

May 3, 2016

**BSE Ltd**

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

**The National Stock Exchange of India Ltd**  
Exchange Plaza, 4<sup>th</sup> Floor,  
Bandra-Kurla Complex, Mumbai 400 050

Dear Sir,

**Sub: Outcome of Board Meeting-May 3, 2016**

At the meeting of the Board of Directors of the Company held today, the Board has:

1. Taken on record the Audited Financial Results for the year ended March 31, 2016. The said results along with Form A are enclosed herewith.
2. Declared a fourth interim dividend @ Rs. 2.75/- per share (275% on the shares of the face value of Re.1/- each) for the financial year 2015-16. As intimated earlier the Record Date for ascertaining the names of the shareholders who will be entitled to receive the said dividend is May 11, 2016. The dividend will be paid on May 25, 2016.
3. Recommended that the four interim dividends pertaining to the Financial year 2015-16 declared by the Board of Directors at its meeting held on July 29, 2015, October 24, 2015, January 27, 2016 and May 3, 2016 and aggregating to Rs. 5.75 per share (575 % on the shares of the face value of Re.1 each), be declared as final dividend for the year ended March 31, 2016.

The Exchanges are also informed that the Board meeting commenced at 11.30 a.m. and the results were approved by 12.00 noon.

**Convening of AGM:**

The Board has convened the Sixteenth Annual General Meeting of the members of the Company. The details of date and venue are given below:

Date : Friday, July 29, 2016  
Venue : Godrej One  
Pirojshanagar, Eastern Express Highway,  
Vikhroli (E), Mumbai 400 079

The time of the Annual General Meeting will be informed later when the notice of the meeting is filed. We shall forward to the exchange the requisite copies of the AGM notice and the Annual Report as soon as they are issued.

This is in compliance with the Listing Regulations and other provisions as applicable.

For Godrej Consumer Products Ltd.

  
V Srinivasan

Chief Financial Officer & Company Secretary



cc: 1) The Vice-President, National Securities Depository Ltd., Trade World, 4<sup>th</sup> Floor Senapati Bapat Marg, Lower Parel, Mumbai 400 013 2) The Central Depository Services (India) Ltd. P J Towers, 28<sup>th</sup> Floor, Dalal Street, Mumbai 400 001



Godrej Consumer Products Ltd.  
Regd. Office : Godrej One,  
4th Floor, Pirojshanagar,  
Eastern Express Highway,  
Vikhroli (E), Mumbai 400 079, India.  
Tel. : +91-22-2518 8010/8020/8030  
Fax : +91-22-2518 8040/8065/8069  
Website : www.godrejcp.com  
CIN : L24246MH2000PLC129806

Scrip Code : 532424

# PERFORMANCE UPDATE

- 1 *Executive Summary - Key Highlights*
- 2 Business Overview - India
- 3 Business Overview - International

# FY2016 REPORTED PERFORMANCE SNAPSHOT

|                              | India        |              |                | Consolidated |              |                |
|------------------------------|--------------|--------------|----------------|--------------|--------------|----------------|
|                              | FY15         | FY16         | Y/Y            | FY15         | FY16         | Y/Y            |
| Sales                        | 4,369        | 4,748        | 9%             | 8,242        | 8,957        | 9%             |
| Gross Profit                 | 2,356        | 2,768        | 17%            | 4,401        | 5,112        | 16%            |
| <i>Gross Margin (%)</i>      | <i>53.9%</i> | <i>58.3%</i> | <i>440 bps</i> | <i>53.4%</i> | <i>57.1%</i> | <i>370 bps</i> |
| EBITDA                       | 840          | 983          | 17%            | 1,372        | 1,624        | 18%            |
| <i>EBITDA Margin (%)</i>     | <i>19.2%</i> | <i>20.7%</i> | <i>150 bps</i> | <i>16.6%</i> | <i>18.1%</i> | <i>150 bps</i> |
| Net Profit                   | 654          | 740          | 13%            | 907          | 1,119        | 23%            |
| <i>Net Profit Margin (%)</i> | <i>15.0%</i> | <i>15.6%</i> | <i>60 bps</i>  | <i>11.0%</i> | <i>12.5%</i> | <i>150 bps</i> |
| EPS (INR)                    | 19.22        | 21.72        | 13%            | 26.65        | 32.87        | 23%            |

All values in INR crore

# 4Q FY16 FINANCIAL PERFORMANCE

| Growth y-y                                 | Consolidated Business | India Business | International Business |
|--------------------------------------------|-----------------------|----------------|------------------------|
| Net Sales                                  | 9%                    | 7%             | 12%                    |
| Net Sales – Organic*                       | 9%                    | 7%             | 11%                    |
| Net Sales – Organic Constant Currency*     | 12%                   | 7%             | 18%                    |
| EBITDA                                     | 14%                   | 15%            | 14%                    |
| EBITDA – Organic*                          | 14%                   | 15%            | 15%                    |
| EBITDA – Organic Constant Currency*        | 18%                   | 15%            | 23%                    |
| Net Profit                                 | 17%                   | 12%            | 29%                    |
| Net Profit without exceptionals & one-offs | 17%                   | 12%            | 31%                    |

\* Excludes Africa inorganic sales of INR 3.4 crore and EBITDA of INR (0.5) crore for 4QFY16

