

GODREJ CONSUMER PRODUCTS LIMITED

PERFORMANCE UPDATE

Q4 FY 12-13

April 30, 2013



PERFORMANCE UPDATE

EXECUTIVE SUMMARY : MAJOR HIGHLIGHTS

PERFORMANCE HIGHLIGHTS : CONSOLIDATED

BUSINESS OVERVIEW : INDIAN SUB-CONTINENT

BUSINESS OVERVIEW : INTERNATIONAL

STRONG BUSINESS MOMENTUM CONTINUES

Consolidated net sales grows 30%

- Consolidated organic business grows 19%
- Indian sub-continent business grows 18% with strong growth across categories
- International organic business grows 23%

Several key launches, backed by strong marketing investments

- Consolidated advertising and publicity expenses up by 48%
- Impact on EBITDA margin (-) 120 bps

Consolidated EBITDA grows 12%; net profit* grows 73%

- Consolidated EBITDA plus A&P up by 23%

Healthy balance sheet with Debt / Equity ratio at 0.48

PERFORMANCE UPDATE

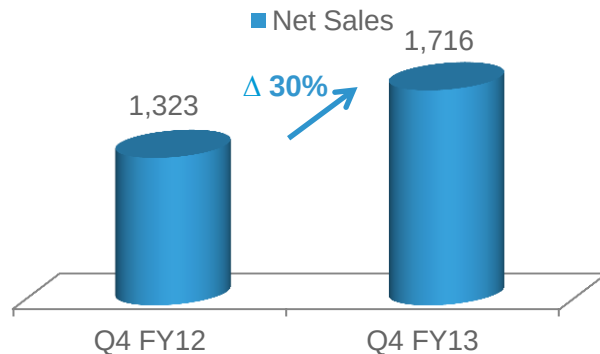
EXECUTIVE SUMMARY : MAJOR HIGHLIGHTS

PERFORMANCE HIGHLIGHTS : CONSOLIDATED

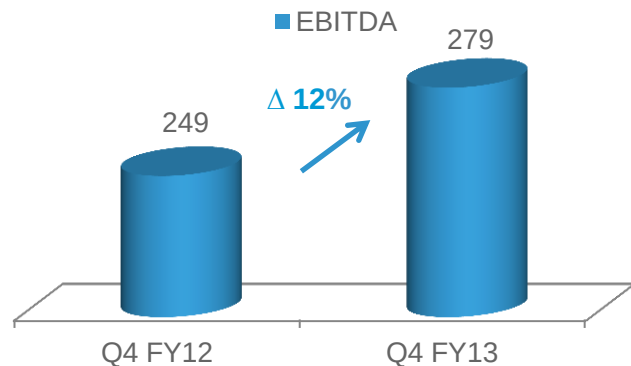
BUSINESS OVERVIEW : INDIAN SUB-CONTINENT

