



COLGATE-PALMOLIVE (INDIA) LIMITED

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CIN : L24200MH1937PLC002700

August 22, 2023

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 letters dated August 7, 2023 and August 17, 2023 regarding intimation of Investor/Analyst meet to be held today i.e. August 22, 2023 at 11.00 a.m. (IST). Please find enclosed herewith a presentation to be made by the Company at the said Analyst/Investor meet.

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

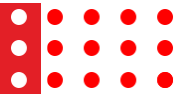
Encl: a/a



Colgate Palmolive (India) Limited
Analyst Meeting - 22nd August 2023



Analyst Meeting - 22nd August 2023



This communication, except for the historical data, may contain forward-looking statements, including words, phrases, numbers that set forth anticipated results based on management's current plans and assumptions. These statements are made on the basis of the Company's views and assumptions as of this time. The Company does not, nor does any other person, assume responsibility for the accuracy and completeness of those statements. The Company cautions investors that any such forward-looking statements are not guarantees of future performance and that actual events or results may differ materially from those statements. Actual events or results may differ materially because of factors that affect international businesses and global economic conditions, as well as matters specific to the Company and the markets it serves. The Company based on any of the above factors is free to modify, amend, alter or take necessary corrective changes in such manner that the forward-looking statements contained herein may alter, and the Company undertakes no obligation to update these statements whether as a result of new information, future events or otherwise, except as required by law or by the rules and regulations.



**Let's talk
about**

The Immense Opportunity

State of the Business

Growth Pillars

Financial Results

Category Volume and Premiumization



20%

Urban Households
brush twice a day

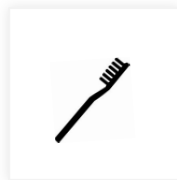
55%

Rural Households do
not brush daily

86%

Category below 110 ASP
Index

Brush Replacement



Urban ~ Once every **6 months**
Rural ~ Once every **15 months**

78%

Category below
INR 40

Category Volume and Premiumization



20%

Urban Households
brush twice a day

55%

Rural Households do
not brush daily

86%

Category below 110 ASP
Index

Brush Replacement

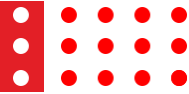


Urban ~ Once every **6 months**

Rural ~ Once every **15 months**

78%

Category below
INR 40



75%

Urban population

**Believe their teeth are in
excellent condition**



89%

Urban population

**Actually suffer from some
oral health issues**



9% of India's population visits a dentist every year



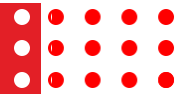
**Let's talk
about**

The Immense Opportunity

State of the Business

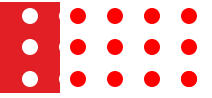
Growth Pillars

Financial Results

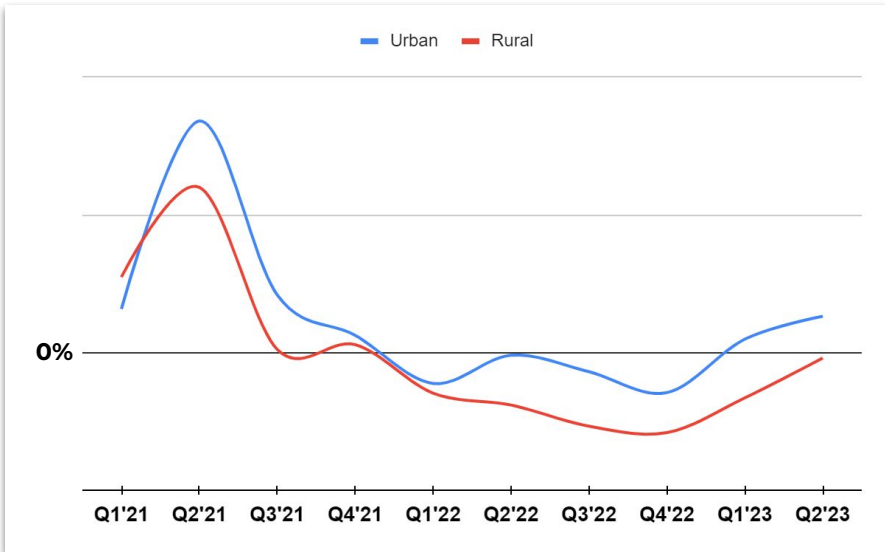


- **External**
 - Recovery in category volume, green shoots in certain rural markets
 - Green shoots in rural consumption
- **Internal**
 - Superior products, communication & robust CD fundamentals leading to momentum
 - Margins strengthening with pricing, softening of input costs
 - Doubling down on our Digitisation & ESG Strategy

