



COLGATE-PALMOLIVE (INDIA) LIMITED

Regd. Office :
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Mumbai - 400076.
Tel. : (91 22) 67095050
www.colgatepalmolive.co.in
CIN : L24200MH1937PLC002700

February 21, 2025

The Secretary
BSE Limited
P.J. Towers- 25th floor
Dalal Street
Mumbai- 400001

Scrip Code: 500830

The Manager - Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block - G
Bandra - Kurla Complex
Bandra (East), Mumbai 400 051

Symbol: COLPAL
Series: EQ

Dear Sir(s),

Sub: Investor/Analyst Meet- Presentation

This is in furtherance to our letter dated February 17, 2025 regarding intimation of Investor/Analyst meet to be held today i.e. February 21, 2025 at 08:00 a.m. (EST). Please find enclosed herewith a presentation to be made by the Company at the said Analyst/Investor meet.

The same is also available at the website of the Company - <https://www.colgateinvestors.co.in/presentation-to-analysts>

Kindly take the same on record.

Thanking you,

Yours Sincerely,
For Colgate-Palmolive (India) Limited

Surender Sharma
Whole-time Director - Legal &
Company Secretary.
DIN: 02731373

DRIVING GROWTH FOR COLGATE INDIA

- 1.** Shifted marketing and innovation strategy back towards science-led, core and premium innovation
- 2.** Focus on expanding brushing occasions to increase consumption
- 3.** Significant increase in advertising spending

WITH ME **TODAY**

Prabha Narasimhan

EVP, General Manager India



CP INDIA OPERATES **IN A COUNTRY** **WITH TREMENDOUS POTENTIAL**



#3 Economy by 2030

~6.5-7.0%

Estimated GDP Growth 2025-30



Favorable Demographics

~200M

High & Upper-middle Income
Households by 2030



Sizeable 'New Retail'