# EXCEPTIONAL AND ONE OFF ITEMS

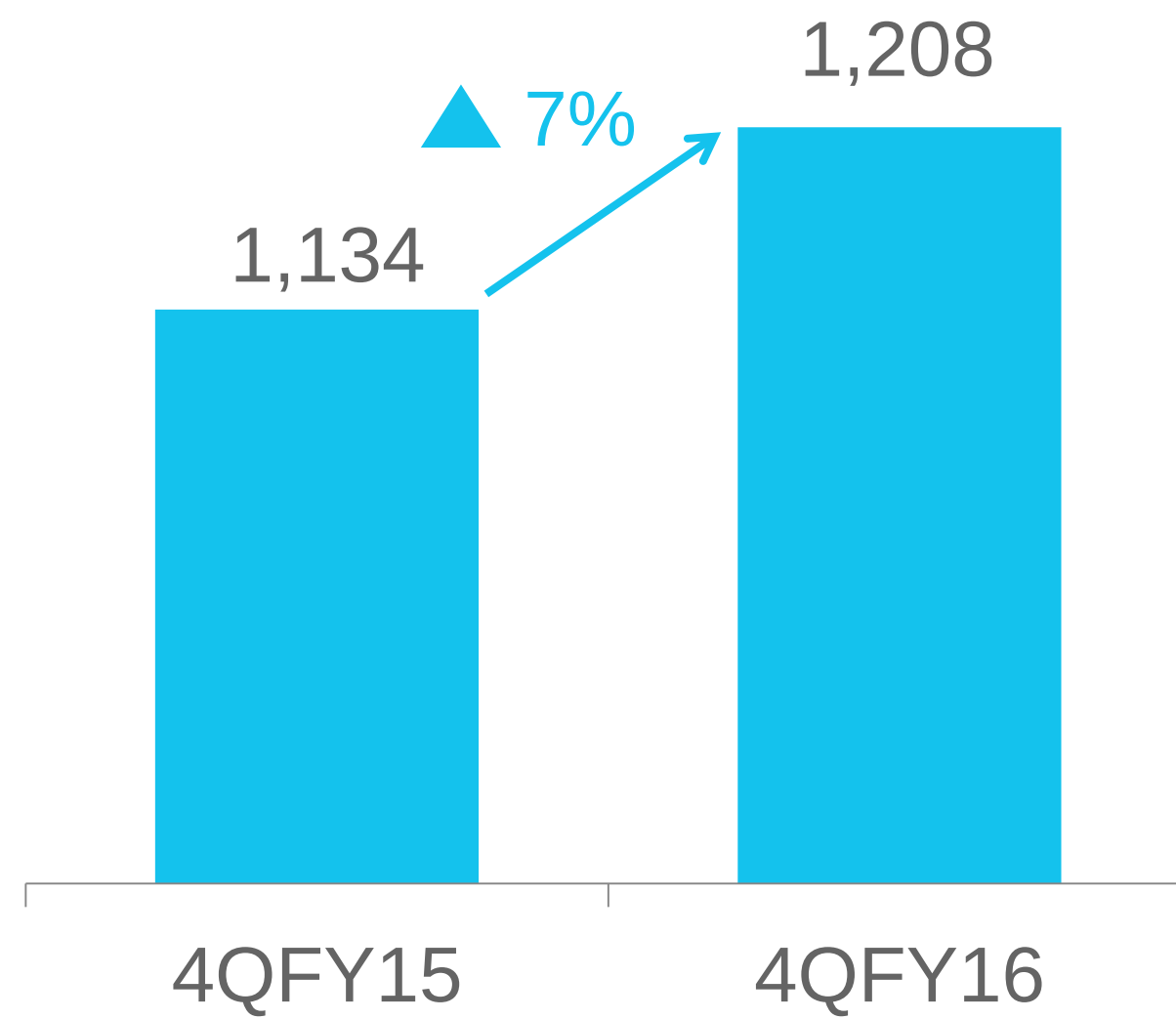
|                                                       | 4QFY16       |            |               | 4QFY15       |            |               |
|-------------------------------------------------------|--------------|------------|---------------|--------------|------------|---------------|
|                                                       | Consolidated | India      | International | Consolidated | India      | International |
| <b>Reported</b>                                       | <b>310</b>   | <b>211</b> | <b>101</b>    | <b>266</b>   | <b>188</b> | <b>78</b>     |
| <b><i>Exceptional (post tax)</i></b>                  |              |            |               |              |            |               |
| Add: Restructuring cost in Latin America              | 2            |            | 2             | 0.1          |            | 0.1           |
| <b>Net Profit without exceptionals &amp; one offs</b> | <b>312</b>   | <b>211</b> | <b>103</b>    | <b>266</b>   | <b>188</b> | <b>78</b>     |

