Godrej Consumer Products Ltd.
Regd. Office : Godrej One,
4th Floor, Pirojshanagar,
Eastern Express Highway,
Vikhroli (E), Mumbai 400 079, India.
Tel. : +91-22-2518 8010/8020/8030
Fax: +91-22-2518 8040/8065/8069
Website : www.godrejcp.com
CIN : L24246MH2000PLC129806

July 27, 2016

BSE Limited
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: New Product Launches

We enclose herewith a presentation on new product launches.

Yours Faithfully
For Godrej Consumer Products Limited

Ramesh Iyer
Dy. Company Secretary

Encl: as above

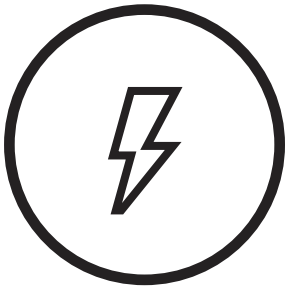


July 27, 2016



BUILDING THE NATURALS
PLATFORM WITH **NEEM ACTIV+**

Why NEEM ACTIV+



POWERFUL



NATURAL



SAFE

Consumer connote Neem as

Having strong **Indian roots**

Traditional and **natural** solution

Effective and **safe** to use

Powerful and known mosquito repellent

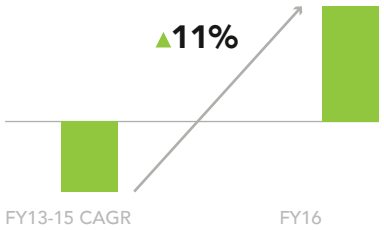
Used as a natural and powerful **cure** for many ailments

