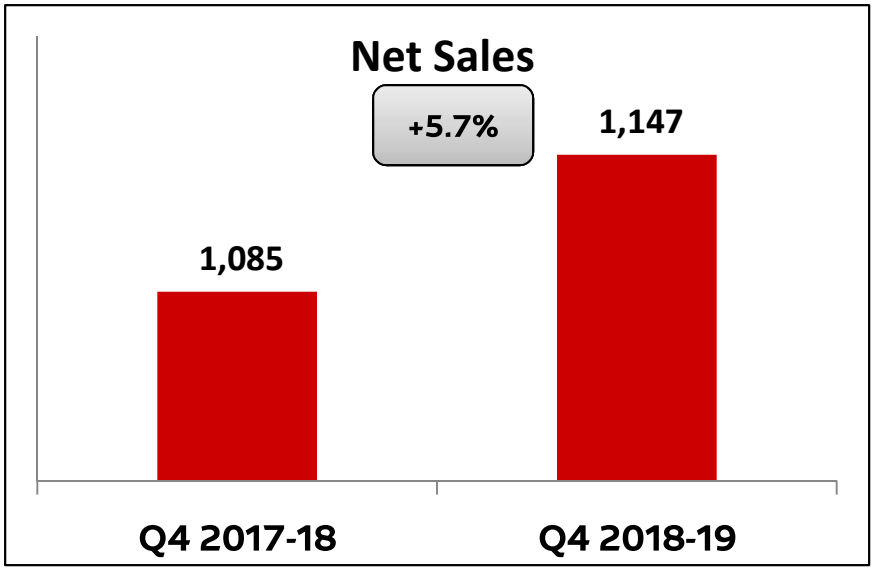


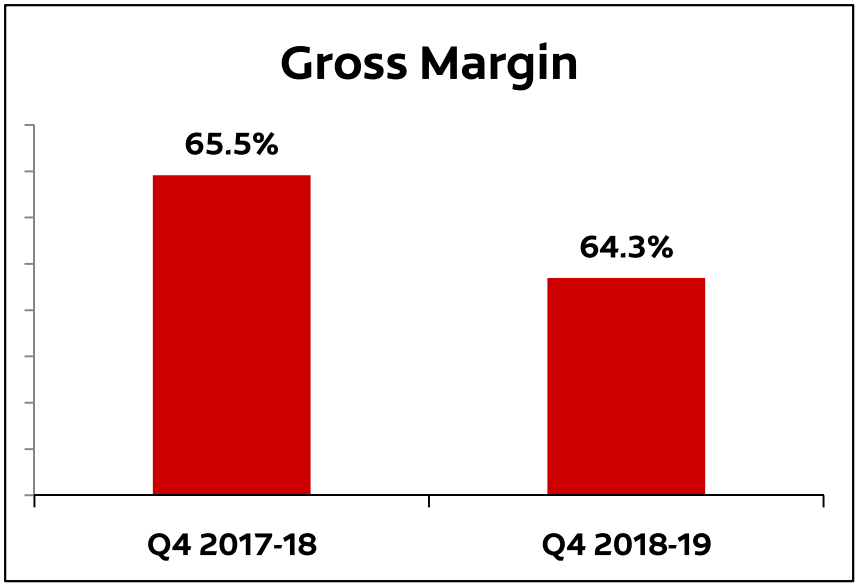
Key Priorities

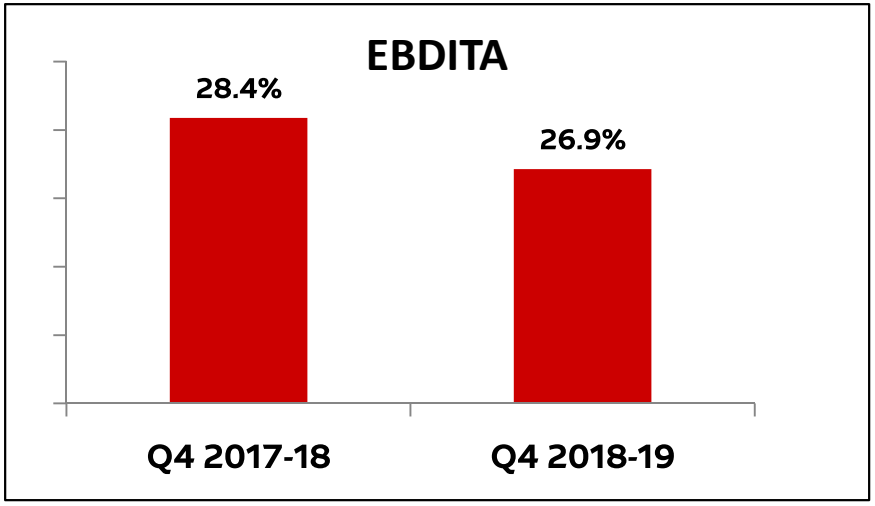
- Driving Organic Sales growth
- Maximizing Productivity Across the P&L
- Effective deployment of Cash flow
- Leading to win