34%

Share of Modern Trade + eCom to
Overall Retail by 2030

CP INDIA IS A **FUNDAMENTALLY STRONG BUSINESS**



Strong, Listed Business

\$8B*

Market Capitalization

24% CAGR

Shareholder Return over 45 Yrs



#1 Oral Care Brand

2.8X

Share of Market vs #2 Brand

9/10

Households Purchase Annually



Strong Execution

95%

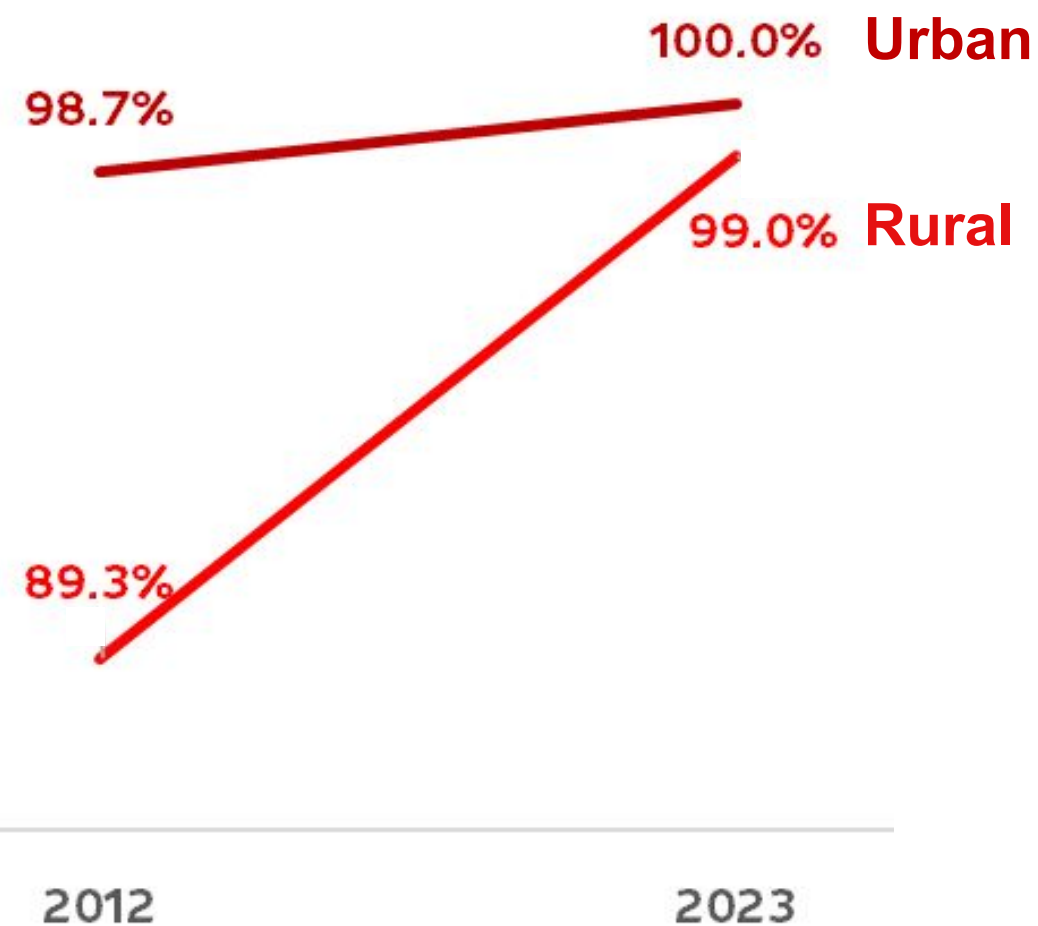
Weighted Distribution

7M

Stores with Colgate Availability

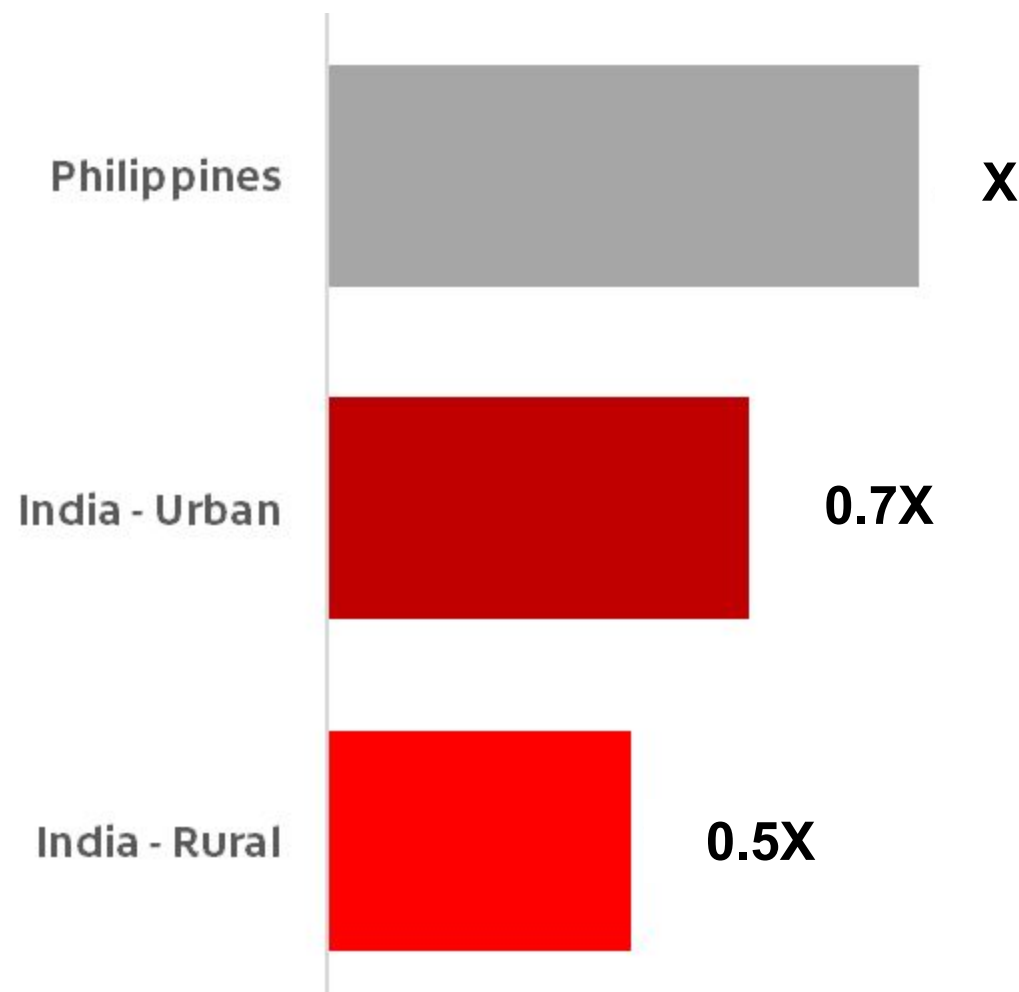
ORAL CARE IN INDIA HAS IMMENSE POTENTIAL FOR GROWTH

