



COMPANY STATEMENT

COLGATE'S 4Q NET SALES UP 13%, NET PROFIT UP 48%
COLGATE'S FULL YEAR NET SALES UP 16%, NET PROFIT UP 46%

Mumbai, May 27, 2010

FINANCIAL HIGHLIGHTS

4Q 2009-10 : Colgate-Palmolive (India) Limited today reported net sales of Rs. 516.6 crore for the fourth quarter ended March 31, 2010, an increase of 13% over the same quarter of the previous year. Net profit for the quarter is Rs. 114.4 crore, an increase of 48% over the net profit of Rs.77.1 crore recorded in Q4 of the previous year.

FULL YEAR 2009-10 : Net sales for the year ended March 31, 2010 are Rs. 1,962.5 crore, a 16% increase over the prior year. Reported net profit is Rs 423.3 crore, an increase of 46% over the net profit of Rs 290.2 crore recorded in the previous year.

DRIVING GROWTH

During the quarter, the Company achieved a volume growth of 11%, continuing its strong momentum in the toothpaste category which also grew by 11%. In the toothpaste category, the Company has increased its leadership position to 53.4% volume market share in Jan-Mar10 from 51.7% in Jan-Mar09. The flagship brands "Colgate Dental Cream", "Active Salt", and "Cibaca", along with new products such as "Colgate Sensitive" toothpaste, contribute to this consistent growth.

Volume market share in the toothbrush category has registered strong growth, increasing to 41.2% (Jan-Mar10) from 37.8% a year ago (Jan-Mar 09). The volume market share in the toothpowder category at 48.3% (Jan-Mar10) is slightly lower than a year ago at 49.2% (Jan-Mar 09)

During the quarter ended March 31, 2010, the Company continued to support its brand and equity building activities with advertising and sales promotion expenditure at Rs. 83.4 crore.

FUNDING GROWTH

The Company's continuing efforts and focussed programs to enhance efficiencies and reduce costs continue to yield strong, positive results and fund investments in building and strengthening brand equity and the business.

These savings have contributed to the higher Earnings per Share and Net Profit for the quarter — which have increased by 48% to Rs. 8.41 and Rs. 114.4 crore respectively, and for the year — which have increased 46% to Rs.31.12 and Rs.423.3 crore respectively.

DIVIDEND

In March 2010, the Company declared a Third Interim Dividend of Rs. 68.00 Crore (Rs. 5 per share) for the financial year 2009-2010.

Including the Third Interim Dividend, the Company has paid a total dividend of Rs. 20 per share for the financial year ended March 31, 2010 as against Rs.15 per share in the previous year — a 33% increase.

OTHERS

On February 1, 2010, the Company acquired the balance 25% of the shareholding in Professional Oral Care Products Private Limited ("POC"), Goa, for a total consideration of Rs. 240.18 Lacs and accordingly POC became a 100% subsidiary of the Company. Pursuant to the Scheme of Amalgamation, sanctioned by an order dated April 16, 2010 of the Bombay High Court at Goa, POC has been amalgamated with effect from April 1, 2009.

On March 29, 2010, the Company acquired the balance 25% of the shareholding in CC Healthcare Products Private Limited ("CCH") for a total consideration of Rs. 69.07 Lacs, and accordingly CCH has become a wholly owned subsidiary of the Company. CCH will shortly file a petition before the Andhra Pradesh High Court seeking its approval for amalgamation of CCH with the Company effective April 1, 2009.

ABOUT COLGATE-PALMOLIVE

Colgate-Palmolive (India) Limited is India's leading provider of scientifically proven oral care products with multiple benefits at various price points. The range includes toothpastes, toothpowder, toothbrushes and Mouthwash under the "Colgate" brand, as well as a specialised range of dental therapies under the banner of Colgate Oral Pharmaceuticals. These have become an essential part of daily oral hygiene and therapeutic oral care in India. The Company also provides a range of personal care products under the 'Palmolive' brand name.

Colgate has been ranked India's #1 Most Trusted Brand across all categories for four consecutive survey periods by Brand Equity's Most Trusted Brand Survey (2003-2007). In Brand Equity's 2008 and 2009 Most Trusted Brand survey, Colgate was again rated the leading brand amongst all FMCG brands. Prior to this, Colgate was also rated as the #1 brand by the A&M – MODE Annual Survey for India's Top Brands for eight out of nine years during the period 1992 to 2001.

For more information about Colgate's business, visit the Company's website on the internet at www.colgate.co.in

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