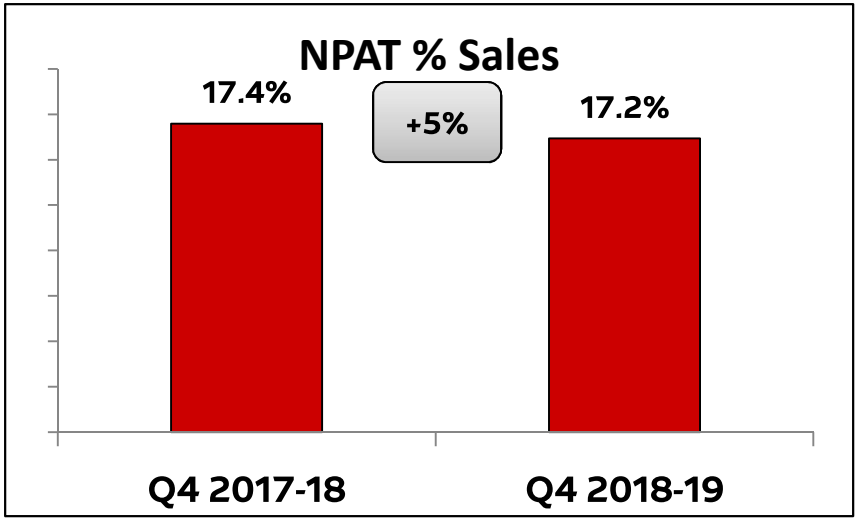
Finance Strategy

Q4 2018-19


Net Sales
+5.7%
1,085
1,147
Q4 2017-18
Q4 2018-19


Gross Margin
65.5%
64.3%
Q4 2017-18
Q4 2018-19

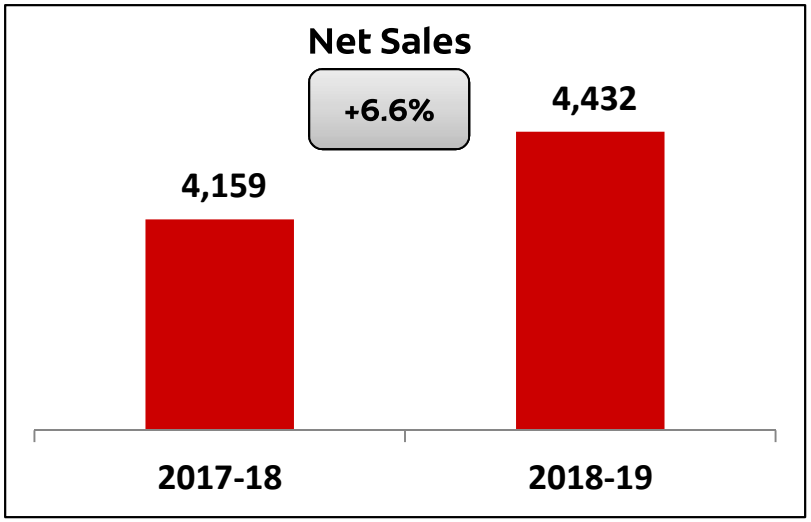

EBDITA
28.4%
26.9%
Q4 2017-18
Q4 2018-19

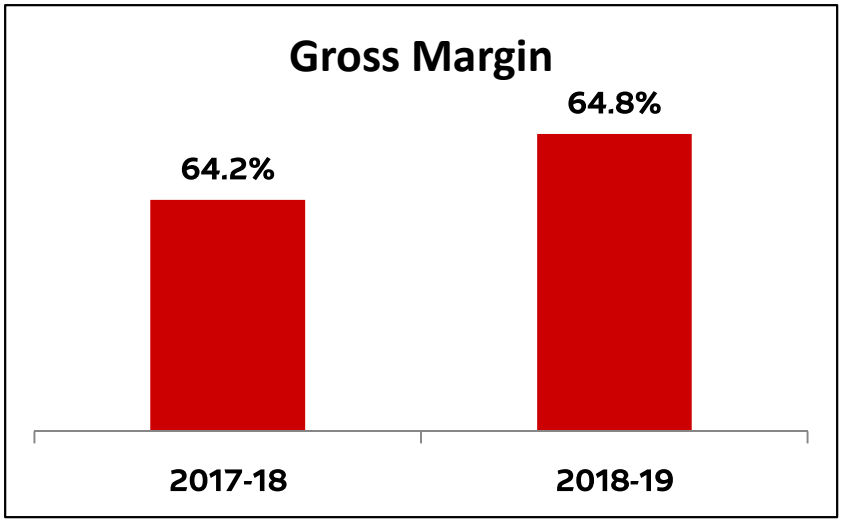