Universal Penetration



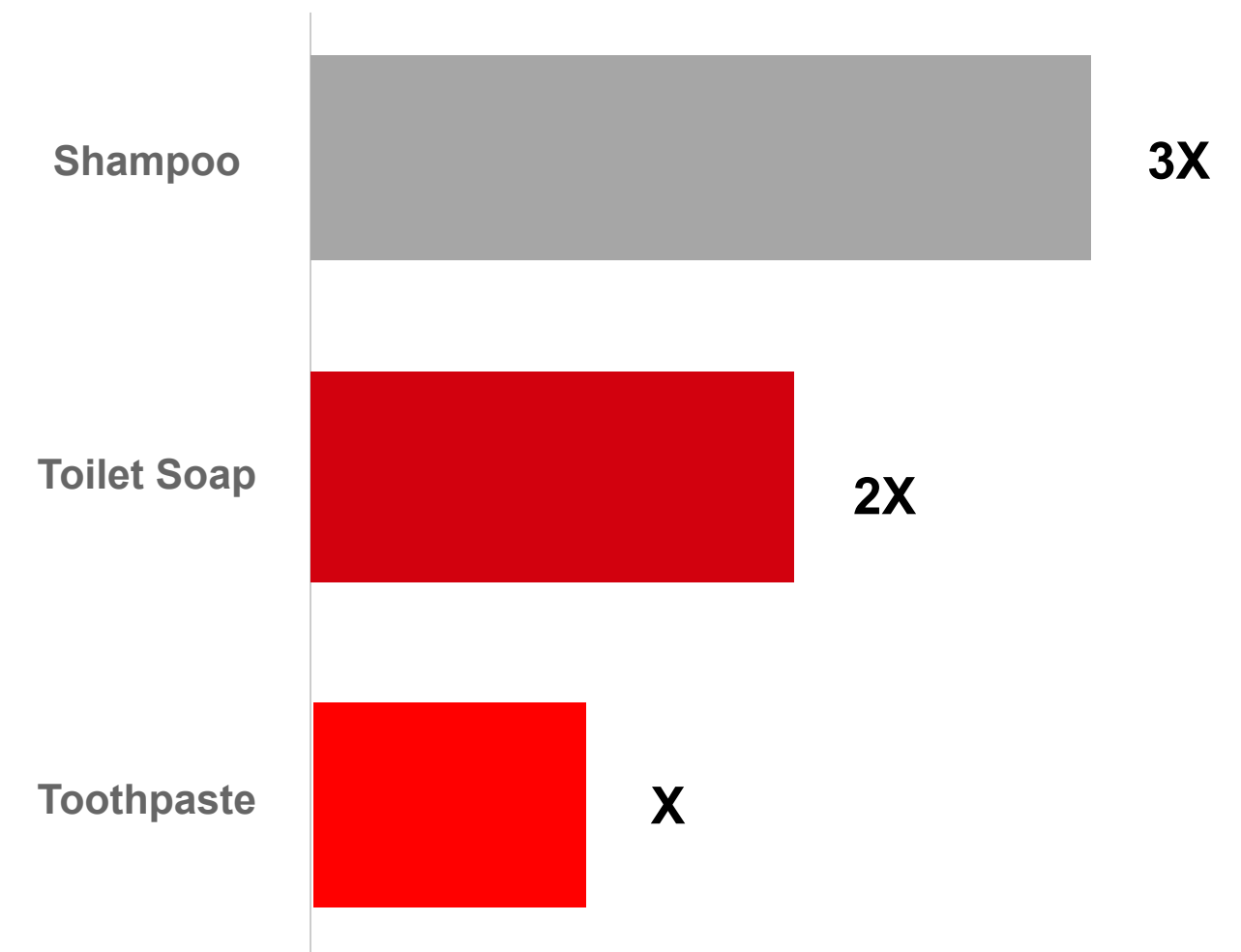
Opportunity to Increase Consumption

Per capita Toothpaste consumption (gms)