BUSINESS OVERVIEW : INTERNATIONAL

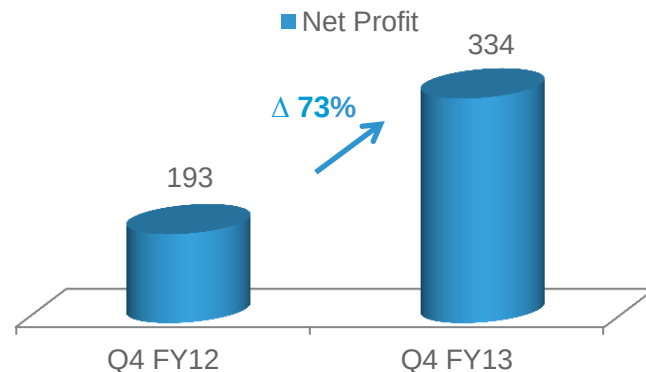
DRIVING STRONG SALES GROWTH



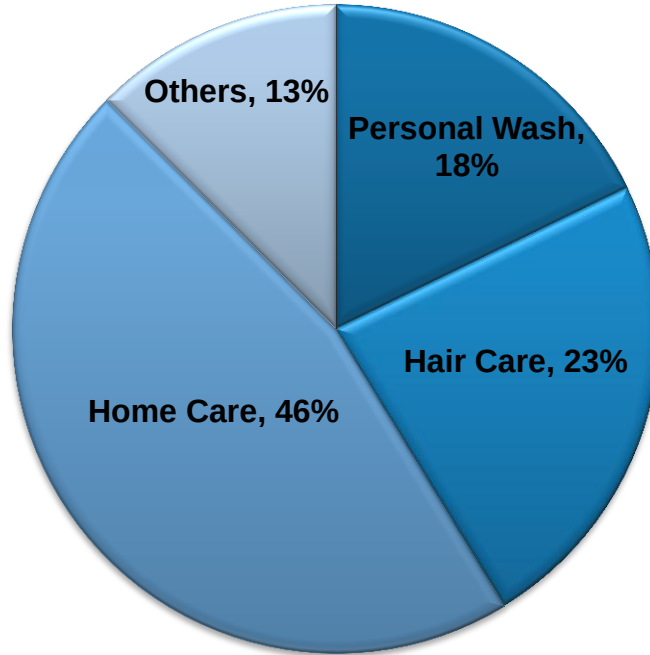
EBITDA + A&P growth +23%



Net profit w/o exceptional grows 19%



BALANCED CATEGORY MIX



PERFORMANCE UPDATE

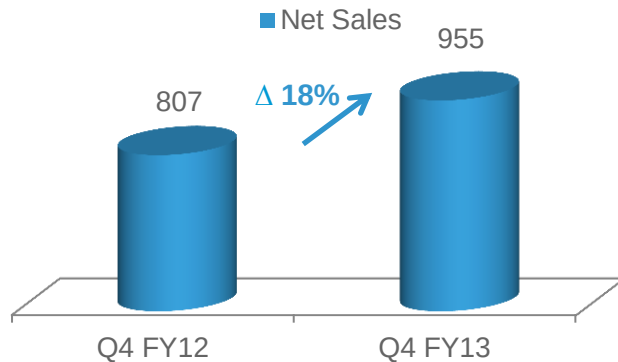
EXECUTIVE SUMMARY : MAJOR HIGHLIGHTS

PERFORMANCE HIGHLIGHTS : CONSOLIDATED

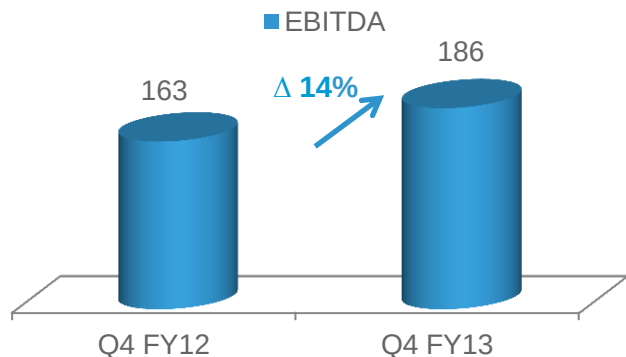
BUSINESS OVERVIEW : INDIAN SUB-CONTINENT

BUSINESS OVERVIEW : INTERNATIONAL

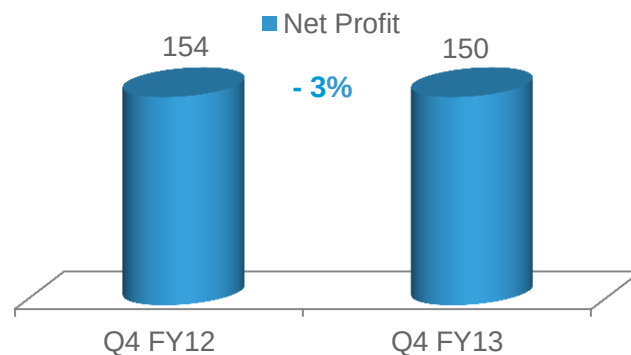
INTENSIFIED MARKETING FOCUS DRIVING STRONG GROWTH