NPAT % Sales
17.4%
+5%
17.2%
Q4 2017-18
Q4 2018-19

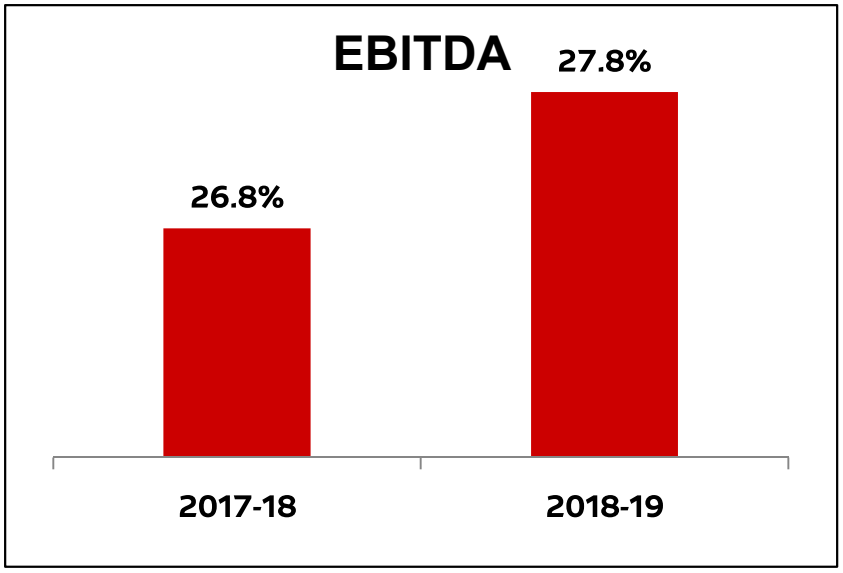
Q4 2018-19

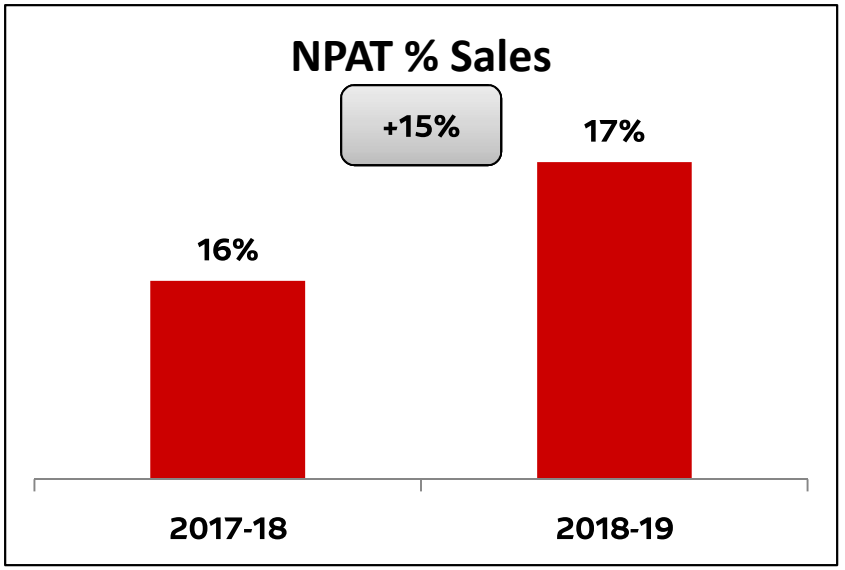
	Q4 2018-19
Net Sales	+5.7% growth
Gross Margin	64.3% to NS -120 bps
Advertising	13.6%
EBITDA	26.9% to NS -150 bps
PAT	17% to NS +5%