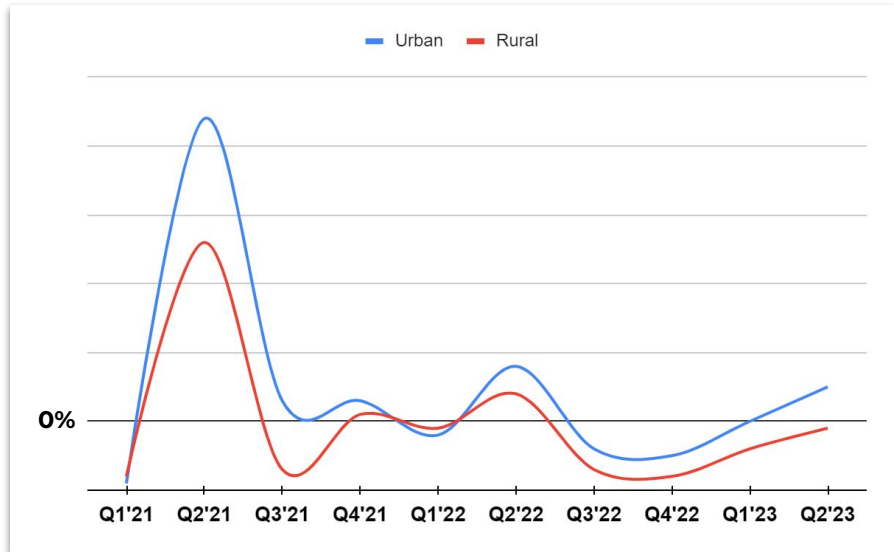
Recovery in category volume growth, led by Urban



Toothpaste Vol Growth %



Toothbrush Vol Growth %



Source: Nielsen U+R (TT+MT)





**Let's talk
about**

The Immense Opportunity

State of the Business

Growth Pillars

Financial Results

Strategy in Action: Growth Pillars



Strategic Pillars

Lead Toothpaste Category

a) Volume
b) Grow Core

Premiumize through Science Based Superior Innovation

Lead Category Growth in Toothbrush & Devices

Build Personal Care

Enablers

Superior Science backed Products

Driving Financial Efficiency

Digital at the Core

Organizational and People Capabilities

Environment, Social, Governance (ESG)

Proactive Health: Colgate Strong Teeth



Unique Arginine Technology
2X Remineralization of Teeth



Double digit Net Sales Growth



**+200K Total Distribution Points
(TDP) post relaunch**

New Campaign: Positive Conversation



Best in class communication

Rural Amplification: 7000+ villages



colgatein • Original audio

पेस्ट ही नहीं, पोषण है यह।

Liked by rajatpaul07 and 612 others

colgatein Presenting the New Colgate Strong Teeth! Jisme hai Arginine + Calcium Boost jo de daanton ko poshan aur banaye 2x stronger. Kyunki Sirf Paste Hi Nah, Poshan Hai Yeh!

#ColgateStrongTeeth #DaantonkaPoshan

View all 62 comments

15 May • See Translation

Strong Teeth, Strong Brand: Colgate Shows Why It Stays On Top

Colgate
"Colgate Strong Teeth"

पेस्ट ही नहीं, पोषण है यह।

Watch on YouTube

With a staggering market share of almost 80%, Colgate is almost synonymous with toothpaste in India. This latest ad from the brand shows why Colgate retains such a powerful market position. It doesn't rest on its 90-year heritage. The brand is always paying attention to Indian trends and market needs.

On the surface this is an entertaining sketch of a grandmother and grandchild, but look deeper and the themes in the ad are strongly relevant to the current Indian oral care market.