All values in INR crore

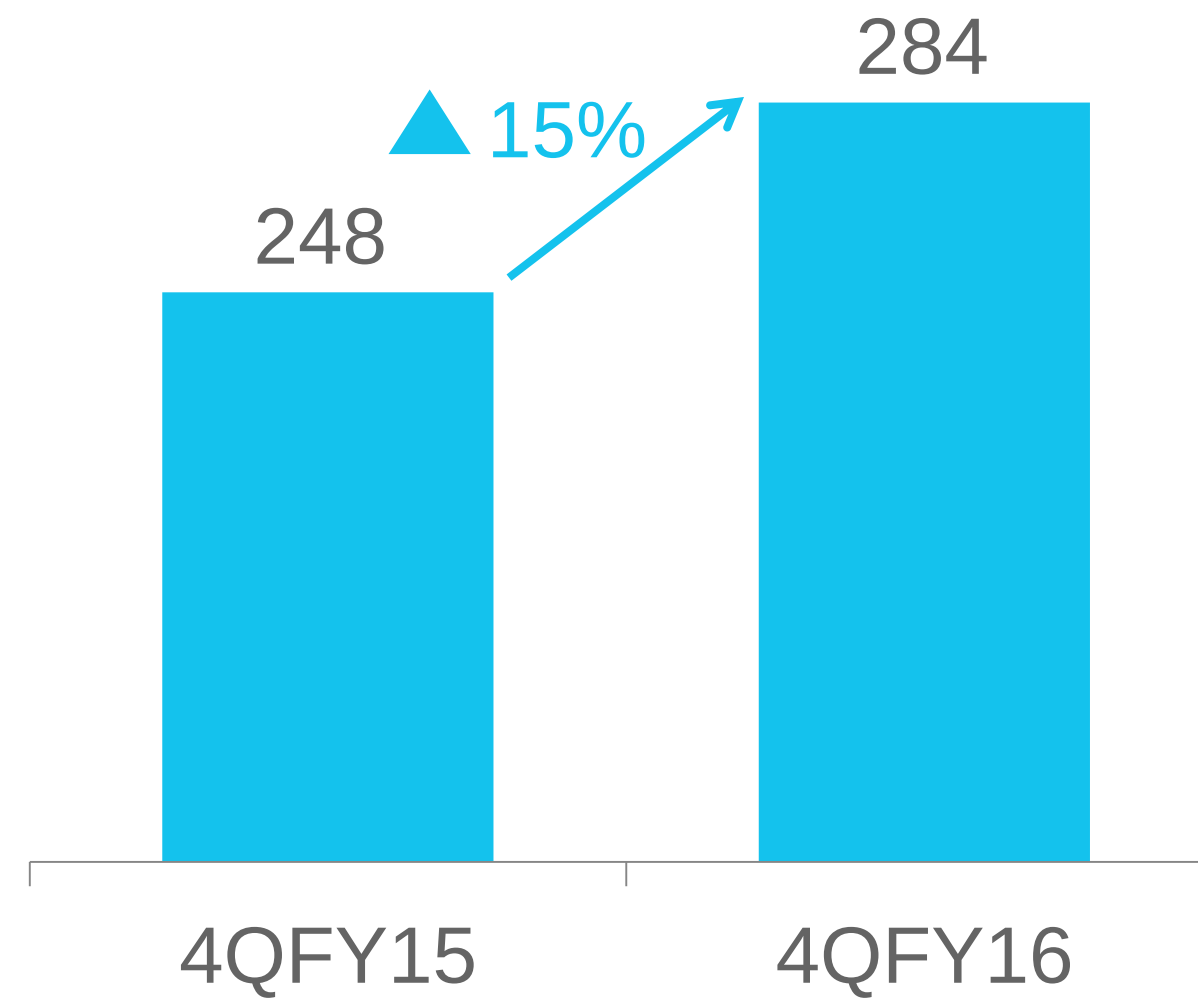
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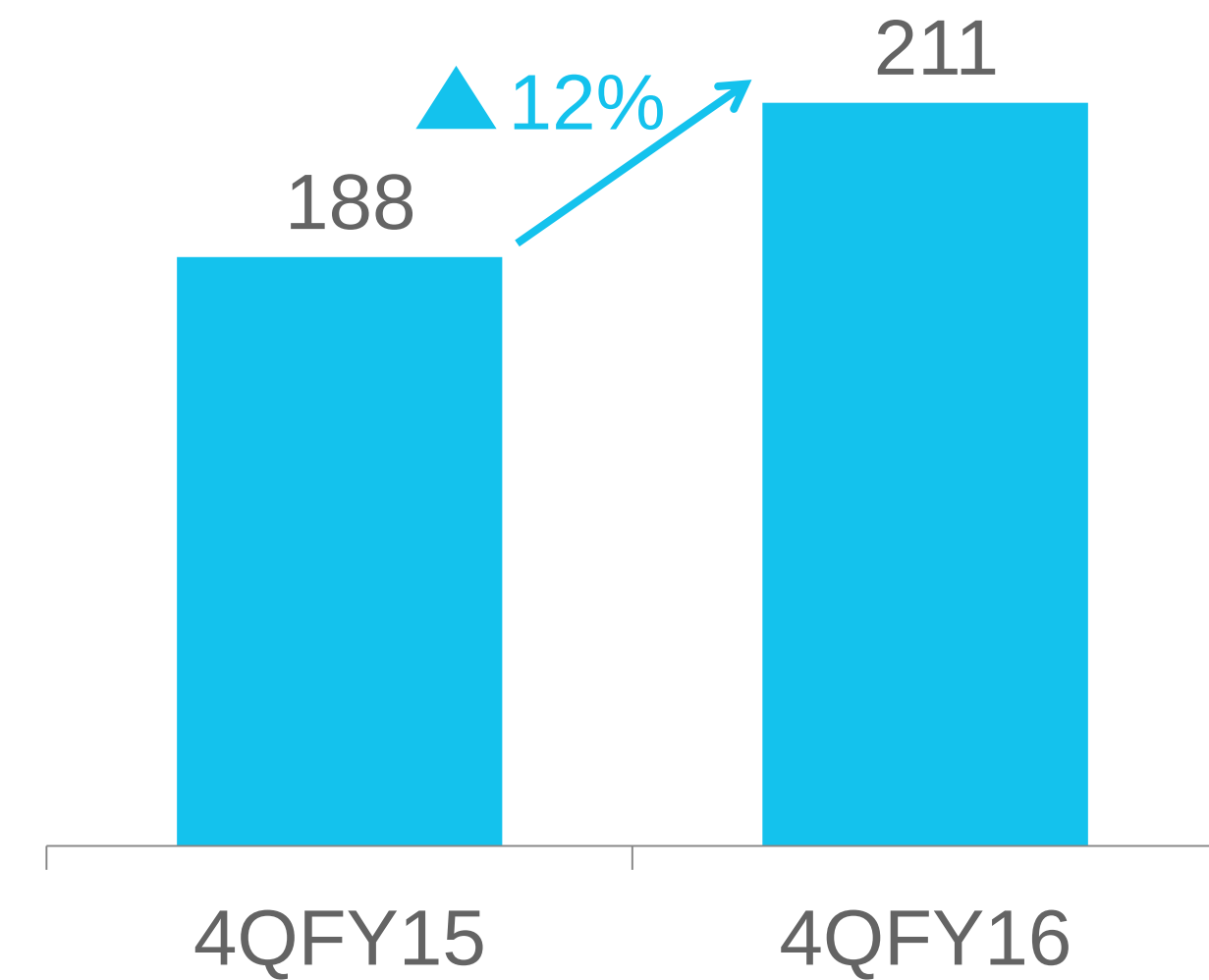
# COMPETITIVE, PROFITABLE GROWTH IN INDIA



Net Sales



EBITDA



Net Profit

All values in INR crore

# SALES GROWTH LED BY VOLUMES

| India Business                                        | Sales<br>(INR crore) | Growth<br>(year-on-year) |
|-------------------------------------------------------|----------------------|--------------------------|
| Household Insecticides                                | 642                  | 10%                      |
| Soaps                                                 | 327                  | (6%)                     |
| Hair Colours                                          | 151                  | 7%                       |
| Other Brands                                          | 89                   | 28%                      |
| <b>Total Branded Gross Sales (A)</b>                  | <b>1,209</b>         | <b>6%</b>                |
| <b><i>Total Branded (Volume)</i></b>                  | <b>-</b>             | <b>6%</b>                |
| <b><i>Total Branded (Volume including offers)</i></b> | <b>-</b>             | <b>9%</b>                |
| <i>Excise duty on Branded Sales</i>                   | 72                   | 1%                       |
| <b>Total Branded Net Sales</b>                        | <b>1,138</b>         | <b>6%</b>                |
| Total Unbranded & Export Gross Sales (B)              | 72                   | 18%                      |
| Total Gross Sales (C = A+B)                           | 1,281                | 6%                       |
| Excise Duty (D)                                       | 73                   | 1%                       |
| Total Net Sales (E = C-D)                             | 1,208                | 7%                       |

# CONSISTENT DOUBLE DIGIT GROWTH IN HOUSEHOLD INSECTICIDES

- Sales growth of 10% led by high single-digit volume growth
- Continue to gain market share across formats. Highest ever market share on a full year basis.
- HIT delivers strong growth behind compelling awareness campaign and activations
- Good knight continues to lead category penetration and drive market development
- Lower crude oil prices continue to boost gross margins



# HAIR COLOUR SALES BOUNCE BACK

- Sales bounce back with growth of 7%
- Growth led by recovery in powder hair colour sales and double-digit volume led sales growth in Godrej Expert Rich Crème
- Godrej Expert Rich Crème continues to gain market share and lead distribution reach and household penetration in the crème category



# GROWTH IN SOAPS IMPACTED BY DEFLATIONARY PRESSURES

- Sales decline 6% behind deflationary pressures; volume growth without offers in low single-digit and including offers in double-digit
- Godrej No.1 Nature Soft – Glycerin & Honey variant launched in the winter soap space has received encouraging response
- Continue to remain competitive on sales promotion investments



# LAUNCHED CINTHOL DEOSTICK IN CREAM FORMAT



3x long lasting fragrance | Skin friendly | Value for money at INR 69

# AER POCKET LAUNCH RECEIVES ENCOURAGING RESPONSE



Slim gel technology | last 30 days | INR 49 (introductory price)

