

GCPL - Q4 FY13

STRONG BUSINESS MOMENTUM CONTINUES

Fourth Quarter Highlights

Consolidated net sales grows 30%

- 19% consolidated organic growth
- 18% Indian sub-continent growth with strong growth across categories
- 23% international organic growth

Several new launches; backed by strong marketing investments

- Consolidated advertising and publicity expenses up by 48%

Consolidated EBITDA grows 12%; net profit grows 73%

- Consolidated EBITDA plus A&P up by 23%
- Successful divestiture of Indonesian non-core food business

Consolidated Net Sales	₹ 1,716 cr., up by 30%
Consolidated EBITDA	₹ 279 cr., up by 12%
Consolidated Net Profit after minority interest	₹ 334 cr., up by 73%
Consolidated Net Profit after minority interest (w/o exceptional income)	₹ 205 cr., up by 19%
Fourth Interim Dividend	200% (₹ 2/- per share)

CHAIRMAN'S COMMENT

"We delivered another quarter with robust operating performance. Our sales growth remains healthy and we continue to carry forward the strong momentum from the earlier quarters. We continue to intensify our focus on innovation. Over the last few quarters, we have had several major launches, which have been backed with strong marketing investments. The response to our new launches has been very encouraging. Our EBITDA growth has been lower than sales growth during this quarter on the back of high

								
								

marketing investments for the new launches. As these launches scale up in subsequent quarters, we will see further improvement to our bottom line.

While the macroeconomic and socio-political environment continues to be challenging in some of the countries in which we operate, I believe our strong performance is a reflection of clear strategic focus, superior execution and our top notch team. Going forward, we remain optimistic of continuing the strong sales growth momentum and expect our profit performance to improve on the back of stronger traction from our launches and favourable input prices."

- Adi Godrej

BUSINESS REVIEW - INDIAN SUB-CONTINENT

Net Sales	₹ 955 cr., up by 18%
EBITDA	₹ 186 cr., up by 14%
Net Profit	₹ 150 cr.
Net Profit (w/o exceptional income)	₹ 150 cr., up by 11%

Business review - India

Home care - Household insecticides

Sales value growth **+26%**; 2.1x of the category growth. We continue to gain share and enjoy market leadership positions in all the three formats. We also continue to leverage distribution synergies. Initial response to the newly launched 'HIT Anti Roach GEL' has been very positive.

Personal Wash - Soaps

Sales value growth **+17%**; 1.3x of the category growth. Soaps underlying volume growth of 4% versus category growth of 1%. Gross margins up on year over year and on sequential basis. We recently launched a new variant under Godrej No.1 - 'Aloe Vera and White Lily'.

Hair Care - Hair colours

Strong turnaround in hair colours; growth at **+27%**; 2x of the category growth. Strong growth registered across all the formats. Response to the newly launched Godrej expert rich crème hair colour has been very encouraging.

								
								

BUSINESS REVIEW - INTERNATIONAL

Asia (ex Indian Sub-continent)

Megasari in Indonesia registered strong sales growth of **+35%**, with sales at ₹ 343 crore, led by continuous marketing investments, new product launches, distribution expansion. Business continues to gain market share across categories. HIT magic paper continues to perform well. EBITDA margin was at 19% (before payment of technical & business support fee).

Africa

Business presence in South Africa, Mozambique, Nigeria and Kenya across hair extensions, hair colours, household insecticides and personal wash category. Sales stood at ₹ 178 crore and EBITDA margin at 7%.

Margins for the quarter saw a drop due to:

- 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 the intent of closing non profitable stores. *Estimated EBITDA margin impact around 200 bps*
- Continued marketing investments for new product launches in the continent

Latin America

Sales stood at ₹ 141 crore with EBITDA margin at 9%. Sales growth led by continuous marketing investments, new product launches, and Chile business consolidation. Business continues to maintain, gain market share across categories. During the quarter several new products launches got strong marketing support.

Europe

Sales stood at ₹ 99 crore, on the back of innovation and brand investments. During the quarter several new products launches got strong marketing support. Soft and Gentle brand successfully integrated. EBITDA margin was at 13%.

								
								

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 GCPL:

Godrej Consumer Products Ltd (GCPL) is a major player in the Indian FMCG market, with leading Household and Personal Care Products. Our brands, which include GoodKnight, Cinthol, Godrej No. 1, Expert, Nupur, aer, Hit, Fairglow, Ezee and Protekt 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. Four of our brands (GoodKnight, Cinthol, Godrej No.1 and Godrej Expert Powder Hair Colour) are ranked among the '100 Most Trusted Brands' in the country by Economic Times - Brand Equity 2012.

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 60% rights in Cosmetica Nacional, a Chilean hair colour company. The acquisition of the pan-African Darling Group, and Rapidol and Kinky in South Africa have given GCPL leading positions in the fast growing African ethnic hair care market. With acquisitions in West Africa, the 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, 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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structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.”

								
								