First, a summary for readers outside India -

A grandmother endorses the new Colgate Strong Teeth brand. The narrator is amused - what does she need strong teeth for at her age, she implies. But it's not just for her - the brand strengthens the teeth of her "cutting machine", i.e., her grandchild, who we see tearing open a packet of milk with her teeth in one swipe and using them to clean and strip sugar cane in another. Finally, the child's cutting goes too far as she snags her grandmother's knitting wool!

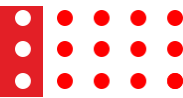
Ashutosh Trivedi • 2nd
Associate Vice President - Marketing at Reliance Nippon Life Insurance

Wow! #Colgate, you've truly outdone yourselves! Kudos to the team for creating this captivating #ColgateStrongTeeth ad that leaves us in awe.

This is advertising at its finest - a breath of fresh creativity in the world of oral care! 🌟👍🔊



Pleasurable Experience: Colgate MaxFresh



Superior freshness technology
v/s eyeball competition



+470 BPS increase in HH Penetration



2X Faster Growth than Market

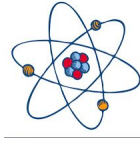
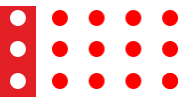


Amplified commercial investment
behind winning mix

Source : Internal data, Kantar Panel



Proactive Health: Colgate Total



Powerful Dual zinc + Arginine formula
Prevents all dental problems*



125+ Patents globally



Double digit growth



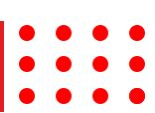
Strong Commercial Grid
Demand generation, New LX

Source : Internal data

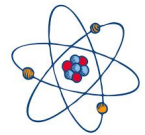
*Refers to common 8 dental problems with respect to mouth, teeth, cheek and gums



Winning with Profession



Strong connect with the profession
Built over 80+ years



Specially curated portfolio

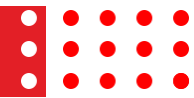


Digital first connects
Dentist First, Metaverse Masterclass

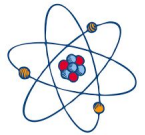
Source : Internal data, Nielsen



Drive Toothbrush Category Growth



Leadership position in the category



Superior portfolio across price tiers



Premiumisation focus to drive growth

Source : Internal data, Nielsen





Nascent Category, Scope to Grow
Penetration of Body Wash - 2% AI (U+R)