Opportunity to Increase Premiumization

% Category premiumization



INCREASING **HOUSEHOLD PENETRATION**
AND IMPROVING **BRAND HEALTH**
IN **CP INDIA**

**More
Product**

**More
People**

**More
Money**

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OPPORTUNITY TO **INSTILL THE RIGHT ORAL CARE HABITS**



80% Urban Indians do not brush 2X a day



55% Rural Indians do not brush daily



Indians change their toothbrush **once every 9 months**



MISSION

**To help people improve
their oral health
and well-being.**

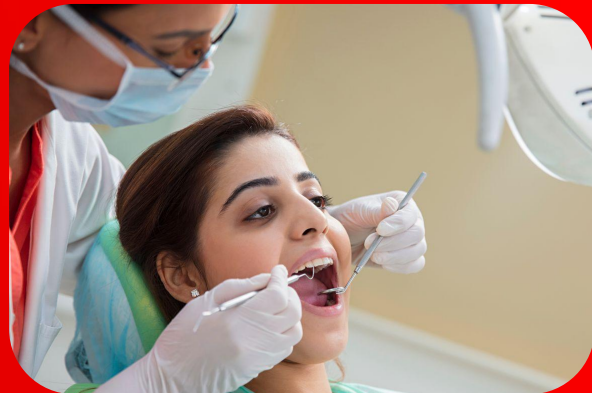


COLGATE INDIA HAS BEEN CHAMPIONING THE CAUSE FOR DECADES



Bright Smiles, Bright Futures

Foundational oral health education in schools



Dental Check-Ups

Free Dental Check-ups since 2004



Forging Government Partnerships

To include oral health as a narrative into public policy



Urban #BrushTonight

2023 Onwards
Driving behaviour change



Oral Health Movement

Always-on,
all encompassing
behaviour change efforts

INCREASING **HOUSEHOLD PENETRATION**
AND IMPROVING **BRAND HEALTH**
IN **CP INDIA**

More
Product

More
People

More
Money

MORE PEOPLE: ADD HOUSEHOLDS TO CORE THROUGH SUPERIORITY

272 M Household buy 1.2 tubes, 7 times a year = 2.3 B tubes bought annually



Drive Superiority

Superior Technology | Superior Consumer Experience | Improving Physical Availability

MORE PEOPLE: ADD HOUSEHOLDS TO CORE THROUGH SUPERIORITY

Superior Technology



Remineralizing Teeth
Ca Boost+Arginine



Winning Freshness
with Ultrafreeze



यह कॉमिकल ड्रामा है. तस्को सबको कसो जानना है. जो भागियो पसो सासोय को नादर करना इसका उद्देश्य है.



Solving Dental Problems
Salt-based Proprietary Tech



MORE PEOPLE: ADD HOUSEHOLDS TO CORE THROUGH SUPERIORITY

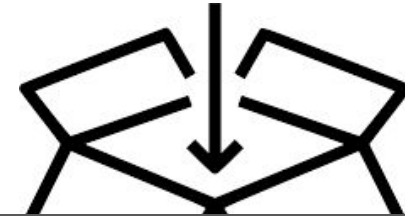
Superior Consumer Experience



Product
Superiority

87%

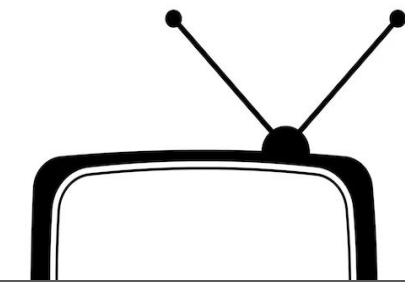
Core Brands test superior
vs
Competition



Packaging

100%

Portfolio had a packaging upgrade
To aid navigation
& win in store



Creative
Performance

95%

Tracking above norms
For ads on air

MORE PEOPLE: ADD HOUSEHOLDS TO CORE THROUGH SUPERIORITY

Improving Physical Availability



Machine Learning led recommendation for improving assortment



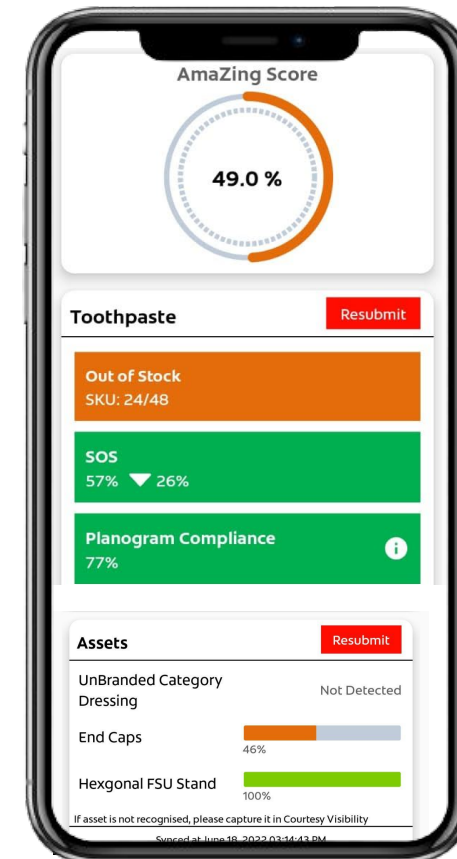
Image Recognition Based AI Model to drive visible availability