FY 2018-19


Net Sales
+6.6%
4,159
4,432
2017-18
2018-19


Gross Margin
64.2%
64.8%
2017-18
2018-19

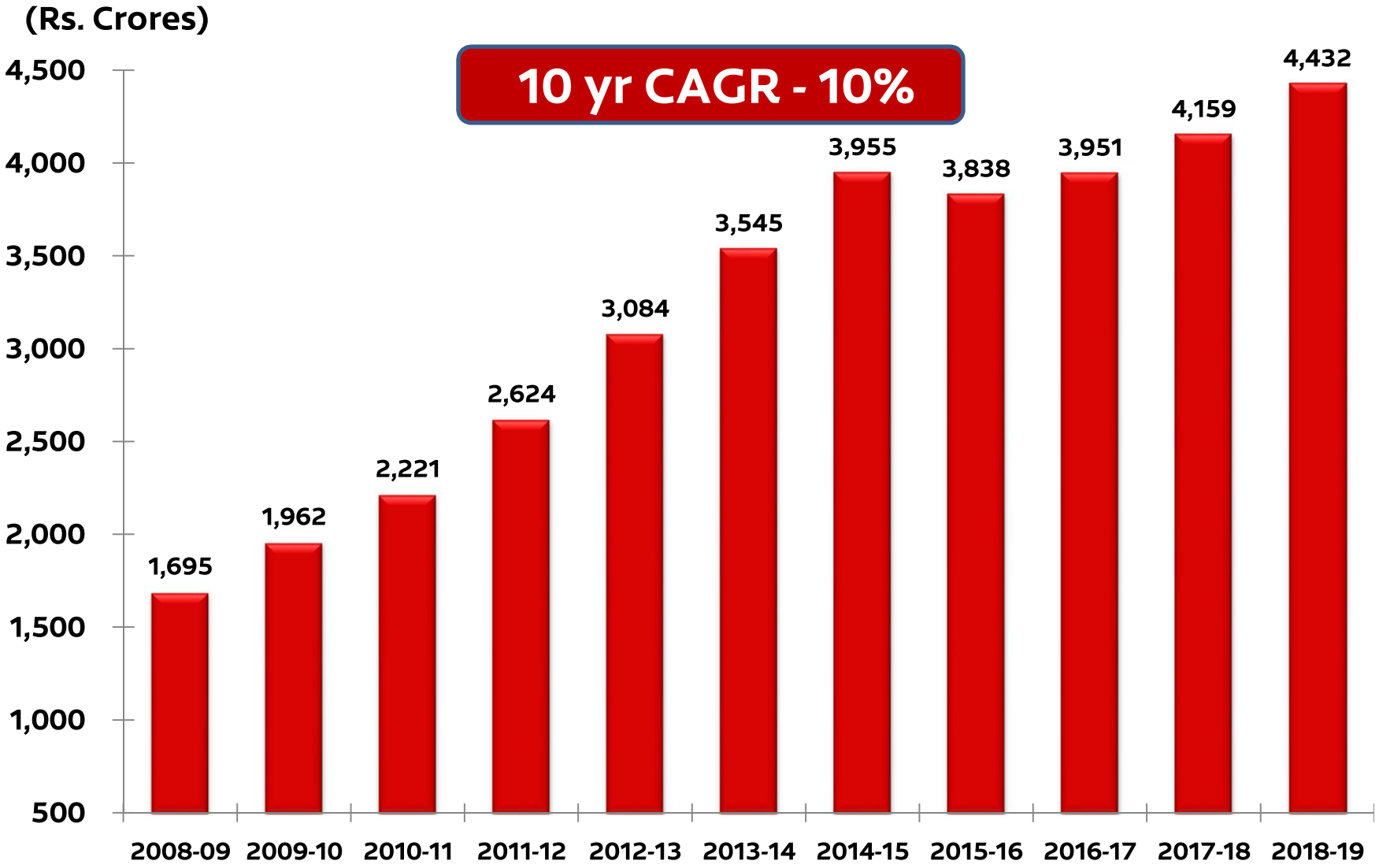

EBITDA
26.8%
27.8%
2017-18
2018-19


NPAT % Sales
+15%
16%
17%
2017-18
2018-19

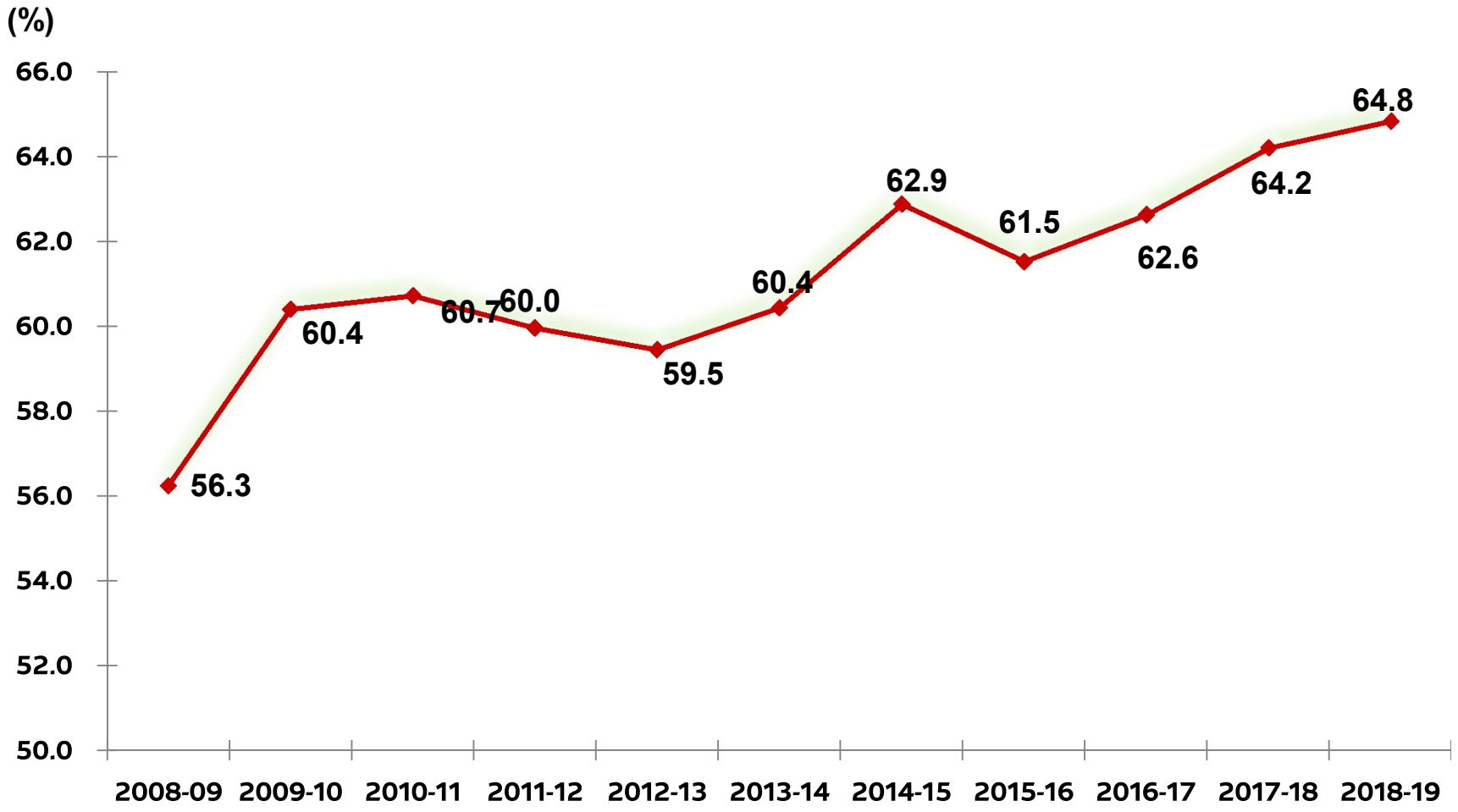
Summary

	Q4 2018-19	FY 2018-19
Net Sales	+5.7% growth	+6.6% growth
Gross Margin	64.3% to NS -120 bps	64.8% to NS +60 bps