# PREMIUMISING OUR PORTFOLIO

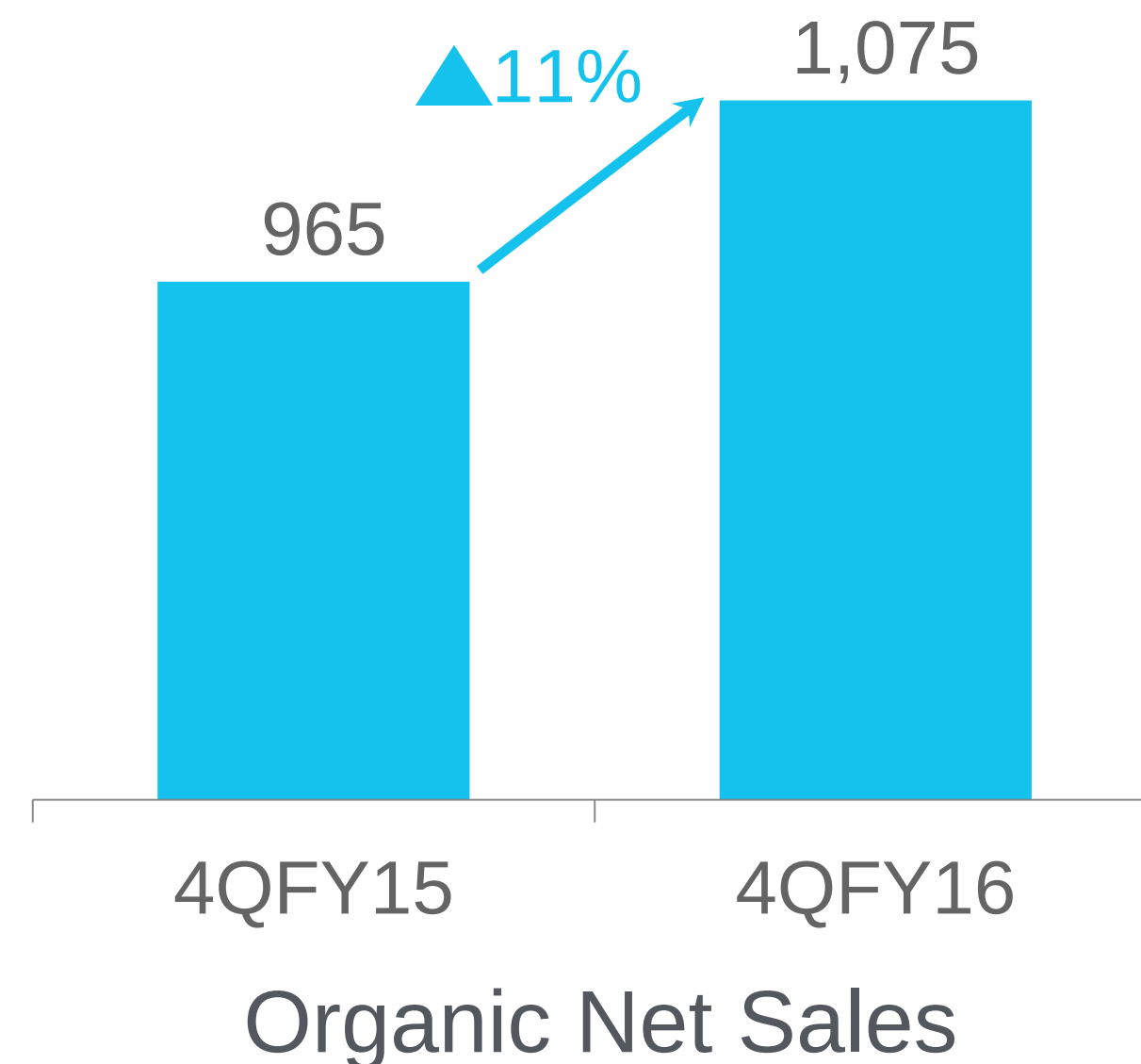
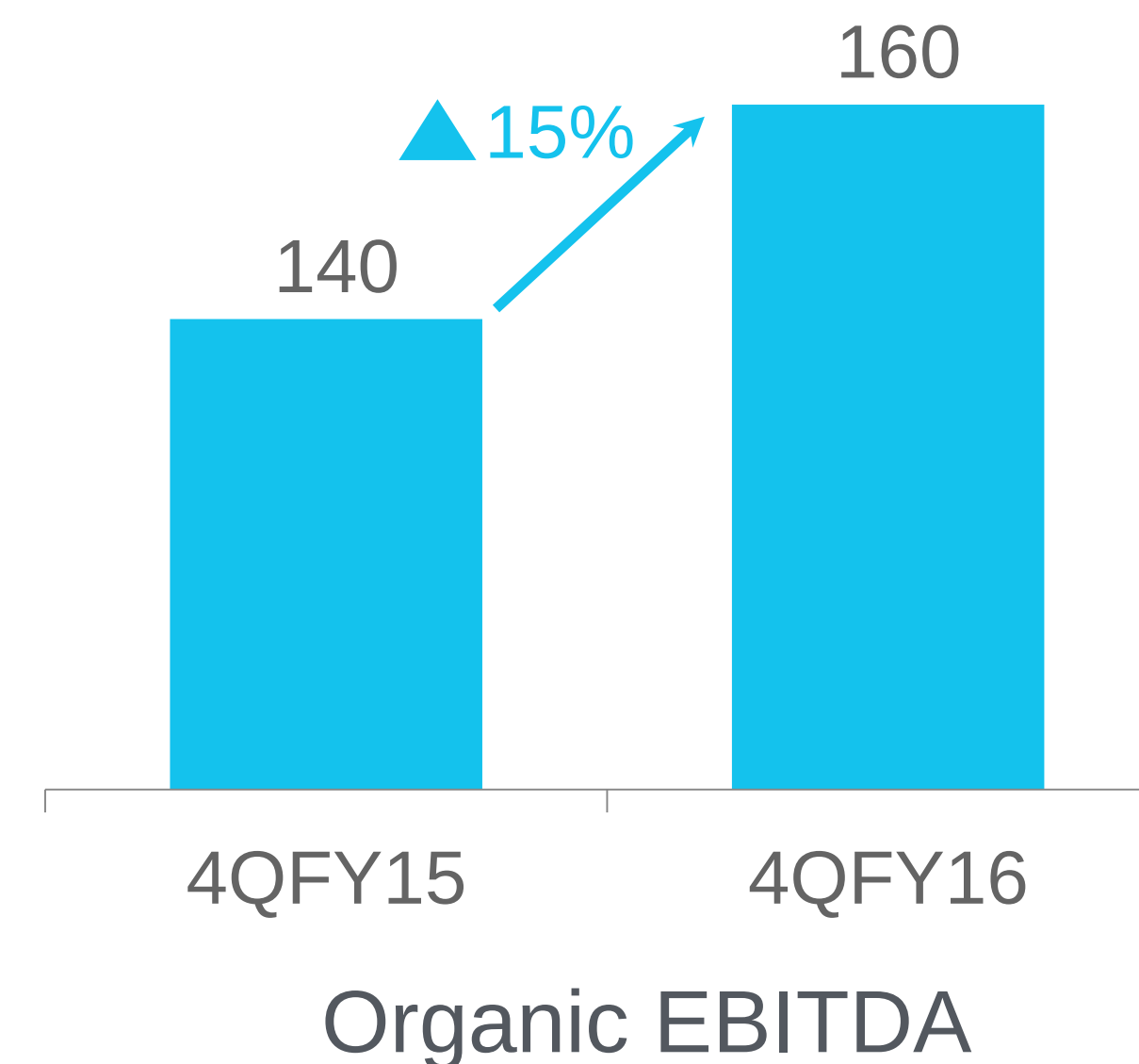