1.7M

Stores covered

30M

SKU x Store combinations Recommended every month



INCREASING **HOUSEHOLD PENETRATION**
AND IMPROVING **BRAND HEALTH**
IN **CP INDIA**

More
Product

More
People

More
Money

MORE MONEY: **SCIENCE-BACKED PREMIUMIZATION**

CP Premium Growth: 2X vs Category Growth

**Own Active Prevention
with Total**



**Create desire for Whitening
with Visible White**



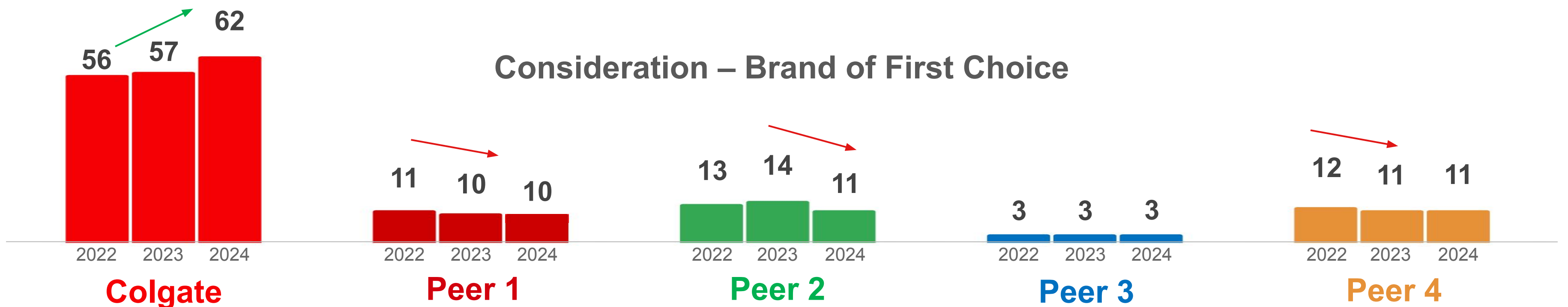
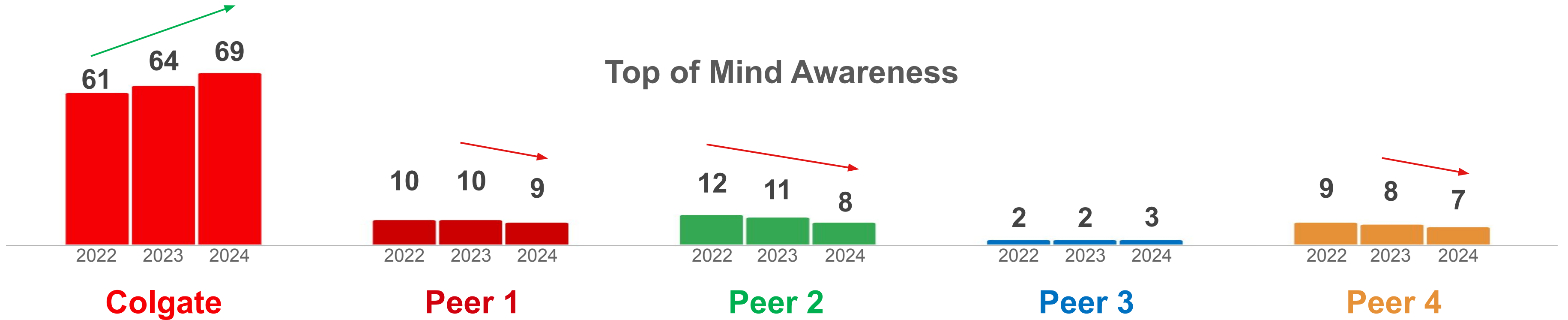
**Build Profession-led
Therapeutics**