Protective and **curative** properties

Latest NPD Neem Activ+ Low Smoke Coil has been a huge success

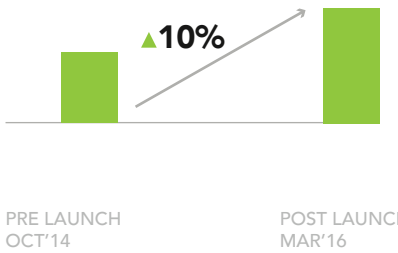
GK coils sales growth

Delta of +11% in GK coils growth rate post Neem Activ+ LSC launch



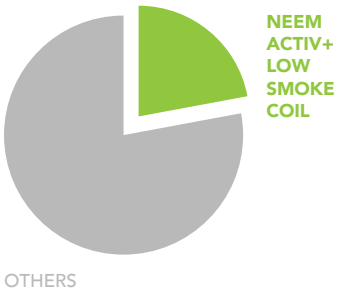
GK Coils Distribution

Distribution increases by 10% post Neem Activ+ LSC launch



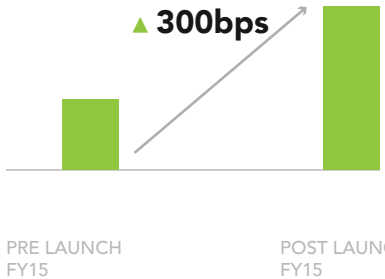
GK Coils Salience

Neem Activ+ LSC now accounts for a ~1/4th share of our GK coils portfolio



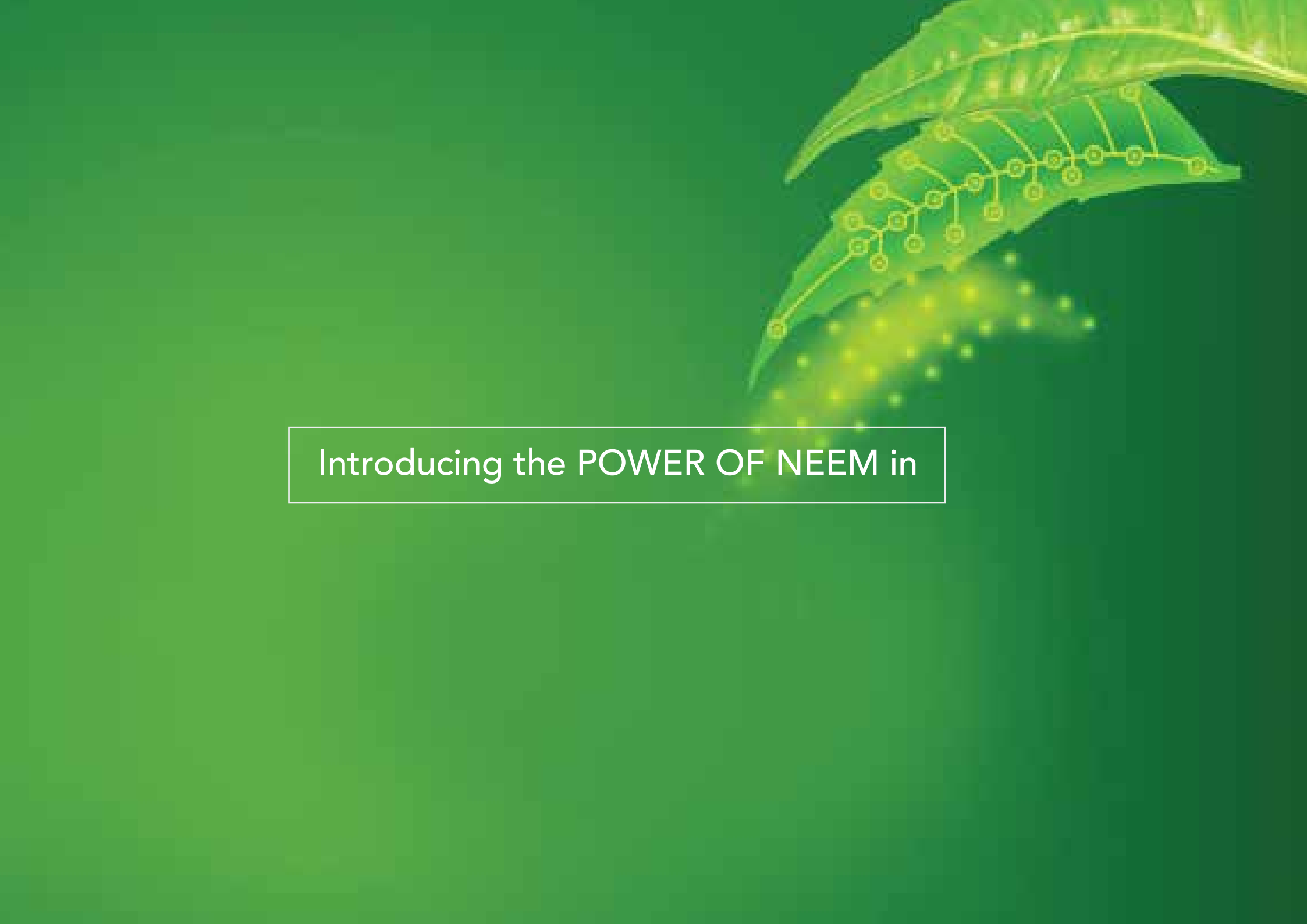
GK coils market share

Neem Activ + LSC alone accounts for high single digit share in Coils category and added 300bps market share to GK coils





Priced at Rs. 33 per pack; 3% premium to non Neem Activ+ products


Introducing the POWER OF NEEM in

NEW NEEM ACTIV+
LIQUID VAPORISER

Target consumers

Non users of Household Insecticides

Uptrade coil users

Seekers of products based on natural proposition

Neem remedy user

Priced at Rs. 69/-



NEW NEEM ACTIV+
FAST CARD

Target consumers

Non users of Household Insecticides

Uptrade coil users

Seekers of products based on natural proposition

Neem remedy user

Priced at Rs. 10/-



NEW NEEM ACTIV+ LOW SMOKE COIL IN CHAUKA PACK

4 COILS IN A FLOWRAP PACK FOR THE FIRST TIME

Target consumers

Rural non users of Household Insecticides

Loose coil users

Priced at Rs. 12/-





GODREJ NO. 1

ENTRY INTO ‘HEALTH SOAP’ CATEGORY

RATIONALE



NATURAL



BEAUTY



HEALTH

Growing awareness of **Health and Wellness** in the country

Health Soap contributes to 30% of the Soaps category

Dual usage of Health and Beauty Soap in the same Household with 80%+ overlap

A FIRST OF ITS KIND
SOAP WITH DUAL BENEFITS



+



=



It's enriched with Neem that provides Natural germ protection

And goodness of Coconut milk that makes skin soft

GODREJ NO. 1 GERM PROTECTION SOAP

THANK YOU

BBLUNT

July 27, 2016



INDIA'S HOTTEST SALON NOW IN BOTTLE



BBLUNT has had a strong start in establishing itself **as a premium hair care and styling brand**