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# 18% CONSTANT CURRENCY SALES GROWTH WITH EXPANSION IN MARGINS

- International business delivers organic constant currency sales growth of 18% driven by robust performance across geographies
- Reported growth impacted by currency translation impact of 7%
- Organic EBITDA margin of 15% expands 40 bps year-on-year led by margin improvements in Indonesia and Africa



All values in INR crore

# DOUBLE DIGIT, AHEAD OF MARKET GROWTH ACROSS MARKETS

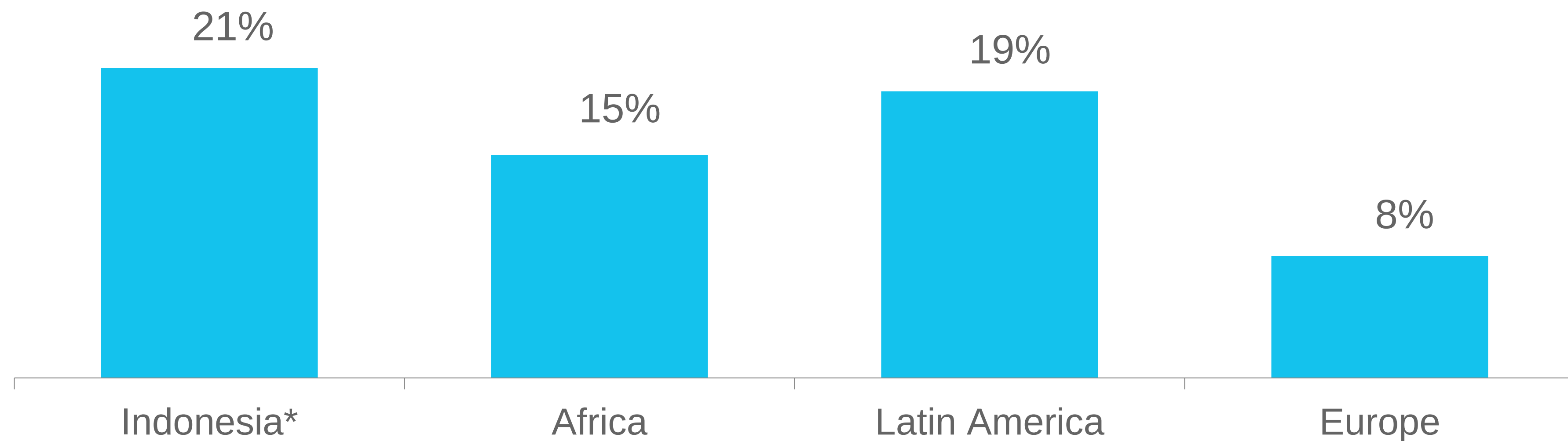
| International Business | Sales<br>(INR crore) | Growth<br>(year-on-year) | Constant Currency Growth<br>(year-on-year) |
|------------------------|----------------------|--------------------------|--------------------------------------------|
| Indonesia              | 394                  | 16%                      | 13%                                        |
| Africa*                | 338                  | 20%                      | 26%                                        |
| Latin America          | 164                  | (6%)                     | 31%                                        |
| Europe                 | 133                  | 18%                      | 15%                                        |
| Others**               | 49                   | (12%)                    | (17%)                                      |
| <b>Total Net Sales</b> | <b>1,078</b>         | <b>12%</b>               | <b>18%</b>                                 |

\* Includes inorganic sales of INR 3.4 crores for 4Q FY16

\*\* Others include Sri Lanka, Bangladesh and Middle East

# MARGIN IMPROVEMENT IN INDONESIA AND AFRICA

## EBITDA Margin



*year-on-year  
change*

+170 bps

+180 bps

(190) bps

(10) bps

\*Before payment of technical & business support fee

# INDONESIA GROWTH RATES IMPROVE; WELL AHEAD OF MARKET GROWTH

- Recovery in growth with constant currency sales growth of 13%
- Performance continues to be well ahead of the FMCG industry growth, which remains impacted by overall macro-economic slowdown in Indonesia
- EBITDA margin expands 170 bps y-y driven by calibrated price hikes, lower commodity costs and optimisation of marketing investments
- Hit and Stella continue to deliver competitive performance and maintain their leadership positions



# AFRICA SUSTAINS STRONG GROWTH MOMENTUM

- Constant currency sales growth of 26% led by robust performance in Darling
- EBITDA margin improves 180 bps driven by calibrated price increases in hair extensions and effective cost control
- Completed acquisition of 100% equity stake in Strength of Nature, LLC in April 2016. This acquisition enables us to turbo charge building our hair care platform in Africa.



# STRONG GROWTH IN LATAM LED BY ARGENTINA

- Constant currency sales growth of 31% driven by strong performance in Argentina
- EBITDA margin declines 190 bps y-y behind higher sales and marketing investments in Argentina and Chile
- Issue and Illicit continue to gain market share in hair colours amidst high competitive intensity



# EUROPE DELIVERS STRONG GROWTH

- Constant currency sales growth of 15% led by strong growth in own and distributed brands portfolio
- EBITDA margin remains largely unchanged
- Launched new range of Soft & Gentle 0% aluminium deodorants and feminine hygiene products