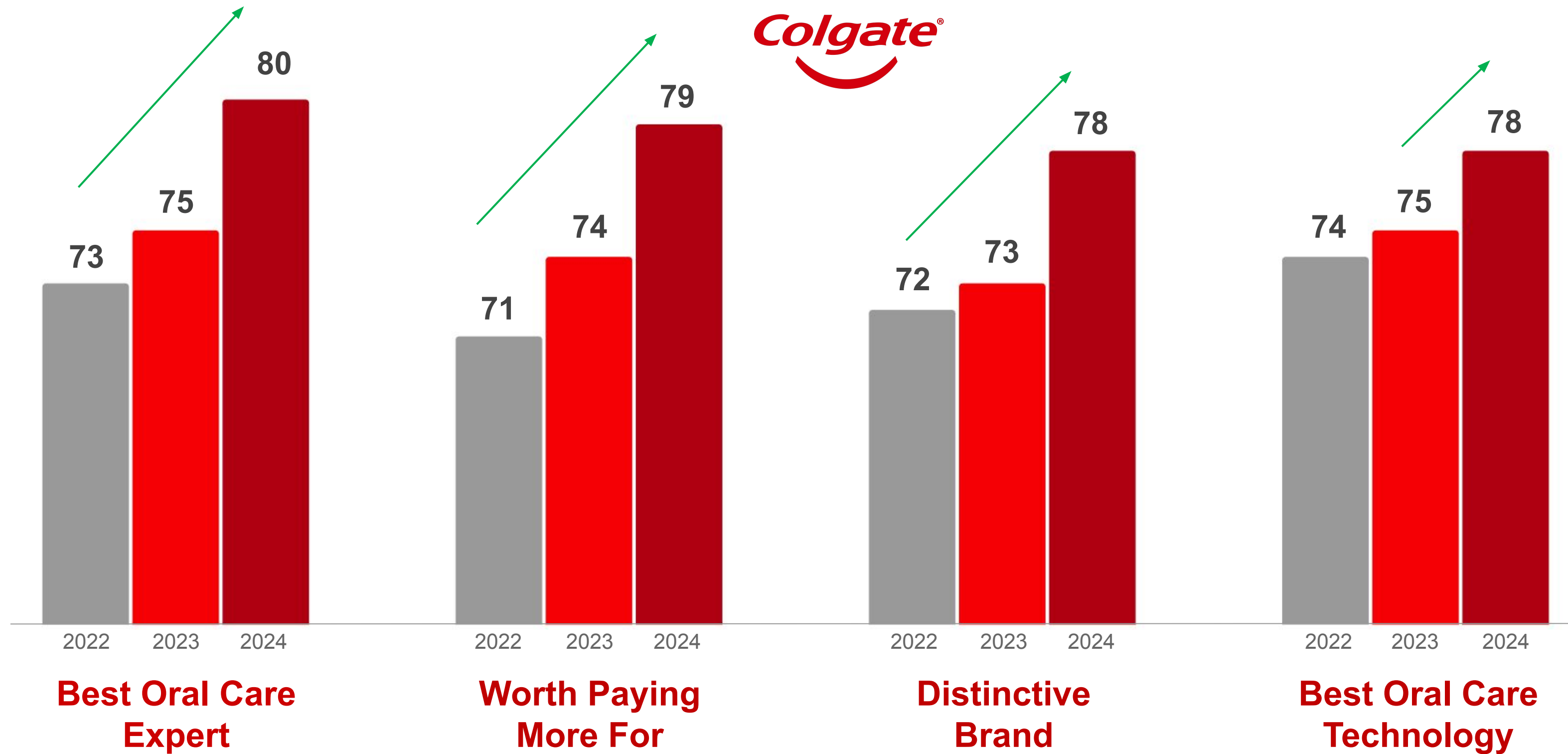
Growth Enablers

Superior Technology | Increasing investment | Strong partnership with KOLs

STRONGER & SUPERIOR BRAND HEALTH



STRONGER & SUPERIOR BRAND HEALTH



LEADING TO PROFITABLE TOP LINE GROWTH

Consistent Net Sales Growth

+8.3%

2-yr CAGR

1.7x

Net Sales growth index
vs. FMCG peers*

~ +110M US\$

added to topline in the last 2 years

Strengthening Profitability

33.0%

EBITDA to Net Sales;
+340 bps vs. 2022

1.4x

EBITDA Margin index vs.
FMCG peers*

+17.7%

Net Profit after tax - 2-yr CAGR

Note: Sector average includes top 12 listed FMCG companies

*2022-2024

INDIA - **KEY TAKEAWAYS**

- CP India has built **strong business fundamentals**
- We have tremendous **headroom opportunity on the '3 Mores'**
- **World-class execution** to drive momentum
- Deliver in our role as a **key growth engine** for Colgate-Palmolive