

GCPL FY 2012 FOURTH QUARTER

STRONG SALES AND OPERATING PROFIT GROWTH MOMENTUM CONTINUES**Fourth Quarter Highlights**

- Indian subcontinent business, clocking yet another strong growth of 21%, led by high growths across core categories.
- International business also growing strongly with 27% organic sales growth.
- Crossed milestone of US \$1 billion revenue for FY11-12.
- One of the strongest EBITDA margin quarter of the year, at 18.9% an expansion of 150 bps on yoy basis on the back of favourable category sales mix, integration led cost savings initiatives, efficient commodities sourcing, competitive and efficient advertising spends.

Consolidated Net Sales	₹ 1,323 cr., up by 31%
Consolidated EBITDA	₹ 250 cr., up by 42%
Consolidated Net Profit after minority interest	₹ 193 cr., up by 36%
Fourth interim dividend	175% (₹ 1.75/- per share)

Chairman's Comments

"Our performance is a reflection of our rigorous effort in driving six strategic pillars of growth, viz, leading in the core categories, growing our international business systematically in line with our 3 by 3 strategy, driving innovation, building a best in class supply chain, creating a future ready sales organisation and fostering an agile and professional entrepreneurial culture.

On all operating parameters, the business has done extremely well. While the macroeconomic environment continues to be challenging, I believe our strong performance is a reflection of the robustness of our business model, a great team and our ability to efficiently manage risks and challenges. I continue to be very confident of the opportunities for GCPL both in India and overseas. We will continue to pursue a prudent but aggressive growth strategy through a blend of organic and inorganic initiatives"

- Adi Godrej

BUSINESS REVIEW - CATEGORY (INDIAN SUB-CONTINENT)

Net Sales	₹ 807 cr., up by 21%
EBITDA	₹ 163 cr., up by 24%
Net Profit	₹ 154 cr. up by 39%



Business review - India

Home care - Household insecticides

Strong sales growth of **28%** during the quarter, more than 3x of the category growth of 9%, led by strong marketing investments and distribution synergies benefits. We continue to gain and enjoy market leadership position across all three formats of coils, aerosols and electrics. We have launched new innovative marketing campaigns and new media on air for Goodnight. HIT brand continues to spread awareness on Malaria, by way of conducting social events across the country.

Personal Wash - Soaps

Sales growth of **30%** during the quarter, nearly 1.5x of the 20% value category growth. Volume growth of **17%** against category volume growth of 4%. We launched new variant 'Rosewater & Almonds' under Godrej No.1. Gross margins maintained at previous quarter level and expanded on yoy basis, led by efficient commodity buying and cost saving initiatives.

Hair Care - Hair colours

Sales growth of **13%**, led by Godrej Expert powder hair colours and Nupur natural mehandi. During the quarter new media campaign launched for Godrej Expert powder hair colours range of products which beautifully captures a montage of "Godrej Expert" movements. Godrej Expert powder hair colour - Care voted Product of the year 2012 in powder hair colour category.

BUSINESS REVIEW - INTERNATIONAL

Asia (ex Indian Sub-continent)

Megasari in Indonesia registered strong sales growth of 30%, with sales at ₹ 255 crore, on the back of strong marketing investments, distribution expansion and healthy performance of new products launched. EBITDA margin expand to 20.7% (before payment of technical & business support fee). New product launches viz. HIT magic paper, HIT extra power electric and MITU range of baby products continue to outperform. Middle east business registered sales of ₹ 6 crore.

Africa

Business comprises of Rapidol, Kinky, Tura and the newly acquired Darling group. Sales stood at ₹ 128 crore and EBITDA margin at 19.3%. Rapidol continues to grow strongly led by growth in 'Renew' hair colours in caucasian hair colour market - product cross pollinated from India. Integration of Darling group of companies on track.

Latin America

Strong sales growth of 29%, with sales at ₹ 82 crore, led by distribution expansion and new product launches. The strongest EBITDA margin quarter at 16.3%, expands around 740 bps sequentially and 300 bps on yoy basis, led by strong sales growth and prudent cost management. Initial responses to the recently launched new products have been very positive. This along with developing business in neighboring countries continues to be backed by strong marketing investments.



Europe

Strong sales growth of 21%, with sales at ₹ 48 crore, led by strong performance of own brands. One of the strongest EBITDA margin quarter at 10.5%, expands around 470 bps sequentially, led by strong sales growth and prudent cost management.

The figures for the current quarter are not comparable with those of the corresponding quarter of the previous year because of the acquisitions made since then.

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 Snuggly, 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. Three of our brands have been placed in 100 most trusted brands in the country.

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. As part of increasing our global footprint, we recently acquired 51% rights in the Darling group in Africa. With acquisitions of 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, Keyline Brands in the United Kingdom, Rapidol and Kinky Group, South Africa and Godrej Global Mideast FZE, we own international brands and trademarks in Asia (ex. India), Latam, Africa, Europe, Australia, Canada and the Middle East.

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