Strong brand equity, built over 73 years
2 out of 3 brand aware



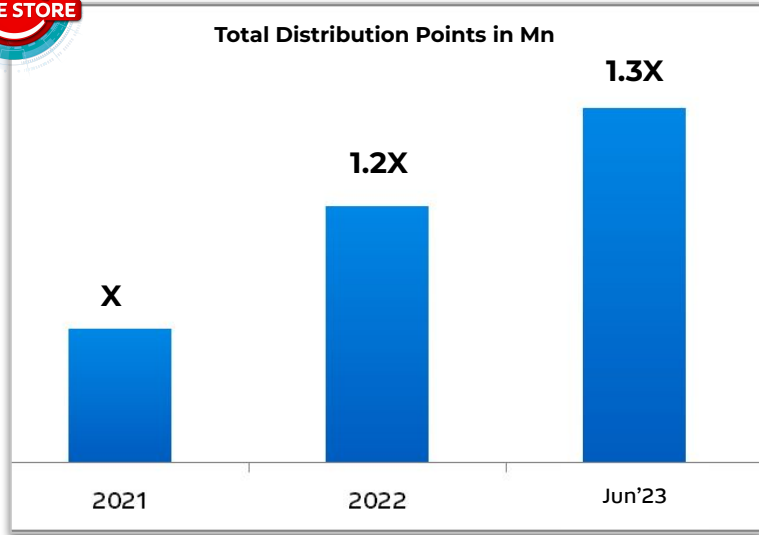
Wide Global Portfolio to choose from

Strong CD fundamentals

Distribution Strength



Assortment Score

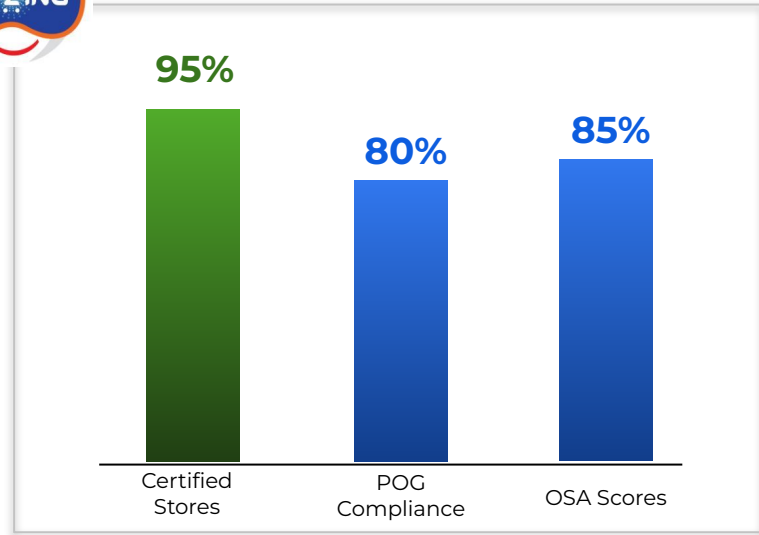


Smile stores nos vs 2021

Perfect 5P in Modern Trade



IR based AI Tech Solve

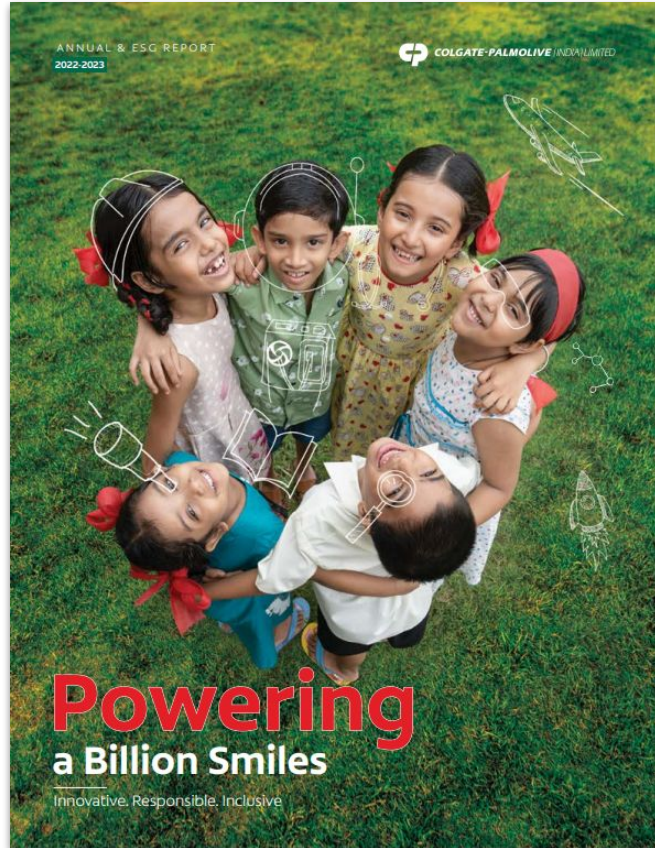
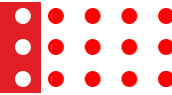


Certified Stores growth in Q2 vs Q1'23
POG compliance and OSA nos vs Q4'22

Reduction in Distributor Inventory



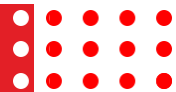
Source : Internal data - Days of distributor inventory



ESG Report

- Released to investors on 28 June 2023
- Second consecutive ESG Report
- Adhering with SEBI's BRSR requirement and GRI 2021 Standards

Our ESG Highlights



Ahead of peer FMCG in women representation



TRUE

TRUE®

certification for zero waste for all 4 CPIL plants



Water positive

Goa and Sri City plants



80%

recyclable packaging** used for our products, at all 4 CPIL plants



awarded to Sanand plant for energy efficiency



Pioneered

Recyclable

100% Tubes by Exit'24



80%

less plastic waste generated from **KEEP*** toothbrush that has a reusable metal handle