Advertising	13.6%	12.7%
EBITDA	26.5% to NS -190 bps	27.8% to NS +100 bps
PAT	+5%	+15%

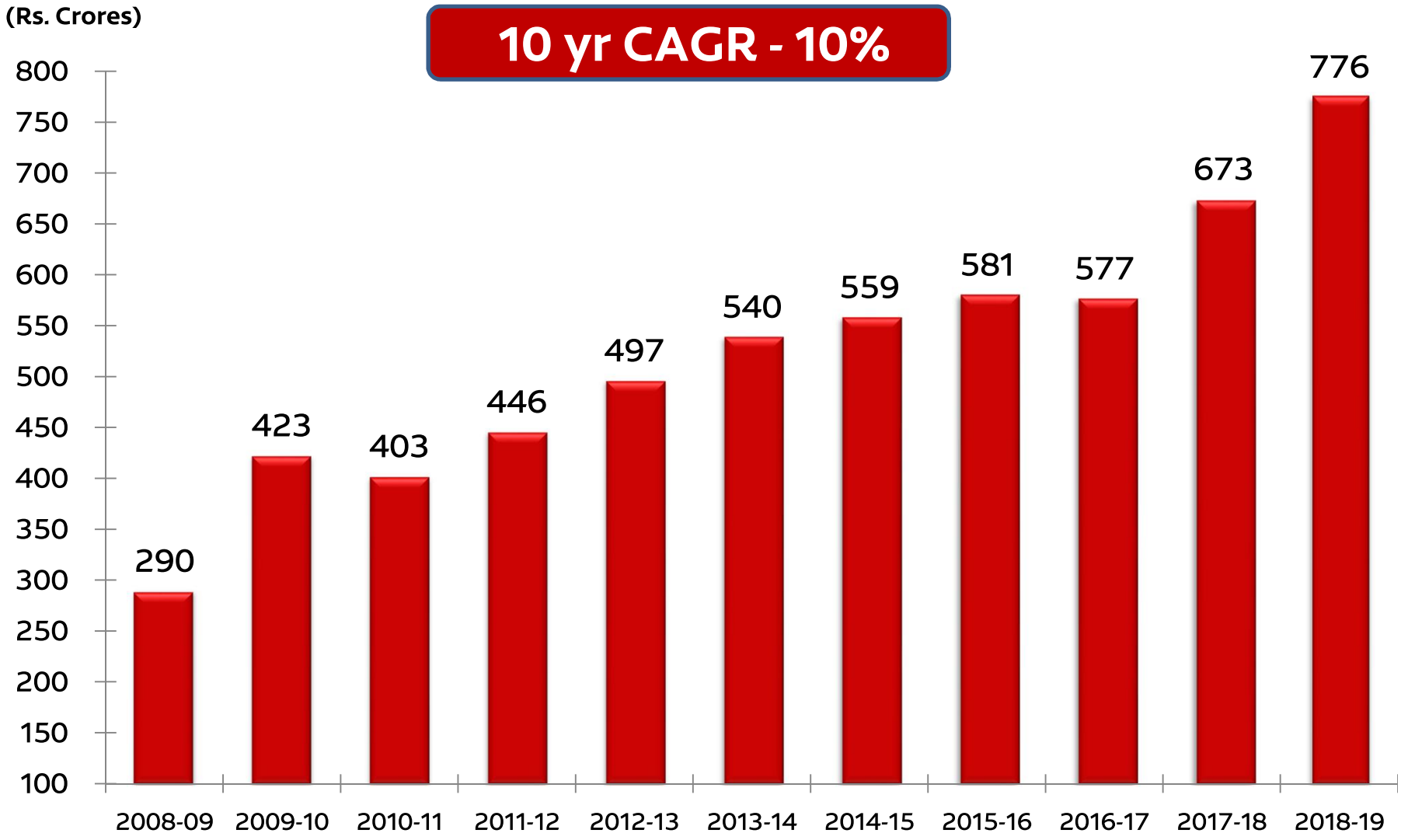
Net Sales


(Rs. Crores)
10 yr CAGR - 10%
4,500
4,000
3,500
3,000
2,500
2,000
1,500
1,000
500
1,695
1,962
2,221
2,624
3,084
3,545
3,955
3,838
3,951
4,159
4,432
2008-09
2009-10
2010-11
2011-12
2012-13
2013-14
2014-15
2015-16
2016-17
2017-18
2018-19

