Godrej Consumer Products Ltd.
Regd. Office : 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

January 20, 2012

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

Scrip Code : 532424
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 Nos: 26598237/38

Dear sirs,

Sub: Termination of Brylcreem Brand Licence

Please find enclosed a press release on the above subject.

Yours faithfully
For Godrej Consumer Products Limited

Ramesh Iyer
Dy Company Secretary

PRESS RELEASE

Termination of Brylcreem Brand Licence

January 20, 2012. Mumbai, India: Godrej Consumer Products Limited (GCPL) today announced that Unilever Home & Personal Care Int. B.V. has terminated GCPL's license for Brylcreem brand in India and Sri Lanka with effect from 31st March 2012. This is consequent to the sale of global rights of the Brylcreem brand by SaraLee Corporation to Unilever. As a result of the termination, GCPL will receive a consideration of Rs. 25 crore as provided in the licensing agreement for the brand.

Commenting on the agreement, **Adi Godrej, Chairman, GCPL,** said "This agreement will help us to focus on our own brands in our core categories in line with our 3 x 3 strategy- presence in emerging markets in Asia, Africa and Latin America, through three core categories – personal wash, hair care and home care."

Mr. A. Mahendran, Managing Director, GCPL, said "Our team has done a tremendous job in nurturing the Brylcreem brand in India and Sri Lanka. Over the years, our team has created a brand value for Brylcreem in India and Sri Lanka. We wish the brand continued success".

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 Snuggy, 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. Three of our brands have been placed in 100 most trusted brands in the country.

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. As part of increasing our global footprint, we recently acquired 51% rights in the Darling Group in Africa. With acquisitions of 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, Keyline Brands in the United Kingdom, Rapidol and Kinky Group, South Africa and Godrej Global Mideast FZE, we own international brands and trademarks in Latam, Europe, Australia, Canada, Africa and the Middle East.

Godrej Consumer Products Ltd.
www.godrejcp.com
Pirojshanagar,
Eastern Express Highway,
Vikhroli, Mumbai,
400 079, India.

Disclaimer:
"Some of the statements in this communication may be 'forward looking statements' within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations."

For further information contact:

P Ganesh / Sameer Shah
Godrej Consumer Products Ltd
Tel.: +91 22 2519 4467
Fax: +91 22 2518 8040
e-mail: p.ganesh@godrejcp.com /
sa.shah@godrejcp.com

Gavin Desa / Ankit Hirawat
Citigate Dewe Rogerson
Tel.: +91 22 6645 1237 / 6645 1244
Fax: +91 22 6645 1213
e-mail: gavin@cdr-india.com /
ankith@cdr-india.com