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

March 1, 2016

Scrip Code : 532424

The Bombay Stock Exchange Limited
Corporate Relations Department
1st Floor, Rotunda Bldg., P.J. Towers, Dalal Street,
Mumbai 400 023.

Fax Nos : 22723121/ 22722037 /
22722041/ 22722061/
22722039 /2272 3719

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

Fax No 26598237/38

Dear Sirs,

Sub: Update on Cinthol Deostick launch

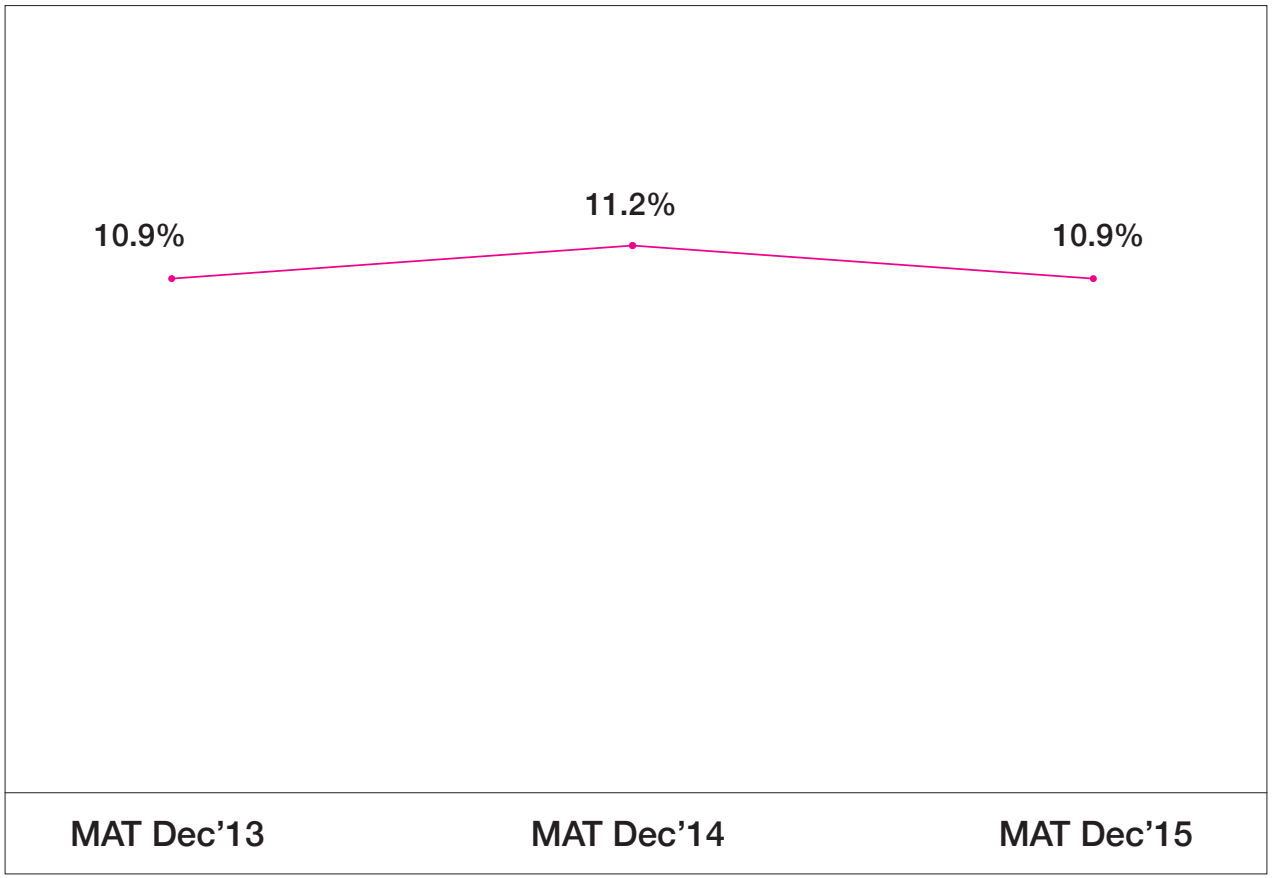
We enclose herewith a communication which is self explanatory.

Yours Faithfully,
For Godrej Consumer Products Ltd

V Srinivasan
Chief Financial Officer & Company Secretary

CINTHOL DEOSTICK deoreborn

March 2016



DEO SPRAY PENETRATION

"With just 11% penetration in India,
the **DEODORANT** segment provides
HUGE opportunity."

*IMRB HOUSEHOLD PANEL DATA

Current reasons for Non-Usage

LONGEVITY

Most deodorant fragrances last less than 2-3 hours.

SKIN IRRITATION & BURNING

40%
consumers claim they are allergic to deodorant.

VALUE FOR MONEY

Too heavy on youngster's pocket.

Perfume Body Spray : Rs. 250

Deo Sprays : Rs. 195

Roll Ons : Rs. 90- Rs. 155

Presenting
CINTHOL DEOSTICK



Men’s Range



Women’s Range

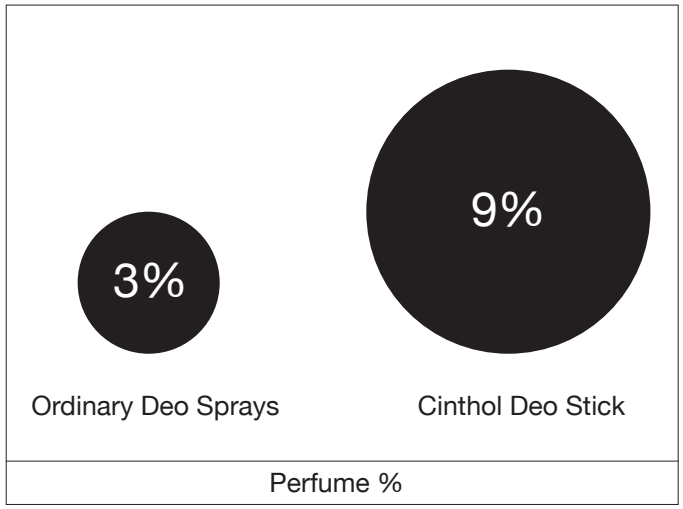


FRAGRANCE :- **Lasts 3X Longer.**

SKIN FRIENDLY :- **Soft, Gentle on Skin.**

VALUE FOR MONEY :- **Rs. 69 only.**

HIGH PERFUME PERCENTAGE



3X more perfume than ordinary.

CREAM FORMAT = NO WASTAGE



Cream Format = Direct application
on skin & **No Wastage.**

Why does it last 3X Longer than ordinary deo sprays?



74%

*agreed that fragrance lasted much longer than ordinary Deo Spray.



85%

*said it was great value for Money.



93%

*consumers loved Cinthol DeoStick Fragrance.



96%

*said it caused no irritation to skin.

CONSUMER FEEDBACK - AFTER USAGE

Top 2 Box Scores, GFK 2015,
Study Across 5 Cities in India.


3x long lasting* | soft on skin**
deoreborn
CINTHOL DEOSTICK
Rs. 69 only
CINTHOL
DEOSTICK
3x
Flush
Energy
Intense
*Based on in-house test results **Under test conditions


3x long lasting* | soft on skin**
deoreborn
CINTHOL DEOSTICK
Rs. 69 only
CINTHOL
woman
DEOSTICK
3x
Swirl
Aura
Spark
*Based on in-house test results **Under test conditions