EBITDA + A&P growth +20%



Net profit w/o exceptional grows 11%



FOCUS ON INNOVATION - STRATEGIC GROWTH DRIVER

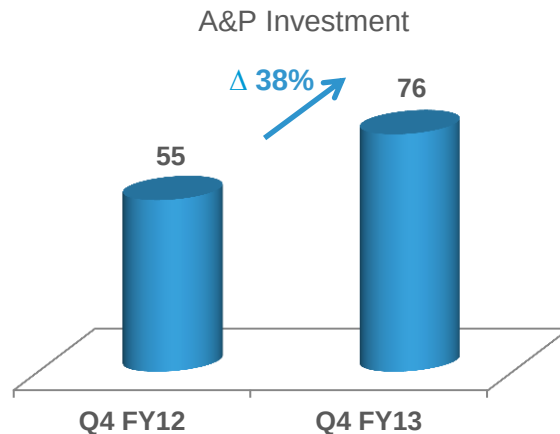
Accelerated pace of innovation

Meaningful differentiation through brand platforms

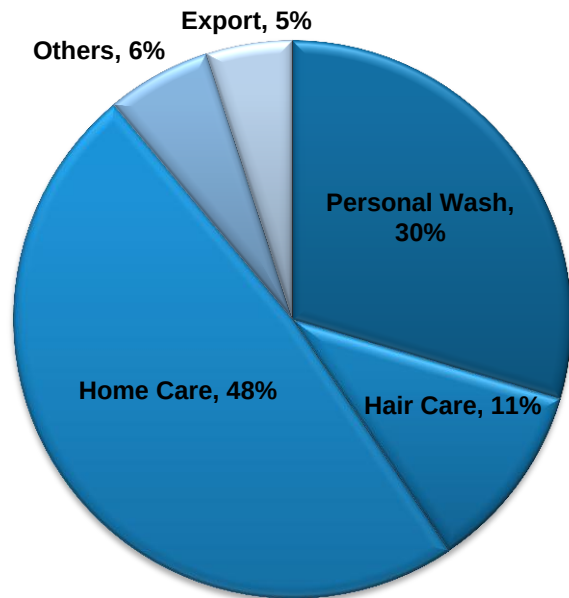
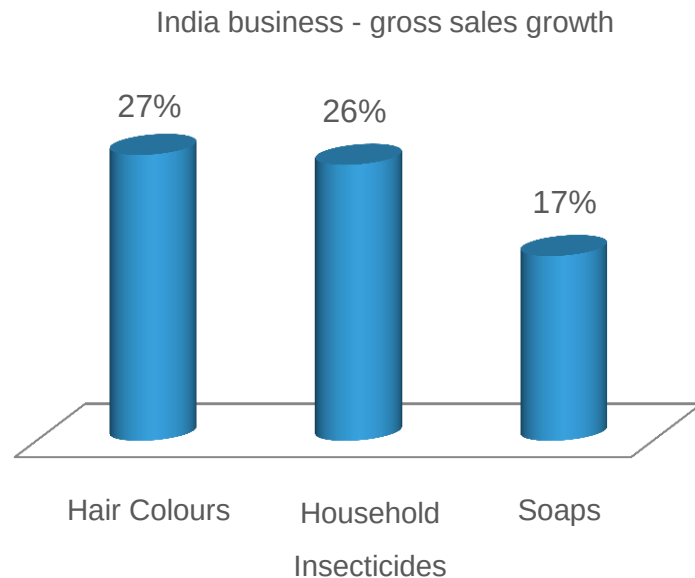
- Cinthol refresh
- Godrej expert rich crème hair colour
- HIT Anti Roach GEL

New launches supported by 360° marketing campaign

A&P % to sales moves up by 120 bps to 8.2%



STRONG GROWTH ACROSS CORE CATEGORIES WITH A BALANCED CATEGORY MIX



HOUSEHOLD INSECTICIDES CONTINUES TO OUT PERFORM THE CATEGORY GROWTH

Value growth at 2.1x of the category growth

Continue to gain share and enjoy market leadership position across all formats

Continue to leverage distribution synergies

Initial response to newly launched 'HIT Anti Roach GEL' has been very positive



NEW LAUNCH - HIT ANTI ROACH GEL



SUSTAINED GROWTH IN SOAPS

Value growth at 1.3x of the category growth

Underlying volume growth of 4% versus category growth of around 1%

Improvement in yoy and sequential gross margins

Recently launched new variant under Godrej No.1
'Aloe Vera and White Lily'



STRONG TURNAROUND IN HAIR COLOURS GROWTH

YOY Growth %	Q1	Q2	Q3	Q4
Reported Category	21%	23%	21%	13%
GCPL	5% →	10% →	17% →	27%

