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March 24, 2011

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

Scrip Code : 532424

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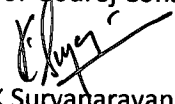
The National Stock Exchange of India Ltd
Exchange Plaza, 4th Floor,
Bandra-Kurla Complex, Mumbai 400 050

Fax No 26598237/38

Dear Sirs,

We enclose a press release which is being issued today, in respect of the termination of Kiwi and Kiwi Kleen Brand Licenses.

Yours faithfully
For Godrej Consumer Products Limited


K Suryanarayan
Associate Vice President (Finance)



PRESS RELEASE

Termination of Kiwi and Kiwi Kleen Brand Licenses

March 24, 2011. Mumbai, India: Godrej Household Products Ltd. (GHPL), a 100% subsidiary of Godrej Consumer Products Ltd (GCPL), today announced that Sara Lee Corporation has terminated GHPL's license for Kiwi (shoe care) and Kiwi Kleen brands in India and Sri Lanka with effect from April 3rd, 2011. Consequent to the termination, Sara Lee will pay GHPL a consideration of Rs. 177 cr.

Commenting on the agreement, Adi Godrej, Chairman, GCPL, said:

"This agreement helps us continue becoming more focused on our core categories in line with our 3 by 3 strategy – presence in emerging markets in Asia, Africa and Latin America through 3 core categories – personal wash, hair care and home care. Shoe care is not a core business for us"

Mr. A. Mahendran, MD, GCPL, added:

"Over the last few years, our team has done a great job growing the Kiwi brands in India and Sri Lanka through a compelling product portfolio, specialized focus on the modern trade channel and a leadership position in Sri Lanka. We wish continued success for the brands".

About Godrej Consumer Products Limited

Godrej Consumer Products (GCPL) is a leader among India's Fast Moving Consumer Goods (FMCG) companies, with leading Household and Personal Care Products. Our brands, which include Good knight, Cinthol, Godrej No. 1, Expert, Hit, Jet, Fairglow, Ezee, Protekt and Snuggly, among others, 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. Our 'Good knight' brand has been placed at an overall rank 12 and continues to be the most trusted household care brand in the country in Brand Equity's Most Trusted Brands Survey 2010. 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. The acquisition of Rapidol and Kinky in South Africa have given GCPL leading positions in the fast growing South African ethnic hair care market. As part of increasing its global footprint, GCPL recently acquired Megasari Group, a leading household care company in Indonesia and Issue Group and Argencos, two leading hair colorant companies in Argentina