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November 5, 2019

Scrip Code : 532424

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

The National Stock Exchange of India Ltd
Exchange Plaza, 4th Floor,
Bandra-Kurla Complex, Mumbai 400 050

Dear Sirs,

Sub: Update on Goodknight Gold Flash Liquid Vapouriser

We enclose herewith a communication which is self-explanatory.

Yours Faithfully,
For Godrej Consumer Products Ltd

V Srinivasan
Chief Financial Officer & Company Secretary



Godrej

Good knight

GOLD™ FLASH

WORLD'S MOST POWERFUL LIQUID VAPOURISER

A TECHNOLOGICAL BREAKTHROUGH

HOW DOES IT WORK?

30 Mins

FLASH MODE



After 30 minutes of Flash Vapours automatically switches to Normal mode

NORMAL MODE

4 Hours

After 4 hours of normal mode automatically switches to Flash mode

VISIBLE FLASH VAPOURS ON FLASH MODE

REACHES EVEN HIDDEN CORNERS OF THE ROOM

3x

FLASH VAPOURS ARE 3X POWERFUL THAN OTHER LVs

ADVANCED REFILL

High porous wick along with heating technology in the machine ensures rapid release of active ingredients to give high efficacy

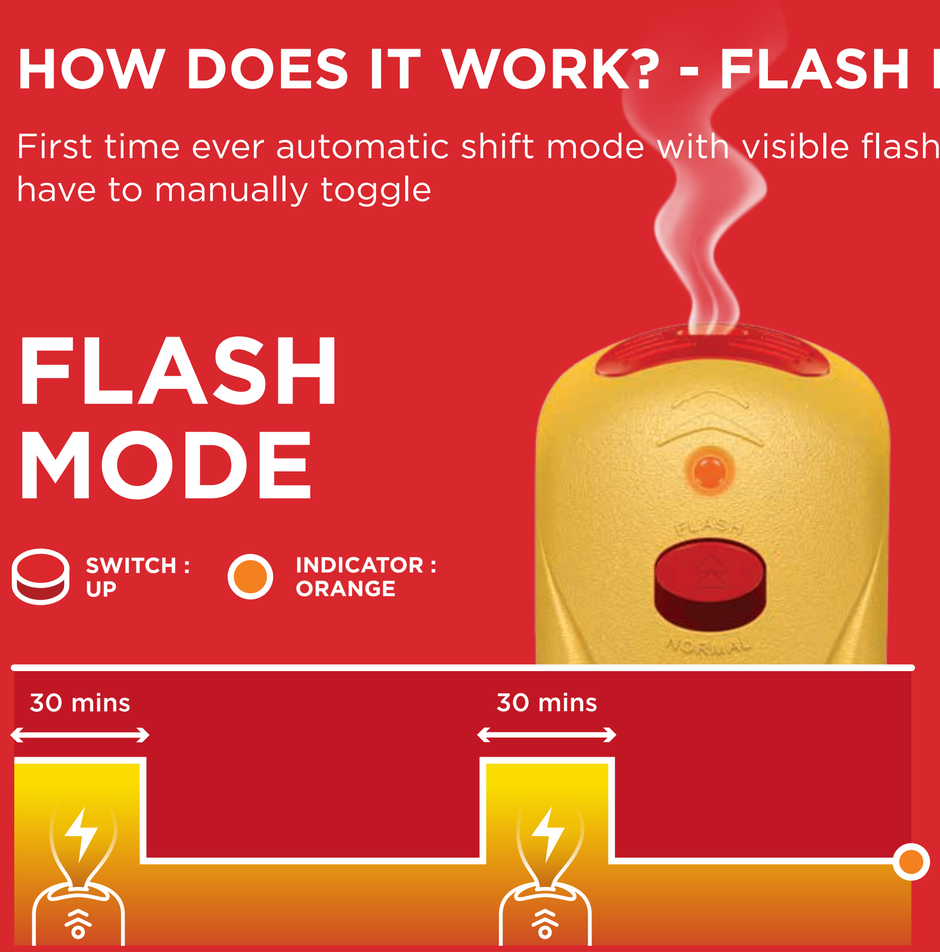
HOW DOES IT WORK? - FLASH MODE VS NORMAL MODE

First time ever automatic shift mode with visible flash vapours for 30 minutes every 4 hours so consumers don't have to manually toggle