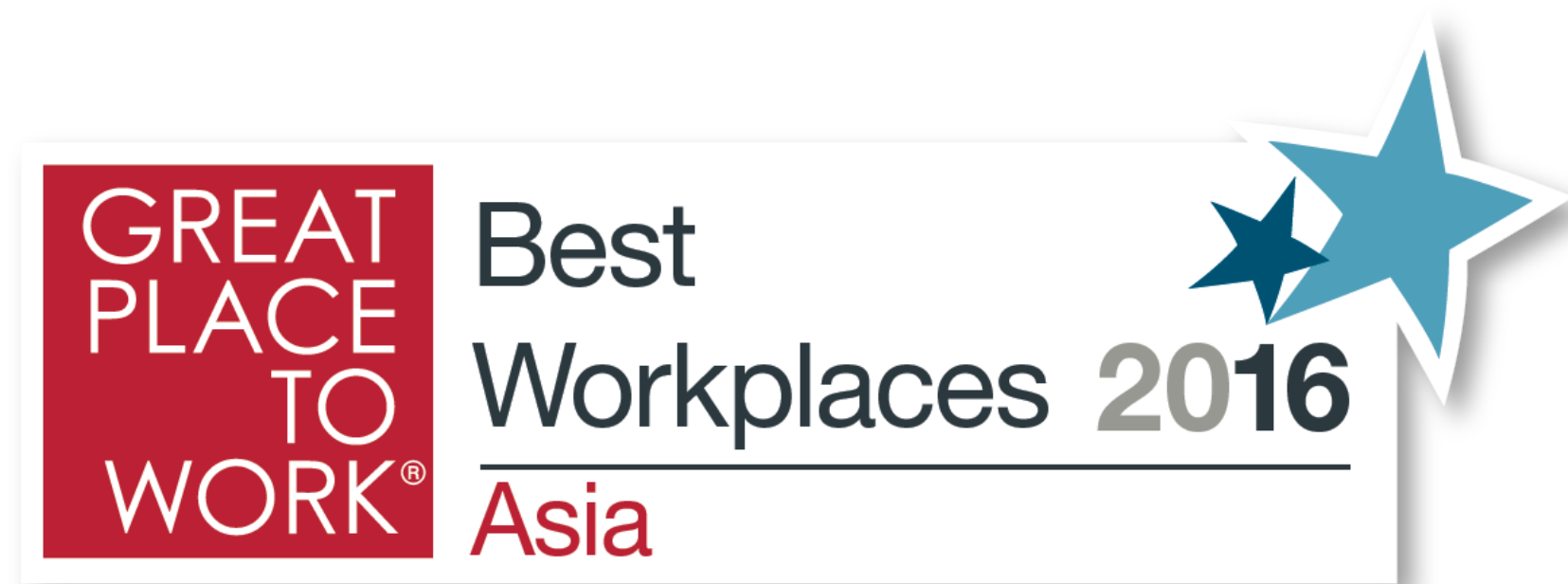


# 4Q FY2016 REPORTED PERFORMANCE SNAPSHOT

|                              | India        |              |                | Consolidated |              |                |
|------------------------------|--------------|--------------|----------------|--------------|--------------|----------------|
|                              | 4Q FY15      | 4Q FY16      | Y/Y            | 4Q FY15      | 4Q FY16      | Y/Y            |
| Sales                        | 1,134        | 1,208        | 7%             | 2,083        | 2,266        | 9%             |
| Gross Profit                 | 639          | 686          | 7%             | 1,151        | 1,288        | 12%            |
| <i>Gross Margin (%)</i>      | <i>56.4%</i> | <i>56.8%</i> | <i>40 bps</i>  | <i>55.3%</i> | <i>56.8%</i> | <i>150 bps</i> |
| EBITDA                       | 248          | 284          | 15%            | 390          | 444          | 14%            |
| <i>EBITDA Margin (%)</i>     | <i>21.9%</i> | <i>23.5%</i> | <i>160 bps</i> | <i>18.7%</i> | <i>19.6%</i> | <i>90 bps</i>  |
| Net Profit                   | 188          | 211          | 12%            | 266          | 310          | 17%            |
| <i>Net Profit Margin (%)</i> | <i>16.6%</i> | <i>17.5%</i> | <i>90 bps</i>  | <i>12.8%</i> | <i>13.7%</i> | <i>90 bps</i>  |
| EPS (INR)                    | 5.52         | 6.20         | 12%            | 7.80         | 9.11         | 17%            |

All values in INR crore

# WE HAVE BEEN CONSISTENTLY RECOGNISED AS A GREAT PLACE TO WORK



Recognised among the top 10 best large workplaces in Asia. This is highest rank for any FMCG company.



Ranked among the best employers in India in 2016

## OTHER RECOGNITIONS



First company in the world to receive TOC ICO's 'Platinum Level International Achievement Award'



Received the award for 'Conscious Capitalist for the Year'

