PRESS RELEASE

Godrej Consumer Products Limited to acquire Genteel and Swastik

- **Genteel is the second largest brand after GCPL's Ezee in the fast growing Liquid detergents category**
- **Swastik Shikakai, a nature fresh hair and body soap enriched with aritha, amla and shikakai and Swastik Neem, a soap that deep cleanses and protects skin giving clear skin, naturally are niche brands in the toilet soap market**
- **With the acquisition of these brands GCPL strengthens it's position in the ever growing Indian personal and household care segment**
- **The acquisitions would allow GCPL to extract significant revenue and cost synergies**

December 2, 2010. Mumbai, India: Godrej Consumer Products Ltd (GCPL) today announced that it has acquired a 100% stake in Naturesse Consumer Care Products Limited ("NC") and Essence Consumer Care Products Limited ("EC") from Muskan Projects Private Limited for an undisclosed amount. NC and EC own the Brands Swastik and Genteel respectively.

Commenting on the acquisition, Adi Godrej, Chairman, GCPL, said:
"The acquisition further strengthens our commitment to India being one of the key drivers of our revenues and profits. As the largest domestic Indian home and personal care company, we continue to cement our leadership position both organically and inorganically. In line with our 3 by 3 strategy – presence in emerging markets in Asia, Africa and Latin America through 3 core categories – personal wash, hair care and home care, we continue to follow a disciplined and focused approach to acquisitions that represent a strong fit to our business, both strategically and operationally"

Mr. A. Mahendran, MD, GCPL, added:
"*The acquisition extends our leadership in the specialty liquid detergents category and consolidates our number two position in the personal wash category in India. Genteel and Swastik are household brands in India with a legacy of over fifty years of serving Indian consumers. We look forward to capitalizing on the synergies available by adding these heritage brands to our portfolio and helping take these brands to their next phase of growth."*

About Godrej Consumer Products Limited

Godrej Consumer Products (GCPL) is a leader among India's Fast Moving Consumer Goods (FMCG) companies, with leading Household and Personal Care Products. Our brands, which include Good knight, Cinthol, Godrej No. 1, Expert, Hit, Jet, Fairglow, Ezee, Protekt and Snuggy, among others, are household names across the country. We are one of the largest marketers of toilet soaps in the country and are also leaders in hair colours and household insecticides. Our 'Good knight' brand has been placed at an overall rank 12 and continues to be the most trusted household care brand in the country in Brand Equity's Most Trusted Brands Survey 2010. We are driven by our mission to continuously enhance the quality of life of consumers in high-growth markets with superior-quality and affordable home care, personal care and hygiene products. We also have a strong emerging presence in markets outside India.

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The acquisition of Rapidol and Kinky in South Africa have given GCPL leading positions in the fast growing South African ethnic hair care market. As part of increasing its global footprint, GCPL recently acquired Tura, a leading medicated brand in West Africa, Megasari Group, a leading household care company in Indonesia and Issue Group and Argencos, two leading hair colorant companies in Argentina

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