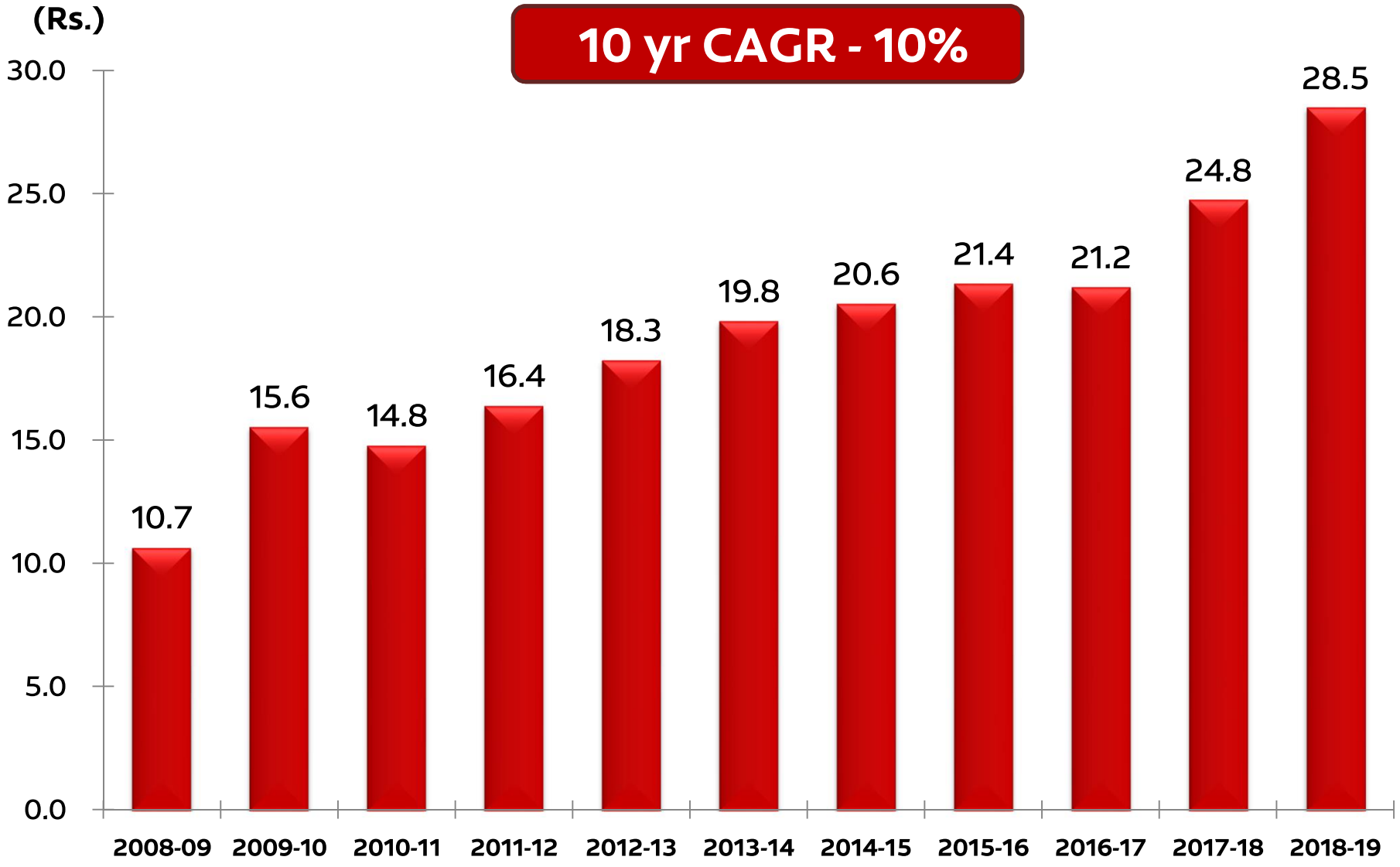
Gross Margin



PAT


(Rs. Crores)
10 yr CAGR - 10%
800
750
700
650
600
550
500
450
400
350
300
250
200
150
100
290
423
403
446
497
540
559
581
577
673
776
2008-09
2009-10
2010-11
2011-12
2012-13
2013-14
2014-15
2015-16
2016-17
2017-18
2018-19

EPS


(Rs.)
10 yr CAGR - 10%
30.0
25.0
20.0
15.0
10.0
5.0
0.0
10.7
15.6
14.8
16.4
18.3
19.8
20.6
21.4
21.2
24.8
28.5
2008-09
2009-10
2010-11
2011-12
2012-13
2013-14
2014-15
2015-16
2016-17
2017-18
2018-19