# FOUR OF OUR BRANDS FEATURED IN THE MOST TRUSTED BRANDS 2015

4 of our brands ranked in 100 Most Trusted Brands 2015 by Brand Equity



*No.1*



**CINTHOL**



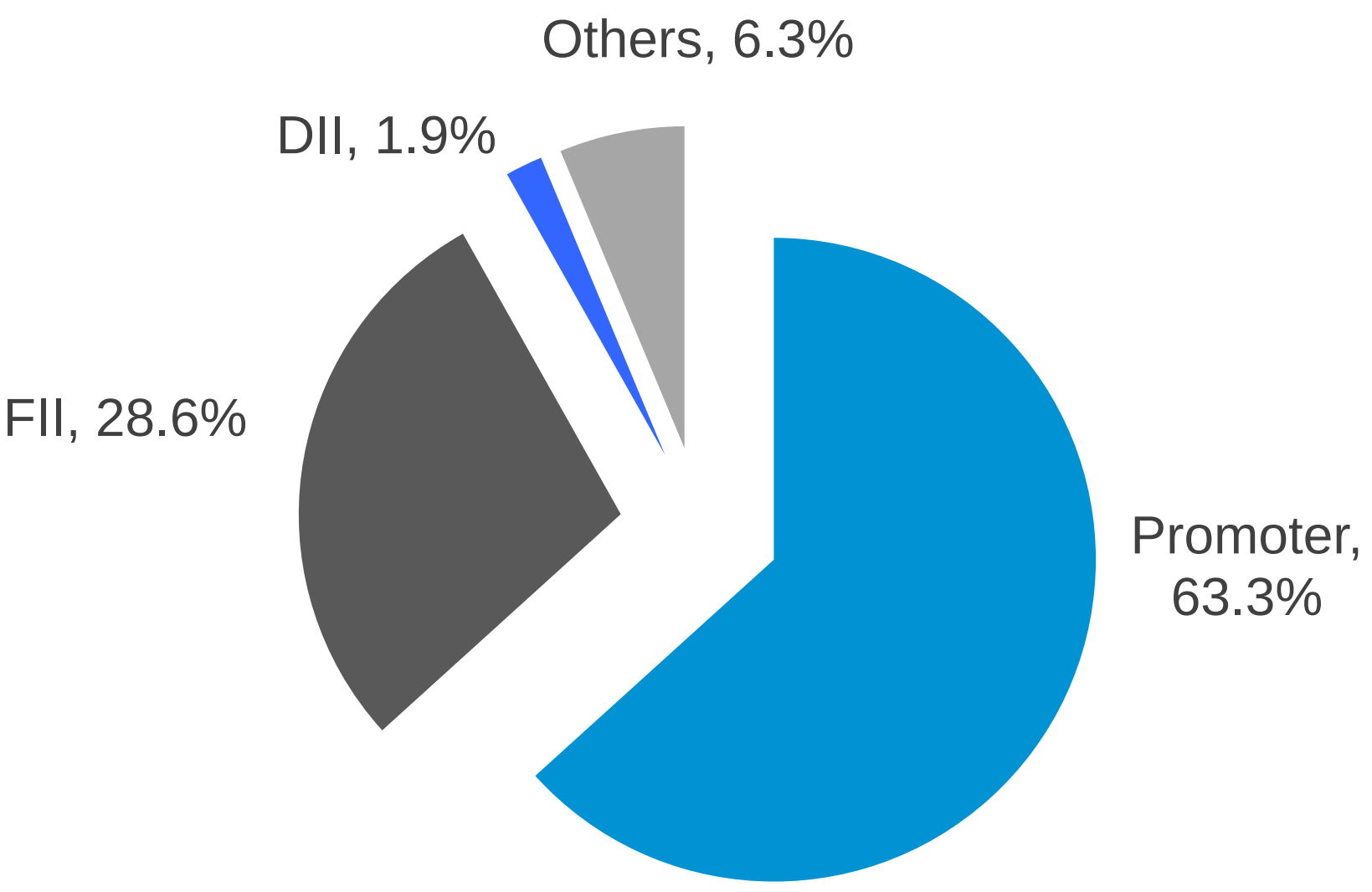
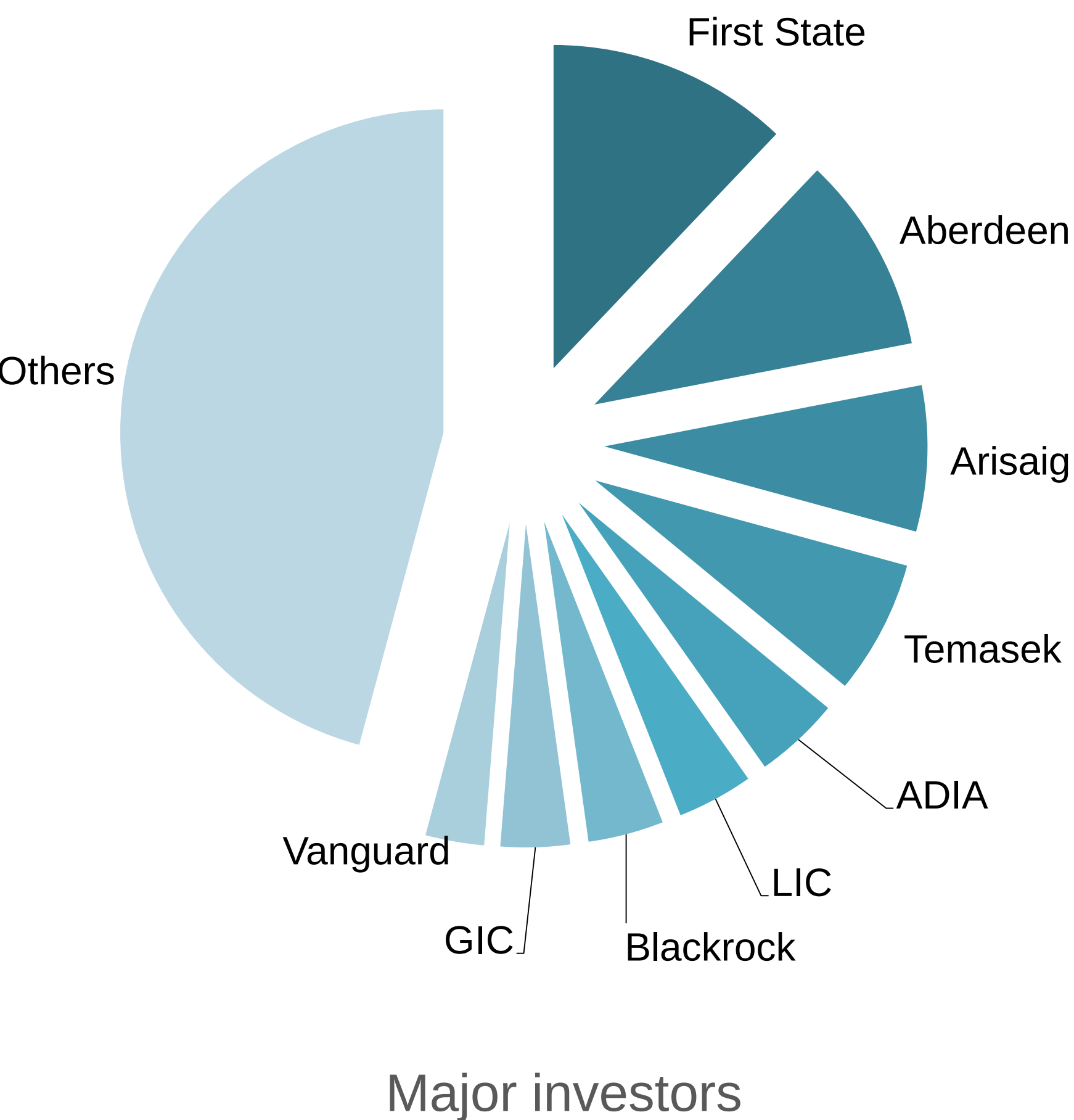
PERSONAL CARE

**Godrej No. 1** Ranked 13<sup>th</sup>  
**Godrej Expert Powder Hair Colour** Ranked 15<sup>th</sup>  
**Cinthol** Ranked 17<sup>th</sup>

HOUSEHOLD CARE

**Goodnight** Ranked 2<sup>nd</sup>  
**HIT** Ranked 7<sup>th</sup>

# SHAREHOLDING PATTERN



# WE REMAIN LASER FOCUSED ON EXECUTING OUR KEY PRIORITIES

- #1 Extending leadership in our core categories
- #2 Capitalising on international growth potential
- #3 Accelerating innovation and renovation
- #4 Building a future ready sales system
- #5 Making our supply chain best in class
- #6 Building an agile and high performance culture
- #7 Re-enforcing our commitment to Godrej Good & Green

# CONTACT US

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# DISCLAIMER

*Some of the statements in this communication may be forward looking statements within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.*



THANK YOU FOR YOUR TIME AND CONSIDERATION

## PRESS RELEASE

**4Q FY 2016 results – GCPL delivers a net profit growth of 17% on an organic constant currency net sales growth of 12%.**

**Mumbai, May 3, 2016:** Godrej Consumer Products Limited (GCPL), a leading emerging markets FMCG company, today announced its financial results for the quarter ended March 31, 2016.