Value growth at 2x of the category growth

Strong growth registered across all the formats

Response to newly launched Godrej expert rich crème hair colour has been very encouraging

Continue to support Godrej expert rich crème hair colour 'OHH MY GOD' marketing campaign



PERFORMANCE UPDATE

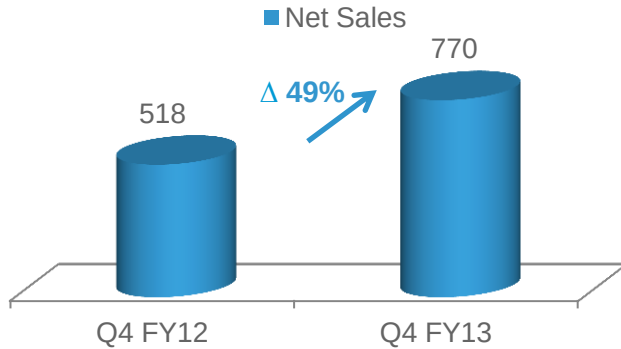
EXECUTIVE SUMMARY : MAJOR HIGHLIGHTS

PERFORMANCE HIGHLIGHTS : CONSOLIDATED

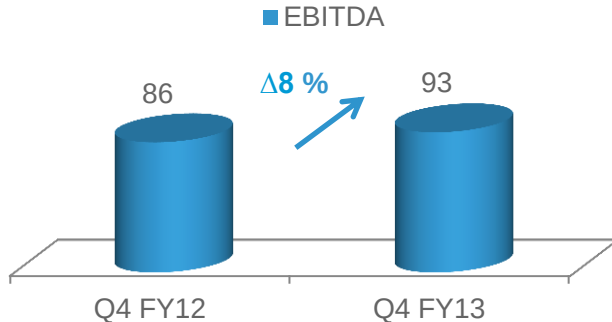
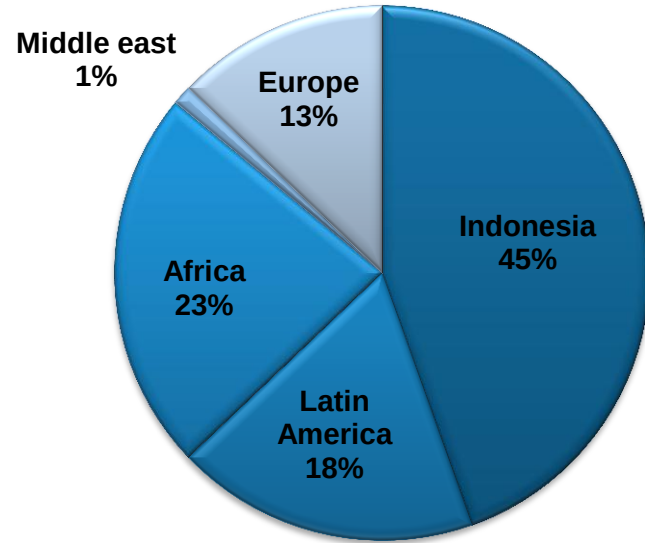
BUSINESS OVERVIEW : INDIAN SUB-CONTINENT