FLASH MODE

SWITCH : UP

INDICATOR : ORANGE

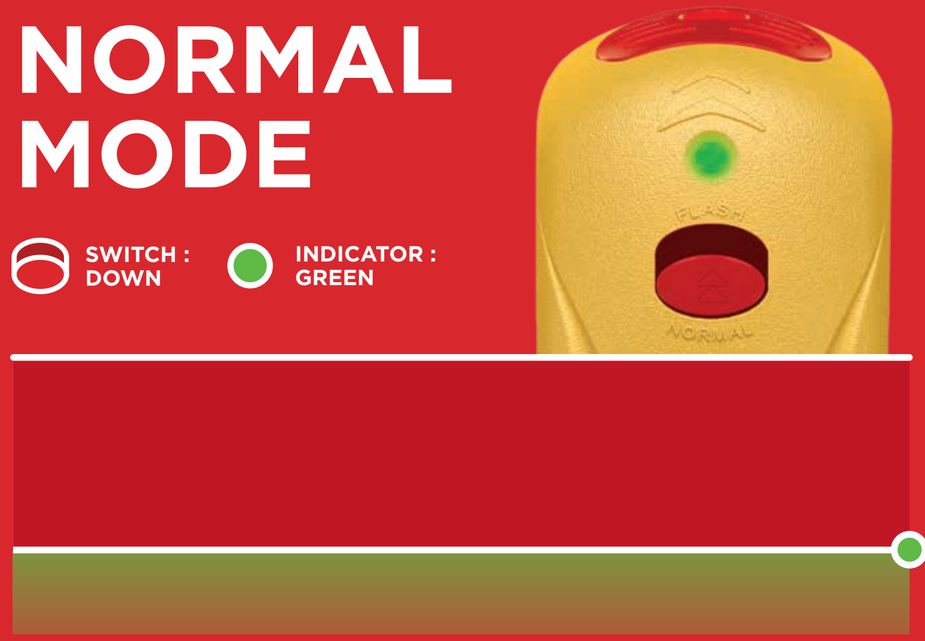


Every 4 hours, the GOLD FLASH machine automatically releases 30 minutes of visible, powerful FLASH vapours that instantly spread across the room and drive away mosquitoes, even the hidden ones., giving guaranteed protection - all night

NORMAL MODE

SWITCH : DOWN

INDICATOR : GREEN



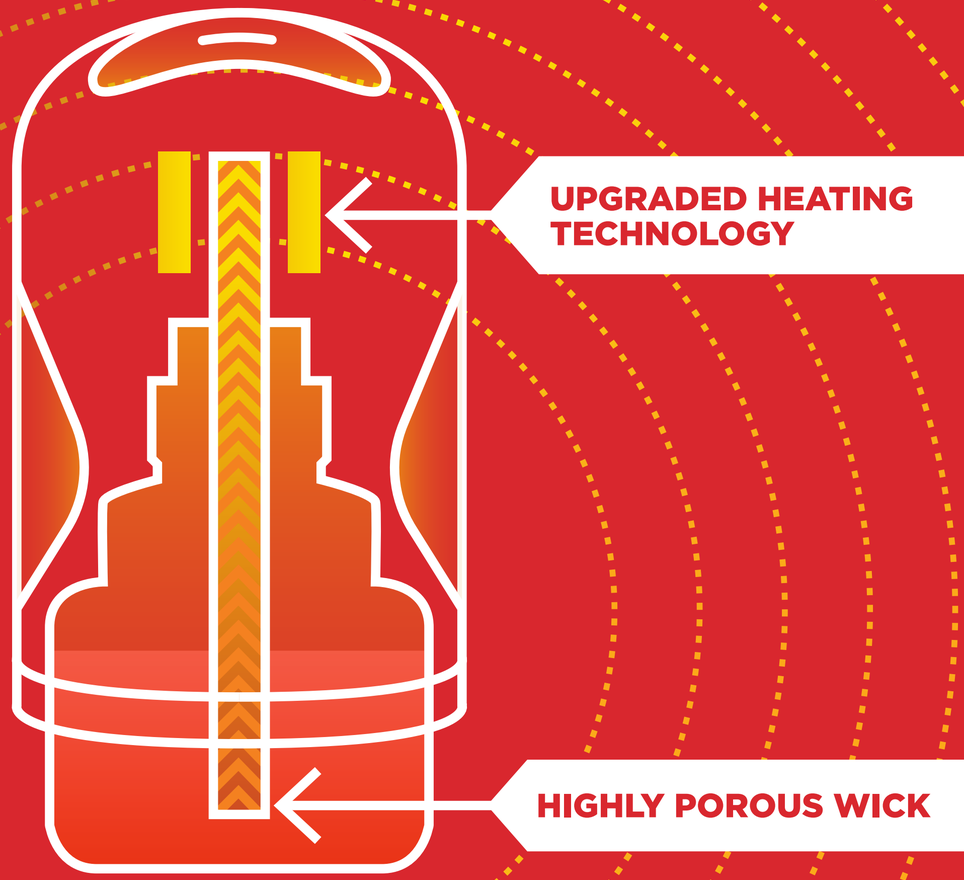
Use Normal mode, when there is less mosquito infestation

WHAT MAKES GOOD KNIGHT GOLD FLASH LIQUID VAPOURISER SO POWERFUL?