### FINANCIAL OVERVIEW

#### OVERALL FY 16 FINANCIAL PERFORMANCE SUMMARY:

- FY 2016 consolidated organic constant currency net sales increased by 11%
  - India business net sales increased by 9%, driven by 11% volume growth
  - International business grew by 14% on an organic constant currency basis
- FY 2016 consolidated organic constant currency EBITDA increased by 21%, driven by 17% growth in the India business and 28% growth in the international business
- FY 2016 consolidated net profit and EPS increased by 23%

#### 4Q FY 2016 FINANCIAL PERFORMANCE SUMMARY:

- 4Q FY 2016 consolidated organic constant currency net sales increased by 12%
  - India business net sales increased by 7%, driven by 9% volume growth
  - International business grew by 18% on an organic constant currency basis
- 4Q FY 2016 consolidated organic constant currency EBITDA increased by 18%, driven by 15% growth in the India business and 23% growth in the international business
- 4Q FY 2016 consolidated net profit and EPS increased by 17%
- GCPL continues to deliver competitive performance, outperforming the market in its core categories, across geographies
- The board has declared an interim dividend of 275% (INR 2.75 per share)

## CHAIRMAN'S COMMENTS

**Commenting on the financial performance of 4Q FY 2016, Mr. Adi Godrej, Chairman, Godrej Group, said:**

*"We have continued to deliver double-digit, ahead of the market performance in fiscal year 2016. During the year, consolidated sales of our business increased by 11% and EBTIDA by 21%, in organic constant currency terms. Volume growth in our India business was 11%. In our international business, our sales growth of 14%, in organic constant currency terms, was led by strong growth in Africa and Latin America.*

*We delivered another quarter of competitive performance in the fourth quarter of fiscal year 2016. This was driven by the successful scale up of new launches, penetration and distribution gains, and sound execution. Our consolidated sales performance was healthy, with a growth of 12%, in organic constant currency terms. This was led by a growth of 18% in our international business. Our India business sales grew by 7%, with a branded business volume growth of 9%. Our cost saving initiatives and lower commodity prices supported a consolidated EBITDA growth of 18%, in organic constant currency terms.*

*We are investing strategically in creating new growth vectors for the future, while continuing to drive our core to full potential. The response to our new launches, introduced over the last few months, has been very encouraging and we will continue to build on this momentum. We will continue to invest competitively in our brands and enhance our go-to-market infrastructure. Going forward, we remain confident of growing ahead of the market and delivering a stronger operating performance in fiscal year 2017.*

*The medium and long-term growth prospects in India and our other emerging markets remain robust. I am confident that with our clear strategic focus, differentiated product portfolio, superior execution and top-notch team, we will continue to deliver industry-leading results in the future."*

## BUSINESS REVIEW – INDIA

### Performance Highlights

- 4Q FY 2016 India net sales increased by 7% to INR 1,208 crore
- 4Q FY 2016 EBITDA increased by 15% to INR 284 crore
- 4Q FY 2016 net profit increased by 12% to INR 211 crore

### Category Review

#### Household Insecticides

Household Insecticides continues to deliver double digit growth, with a sales growth of 10%. This was driven by high single digit volume growth. We have continued to gain market share across formats and ended the year with our highest ever market share on a full year basis. Our HIT brand delivered strong growth, led by compelling awareness campaigns and effective activations. Good knight continued to lead category penetration. Gross margins continued to benefit from lower crude oil prices.

#### Soaps

Sales in our Soaps business declined by 6%, due to deflationary pressures. Volume growth, including offers, was in the low double-digits. The Godrej No.1 Nature Soft – Glycerin & Honey variant launched in the winter soap space has received an encouraging response. Cinthol, our premium soap brand, continues to lead volume and value growth. We continue to remain competitive in our sales promotion investments.

#### Hair Colours

Hair Colours sales bounced back during the quarter with a sales growth of 7%. This was led by a recovery in the sales of powder hair colour as well as a double-digit volume led sales growth in Godrej Expert Rich Crème. Godrej Expert Rich Crème continues to gain market share and lead distribution reach and household penetration in the crème category.

### **Air Fresheners**

The recently launched aer pocket has received a very encouraging response from consumers. We have gained share in home air fresheners. aer maintains its leadership position in the home sprays air care market on an exit market share basis.

### **Health and Wellness**

Our Health and Wellness portfolio of hand washes and hand sanitiser, under Godrej Protekt, has been successfully introduced in general trade.

### **Cinthol Deo stick**

During the quarter, we launched Cinthol deo stick for men and women in a disruptive cream format priced at INR 69.

### **Premium Hair Care**

BBLUNT, our range of premium hair care products, has been launched in modern trade and premium general trade outlets.

## BUSINESS REVIEW – INTERNATIONAL

### Indonesia

The growth rates in our Indonesia business improved, with a constant currency sales growth of 13%. This performance was well ahead of the FMCG industry growth, which remains impacted by the overall macro-economic slowdown in Indonesia. Our operating margin (EBITDA) increased by 170 bps year-on-year, driven by calibrated price hikes, lower commodity costs and the optimisation of marketing investments. HIT and Stella continue to deliver competitive performance and maintain their leadership positions.

### Africa

Our Africa business delivered a strong constant currency growth of 26%, led by a robust performance in the Darling business. Our operating margin (EBITDA) improved by 180 bps year-on-year, driven by calibrated price increases in hair extensions and effective cost control. We completed the acquisition of 100% equity stake in Strength of Nature, LLC in April 2016. This acquisition enables us to turbo charge building our hair care platform in Africa.

### Latin America

Our Latin America business delivered a constant currency sales growth of 31%, led by a strong performance in Argentina. Our operating margin (EBITDA) declined by 190 bps year-on-year, due to higher sales and marketing investments in Argentina and Chile. Our hair colour brands, Issue and Illicit, continue to gain market share amidst high competitive intensity.

### Europe

Our European business delivered a strong constant currency sales growth of 15%, led by strong growth in own and distributed brands portfolios. Our operating margin (EBITDA) remained largely unchanged. During the quarter, we launched a new range of Soft & Gentle 0% aluminium deodorants and feminine hygiene products in UK.

*Note: The figures for the current quarter may not be comparable with those of the corresponding quarter of the previous year, because of the acquisitions made since then.*

## ABOUT GODREJ CONSUMER PRODUCTS

Godrej Consumer Products Limited is the largest home-grown home and personal care company in India. We are constantly innovating to delight our consumers with more exciting, superior quality products at affordable prices.

We have bold ambitions and are becoming more agile and future ready. We rank number 1 in hair colour, household insecticides and liquid detergents and number 2 in soaps. In India, you grow up with our brands - Good knight, Cinthol, Godrej Expert, Godrej No. 1 - and we are now on our way to becoming an emerging markets FMCG leader.

In line with our 3X3 approach to international expansion, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care). In 2010, we acquired the Indonesia based Megasari group, a leader in household insecticides, air fresheners and baby care. With the acquisition of Rapidol, Kinky and Frika in South Africa; the Darling Group, a leading pan-Africa hair care company; and Strength of Nature LLC, a leading company of hair care products for women of African descent, we have a strong presence in the fast growing African hair care market. We acquired the Issue and Argencos groups in Argentina, leaders in hair colour, in 2010, and expanded our footprint to Chile through the acquisition in Cosmetica Nacional. Our UK business acquired in 2005 has a play in hair and personal care. We also operate in the Middle East and have a strong presence across SAARC countries.

### **For further information, please contact:**

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**Disclaimer:**

*Some of the statements in this communication may be forward looking statements within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.*