Hair care and styling products developed for Indian hair & weather

7 prestigious awards for product, packaging, digital content and PR

Strong performance in e-commerce, premium beauty and modern trade channels

Several clutter breaking campaigns leveraging salon expertise and Bollywood connect

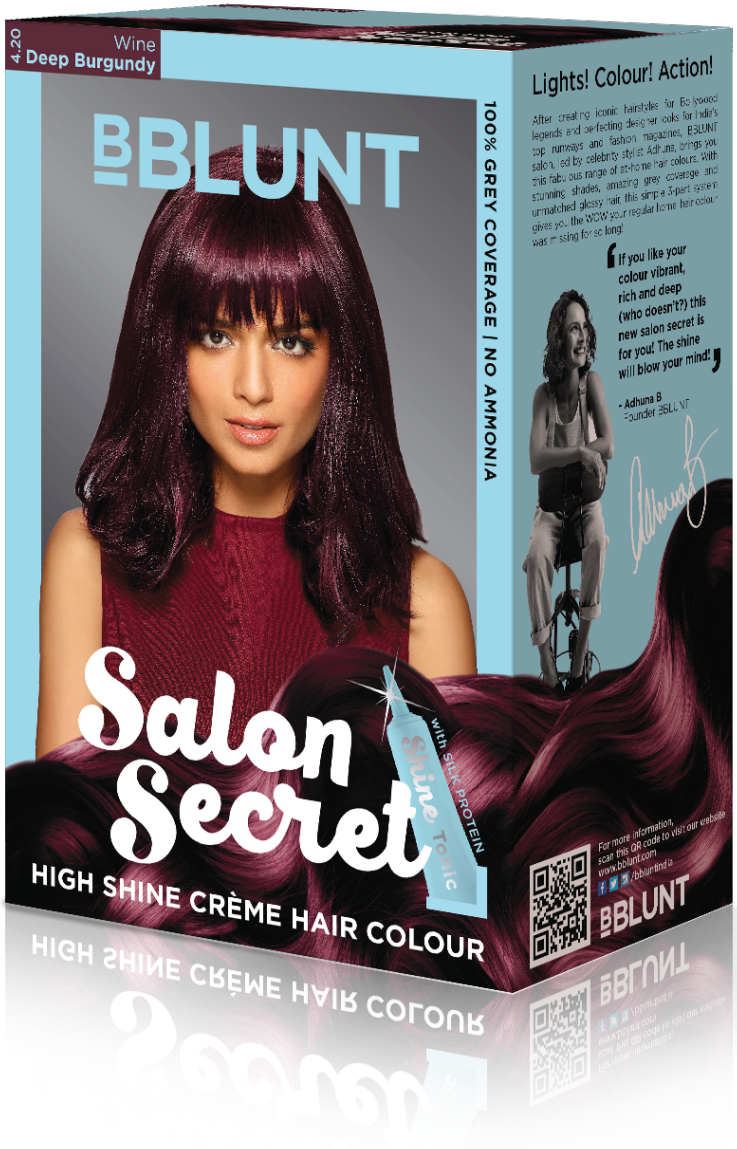
Launches for the first time

in India a 3-Part Crème Hair Colour,

BBLUNT SALON SECRET

HIGH SHINE CRÈME

HAIR COLOUR





A SALON-INSPIRED INNOVATION, THAT WILL DRIVE GROWTH IN PREMIUM HAIR COLOURS

A 3-part system with Shine Tonic, which gives perceptibly better shine and hair feel that a regular 2-part home hair colour has never been able to deliver

In consumer tests, over 85% of LÓreal colour users said they would REPLACE their current hair colour with BBLUNT Salon Secret

It is a no ammonia colour that gives 100% grey coverage

Available at an extremely competitive **price of Rs 199**

AVAILABLE IN 7 SHADES




BBLUNT
Salons+Products+Expertise