BUSINESS OVERVIEW : INTERNATIONAL

STRONG GROWTH MOMENTUM MAINTAINED

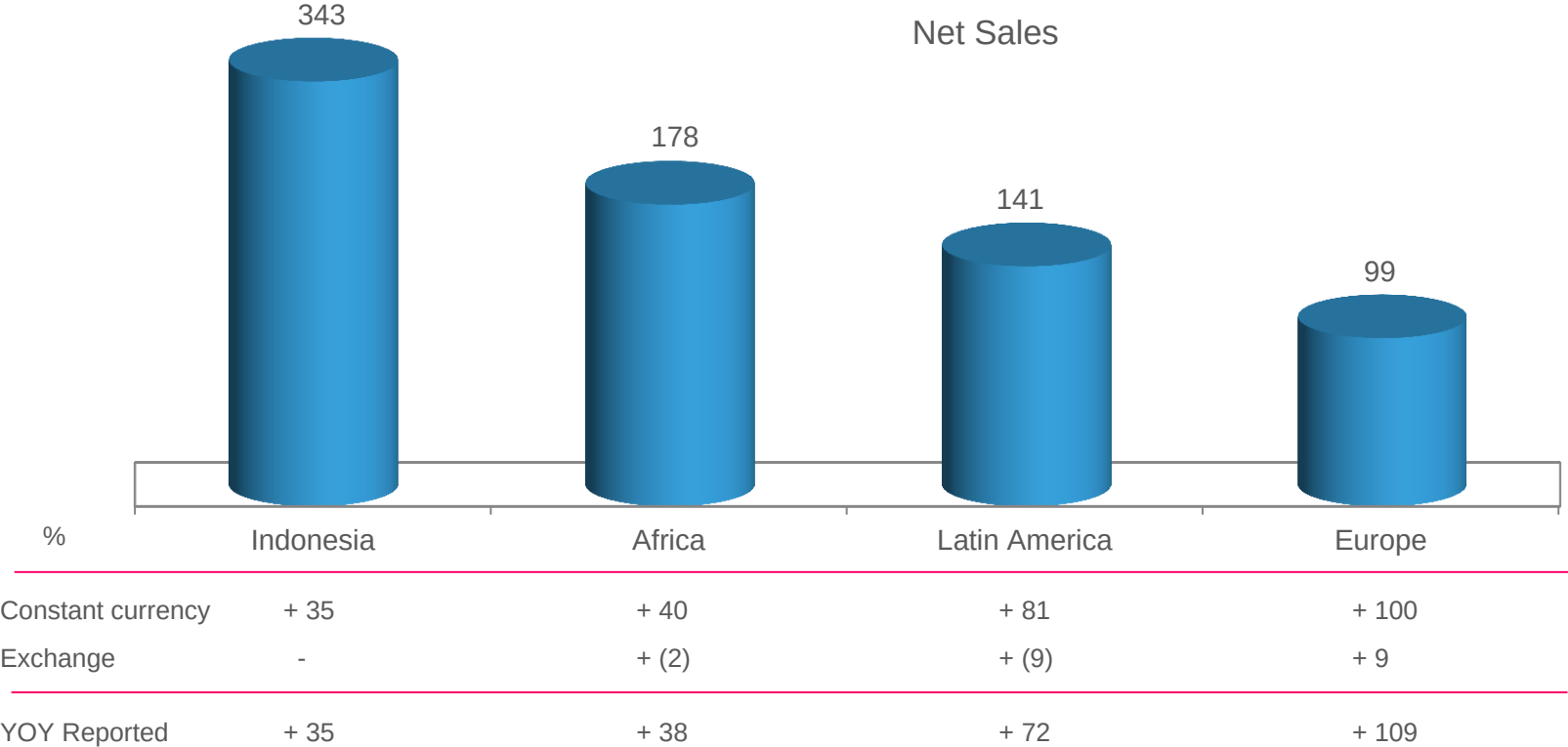


EBITDA + A&P growth +27%

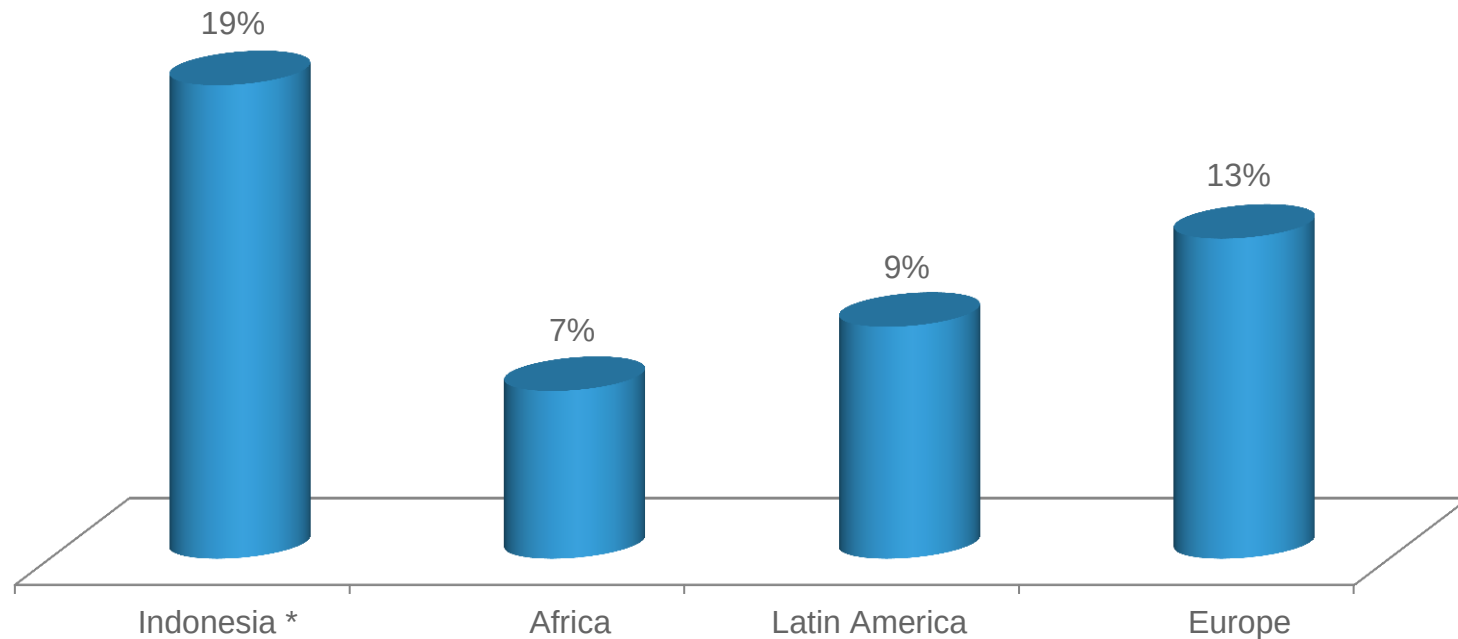


EBITDA + A&P growth lower than sales growth
mainly due to drop in Africa margin

STRONG SALES GROWTH ACROSS GEOGRAPHIES



EBITDA MARGINS



YoY change

- 200 bps

- 1290 bps

- 430 bps

+ 230 bps

INDONESIAN BUSINESS CONTINUE TO OUTPERFORM

Sales growth led by

- Continuous marketing investments
- New product launches
- Distribution expansion

Margins in the quarter impacted by ~55% minimum wage hike

Continue to gain market share across categories

HIT magic paper continues to perform well

Implemented SAP



SCALE UP OF AFRICA BUSINESS CONTINUES

Business presence in South Africa, Mozambique, Nigeria and Kenya across hair extensions, hair colours, household insecticides and personal wash category

Several initiatives executed in Hair extension category –

- Direct Go to Market model in Nigeria in two states
- Launch of Brazilian Wave – new style in South Africa
- New warehouse and supply chain infrastructure in Kenya to service modern trade on a replenishment basis

Implemented SAP in hair colours business in South Africa



TEMPORARY DROP IN AFRICA EBITDA MARGINS

Quarter margins saw a drop on the back of:

- Closure of business for around 4 weeks due to elections and election results in Kenya, resulting in sales loss thus impacting margins. *Estimated EBITDA margin Impact around 500 bps*
- Liquidation of the stocks at discounted prices in Kinky's hair extension business, with intent of closing non profitable stores. *Estimated EBITDA margin impact around 200 bps*
- Continued marketing investments on new product launches in the continent

NEW PRODUCT LAUNCHES DRIVING STRONG GROWTH IN ARGENTINA

Sales growth led by

- Continuous marketing investments
- New product launches
- Chile consolidation

Continue to maintain market share across categories

Several new products launches got strong marketing support

Drop in EBITDA margin driven by

- tougher regulatory norms on imports, capital flows and high on ground inflation in Argentina
- tactical response to hyper competitive activities in Chile