Highly porous wick with an upgraded heating technology

in the machine ensures rapid release of active ingredients resulting in a knock down effect on mosquitoes, compared to only repellency effect of other liquid vapourisers in the initial period

PATENTING GOLD FLASH LIQUID VAPOURISER - LOCK SYSTEM TO ENSURE GOLD FLASH REFILL FITS ONLY IN GOLD FLASH



WHY IS IT BETTER THAN CURRENT LIQUID VAPOURISERS?

Flash liquid vapouriser combines the initial blast power of an aerosol or fastcard with the continuous protection of a liquid vapouriser



GOLD FLASH
Liquid Vapouriser



CURRENT
Liquid Vapouriser

KNOCK-DOWN EFFECT
with visible vapours every 4 hours

REPELLENCY EFFECT

LOCK SYSTEM
Locks out competitors' refills

NO LOCK SYSTEM

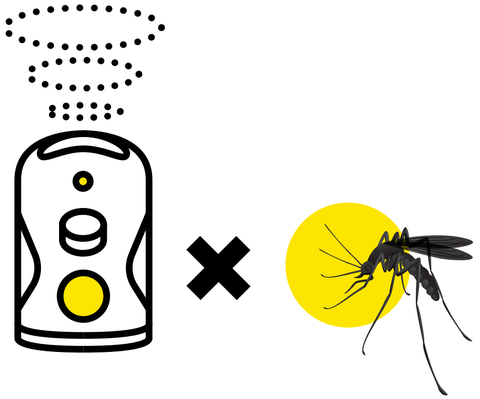
AUTOMATIC MODE TOGGLE

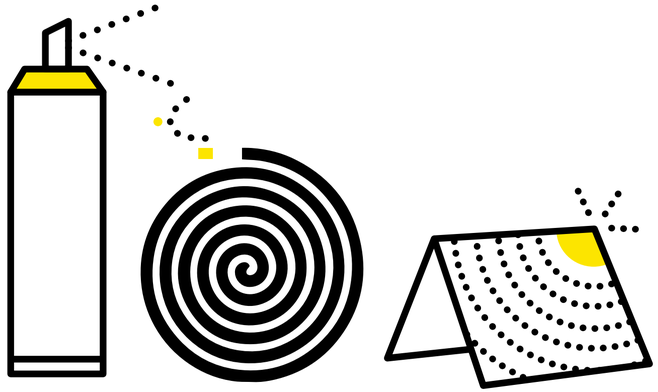
MANUAL MODE TOGGLE

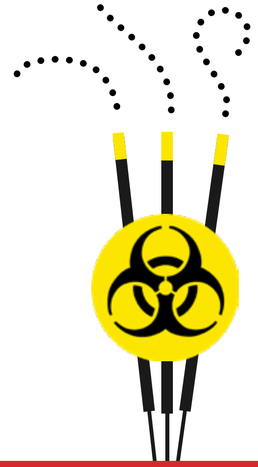
COMPETITIVE PRICING
Rs. 89 for Combi pack and Rs. 75 for Refill

PRICING
Rs. 85 for Combi pack and Rs. 72 for Refill

WHY IS THIS NEXT GENERATION PRODUCT NEEDED?







1

RESISTANT MOSQUITOES

Consumers say that mosquitoes have become much more resistant and hide in corners

2

CONSUMERS WANT MORE EFFICACIOUS SOLUTIONS

Hence, they are using multiple solutions along with Liquid Vapouriser to tackle the problem of hidden mosquitoes and high infestation. Consumers like the safety and continuous efficacy of the Liquid Vapouriser but want more power

3

THE RISE OF ILLEGAL INCENSE STICKS

Illegal incense sticks have grown because they are highly dosed and can create ***a knock down effect.*** Such products are a health hazard but, indicate that consumers want more efficacy

Good knight Gold Flash Liquid Vapouriser answers the consumer need of higher efficacy through knock down effect on mosquitoes alongside safety and continuous protection of a liquid vapouriser

POTENTIAL SOURCES OF GROWTH

1

Gives dual users a solus solution which can take care of high infestation and hence increases consumption of Liquid Vapourisers

2

Driving upgrades from burning formats to Liquid Vapouriser. Salience of burning formats in the category is 42%

3

Market share gains in Liquid Vapouriser

GOOD KNIGHT IS A BRAND THAT HAS BEEN INNOVATING AND PROTECTING INDIA FOR 35 YEARS



~80 million households
are protected by Good Knight from vector borne diseases

Market leader in
90%+ States
in India

Presence in every
4th household
across the country

Good knight

GOLD™ FLASH

THANK YOU FOR YOUR TIME AND CONSIDERATION