Key Priorities

- Driving Organic Sales growth
- Maximizing Productivity Across the P&L
- Effective deployment of Cash flow
- Leading to win

High End Manufacturing Facilities

Sanand Toothpaste

Baddi Toothpaste

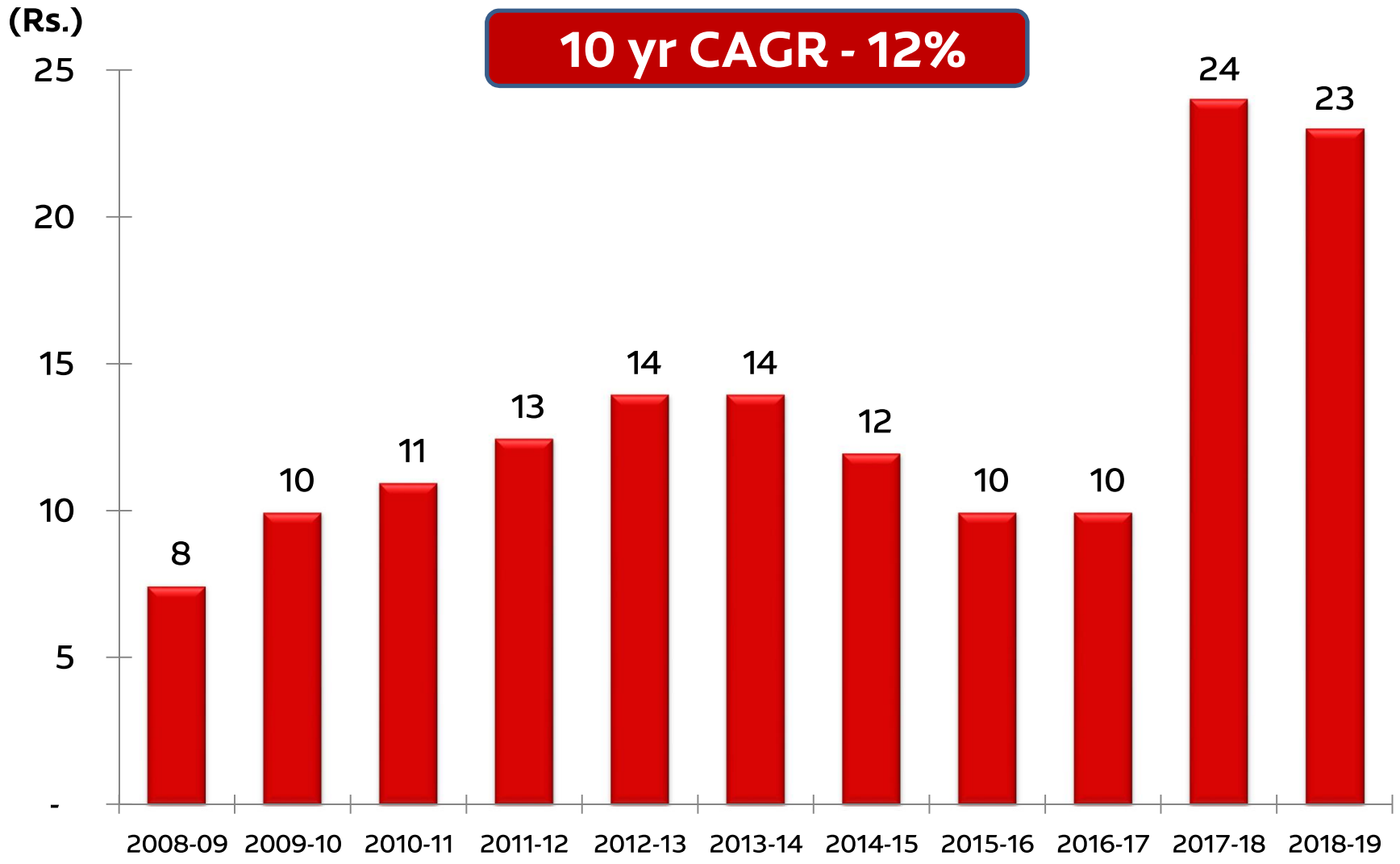
Goa Toothpaste

Sricity Toothbrush

State of Art Manufacturing –Toothpaste Plant

Next Gen High Speed Automatic TB machine (Sricity)

DPS


(Rs.)
10 yr CAGR - 12%
25
20
15
10
5
-
8
10
11
13
14
14
12
10
10
24
23
2008-09
2009-10
2010-11
2011-12
2012-13
2013-14
2014-15
2015-16
2016-17
2017-18
2018-19

Delivering Shareholder Returns

Year	Shares	Value
1978	IPO - 250	6,250
1994	Rights - 1,280	25,600
2019*	Holdings – 28,160	32,495,000
**As on May 23, 2019*		

Dividend Received (includes Capital reduction) **5,650,859**

Compounded return of 25% since the IPO

Key Priorities

Driving Organic Sales growth

Maximizing Productivity Across the P&L

Effective deployment of Cash flow

Leading to win

Leading To Win

Reducing our Impact On Climate and Environment

Contributing to Communities we live and work

Spreading Smiles

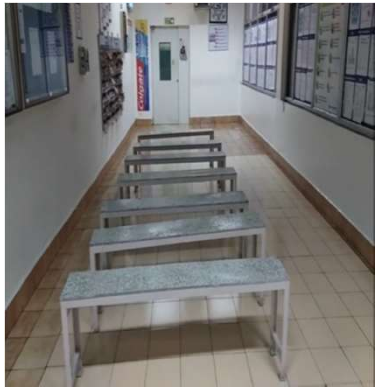
Sustainability at Plants

GREEN BUSINESS® CERTIFICATION INC.