UK CONTINUES TO OUTPERFORM

Innovation and brand investments driving healthy growth in tough environment

Several new products launches got strong marketing support

Soft and Gentle brand successfully integrated

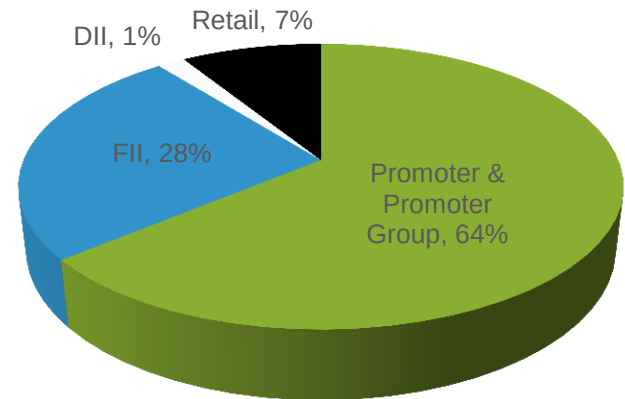
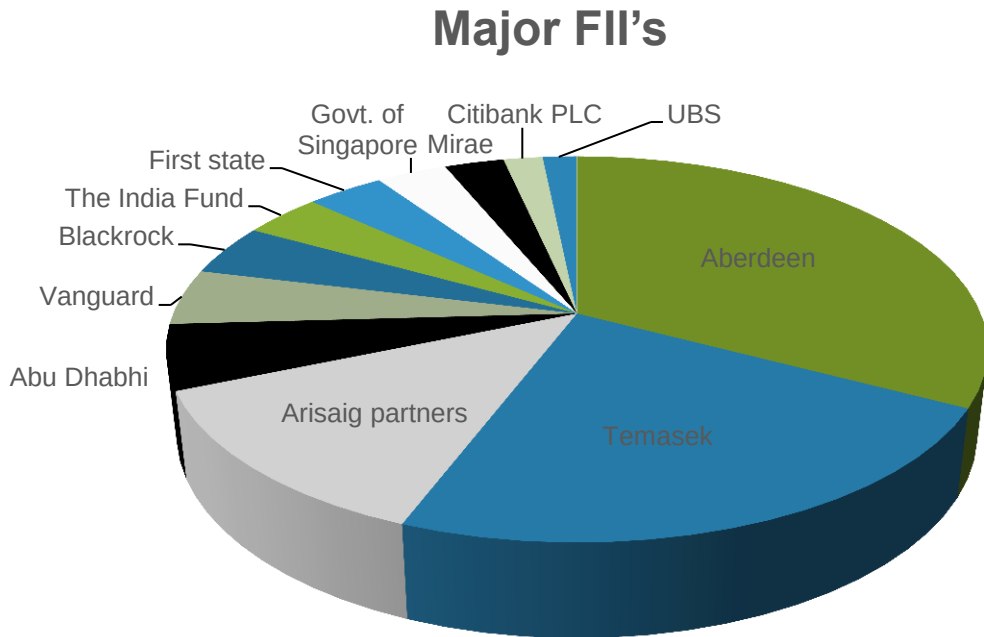


GODREJ RANKED 6TH MOST TRUSTED BRAND IN INDIA

*Godrej has been ranked 6th most
trusted brand in India
- Brand trust report 2013*



STOCKHOLDING PATTERN



SUMMARY: WE REMAIN LASER FOCUSED ON EXECUTING OUR KEY PRIORITIES

Core category leadership

International growth

Innovation and Renovation

Future ready sales system

Best in class supply chain

Agility and professional entrepreneurialism

CONTACT US @

P Ganesh

CFO

p.ganesh@godrejcp.com

D +91 22 2519 4313

Sameer Shah

Associate Vice President - Finance & Investor Relations

sa.shah@godrejcp.com

D +91 22 2519 4467

for more details please visit :-

<http://www.godrejcp.com>

DISCLAIMER

This release/ communication, except for the historical information, may contain statements, including the words or phrases such as 'expects, anticipates, intends, will, would, undertakes, aims, estimates, contemplates, seeks to, objective, goal, projects, should' and similar expressions or variations of these expressions or negatives of these terms indicating future performance or results, financial or otherwise, which are forward looking statements. These forward looking statements are based on certain expectations, assumptions, anticipated developments and other factors which are not limited to risk and uncertainties regarding fluctuations in earnings, market growth, intense competition and the pricing environment in the market, consumption level, ability to maintain and manage key customer relationship and supply chain sources and those factors which may affect our ability to implement business strategies successfully, namely changes in regulatory environments in India and overseas, political instability, change in international oil prices and input costs and new or changed priorities of the trade. The Company, therefore, cannot guarantee that the forward looking statements made herein shall be realized. The Company, based on changes as stated above, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward looking statements as may be required from time to time on the basis of subsequent developments and events. The Company does not undertake any obligation to update forward looking statements that may be made from time to time by or on behalf of the Company to reflect the events or circumstances after the date hereof.