

PRESS RELEASE

Godrej Consumer Products Limited (GCPL) Board of Directors approves merger of Godrej Household Products (GHPL) with Godrej Consumer Products Limited (GCPL)

October 14, 2010. Mumbai, India: Godrej Consumer Products Ltd (GCPL) today announced that its Board of Directors has approved the merger of Godrej Household Products Limited (GHPL) with Godrej Consumer Products Limited (GCPL), effective April 1, 2010. This is subsequent to the GCPL acquisition of the remaining 51% stake in Godrej Sara Lee (GSL), owned by its JV partner Sara Lee Corp. GSL was renamed Godrej Household Products Limited (GHPL). This merger consolidates GCPL's position in the Indian FMCG space, making it the largest homegrown home and personal care portfolio in India and the second largest household insecticides company in Asia (ex Japan).

Commenting on the acquisition, Mr. Adi Godrej, Chairman, GCPL, said:

"The merger of GHPL with GCPL is an important milestone in our aspiration towards becoming a leading emerging markets FMCG company. GCPL is now the largest homegrown Household and Personal Care (HPC) company in India and the second largest Household Insecticides company in Asia (ex Japan). We continue to remain focused on our global 3 by 3 strategy – presence in 3 continents – Asia, Africa and Latin America through 3 core categories – Home Care, Personal Wash and Hair Care.

The merger will provide us with significant strategic and operational benefits. Both GCPL and GHPL have delivered outstanding performance and we believe that the merger provides us with a scale platform to accelerate our growth and profit trajectory. We are excited about the potential of offering even more world class, innovative products to delight our consumers in emerging markets. At the same time, we believe that the new GCPL will offer unparalleled growth and development opportunities for our team members, who have worked tirelessly to deliver value for all our stakeholders."

Mr. A. Mahendran, Managing Director, GCPL added:

"We look forward to capitalizing on the complementary strengths of both GCPL and GHPL through this merger – combining the best of both companies to capture the promise of a converged GCPL.

The integration process is well on track. Over 100 of our team members are working very hard in cross functional teams to cross pollinate ideas, to share learnings and to chart the path of a bigger and better GCPL. This intensive effort has been code-named Project Neo. A dedicated programme office has also been set up internally to manage the integration.

We are very confident that the integration will provide us with significant benefits in crafting an innovation platform for the future, achieving cost synergies, launching exciting new products, sharpening our brand positioning and enhancing our marketing and distribution capabilities."

About Godrej Consumer Products Limited (GCPL)

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. With the acquisition of Keyline Brands in the United Kingdom, Rapidol and Kinky Group, South Africa and Godrej Global Mideast FZE, we own international brands and trademarks in Europe, Australia, Canada, Africa and the Middle East. As part of increasing our global footprint, we have also recently acquired Tura, a leading medicated brand in West Africa, Megasari Group, a leading household care company in Indonesia and Issue Group and Argencos, two leading hair colorant companies in Argentina.