TRUE

True Zero Waste Platinum Certification for all plants

Sustainability at Plants



Empty Tubes recycled to Boards

Community Clean Up Activity

1. 3 MW Solar Plant at Sricity

Reusable Packing Materials

Composting of waste

Empowering our Communities

Water Program for communities
In villages of Amrawati , Maharashtra

Colgate - Seva Mandir *Education Scholarship program*
Women Empowerment through livelihoods, supported with *Water Augmentation*

Water program at Amravati

Bhandri Village,Amrawati – Program aims to support communities in 36 Villages in Amrawati, Maharashtra

Water Program for Communities

Community Water Support

Drinking Water Stations for School

Water Augmentation Support

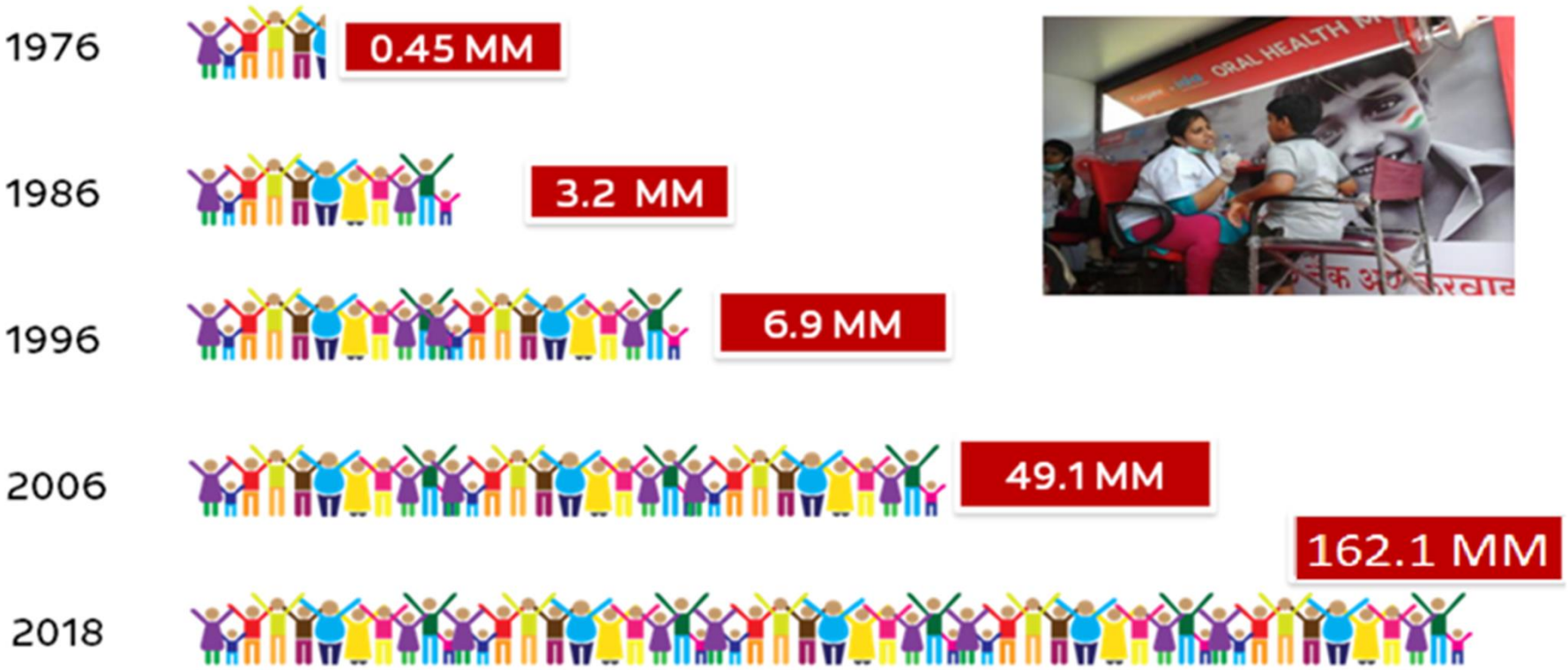
Water Augmentation Support in Rajasthan.
Villagers have reported seeing water first time in 15 years after rains

Women Empowerment

Floriculture

Women Self Help Groups

Bringing Smiles with BSBF



160 million+ school children contacted across 410,000 schools in last 42 years

With a Smile at the Heart of Colgate

SMILE KARO AUR SHURU HO JAO

Colgate