LEADERSHIP CHANGE AT GODREJ CONSUMER PRODUCTS LIMITED

Mr. A. Mahendran will be appointed as the Managing Director (MD) of Godrej Consumer Products Limited (GCPL) with effect from July 1, 2010. Mr. Dalip Sehgal, current MD has resigned effective June 30, 2010 to pursue opportunities outside of the Godrej Group.

Commented Mr. Adi Godrej, Chairman, Godrej Group:

"On May 12, GCPL agreed, subject to shareholders' approval, to purchase Sara Lee's remaining 51% stake in Godrej Sara Lee Limited (GSLL) bringing all of GSLL under the Godrej umbrella. This purchase is an important step in our journey towards becoming a leading FMCG player in emerging markets. We believe that we have a unique opportunity to significantly change the future trajectory of our FMCG business as we leverage the complementary strengths of GCPL and GSLL. GCPL now is the largest homegrown Home and Personal Care business in India and the second largest household insecticides business in Asia (ex Japan) The GCPL portfolio now has 15 plus strong brands in Household and Personal Care in India, Indonesia, South Africa, Nigeria, SAARC and UK. Our increased scale will enable us to accelerate value creation, increase our pace of investments and provide tremendous opportunities for our employees.

Mahendran has been associated with the Godrej Group for 16 years. He is very familiar with the operations of the various group companies and intimately understands the 'Godrej Way' of doing business. He is a seasoned entrepreneur and has demonstrated a tremendous track record of value creation. He is viewed across the Godrej Group as an exemplary leader and a fantastic mentor.

Dalip has done an excellent job steering GCPL over the last 12 months. Under his leadership, GCPL has delivered strong financial performance. We wish Dalip all the best."

Added Mr. A. Mahendran:

"I am humbled by this opportunity and the confidence reposed by the Board of Directors. Over the last decade, both GCPL and GSLL have delivered exceptional results through superior products and brands, great partners and dedicated employees. I look forward to working with the GCPL and GSLL teams to further accelerate value creation, continue to delight our consumers with innovative products and services and provide our employees with unparalleled growth opportunities"

As the Managing Director, Godrej Sara Lee (GSLL), Mr. Mahendran has played a pivotal role in steering the company right from its inception and has nurtured the Good Knight brand, which has been acknowledged as a 'Super Brand' year after year. As Director, FMCG Portfolio Cell (FPC) for the Godrej Group, Mr. Mahendran has led M&A and harnessing cross-business opportunities for the Group's FMCG companies. Mr. Mahendran was also the architect of the merger between Godrej Tea and Godrej Industries Foods Division to create Godrej Beverages & Foods (GBFL) in 2006 (since renamed as Godrej Hershey).