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Growth Pillars

Financial Results

Net Sales

1315 Cr.: +10.8% ; Domestic +12.3%

Strong Profit To Sales
20.8%

High Gross Margins
68.2%

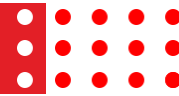
PBT +33.1%
PAT +30.5%

Continue to Invest in Brand Building
13.8%

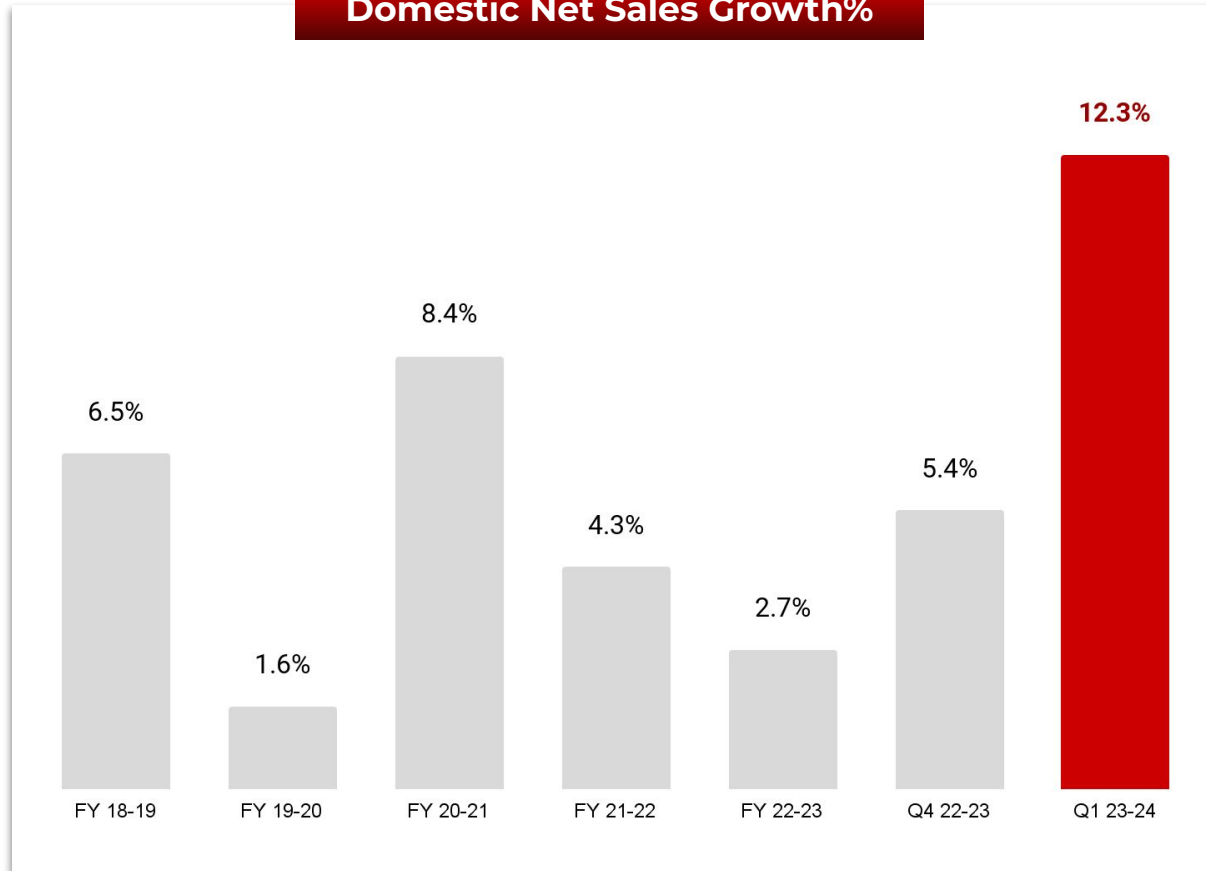
Controlled Overhead Expenses

Jun'23 Quarter

Improvement in Net Sales Growth



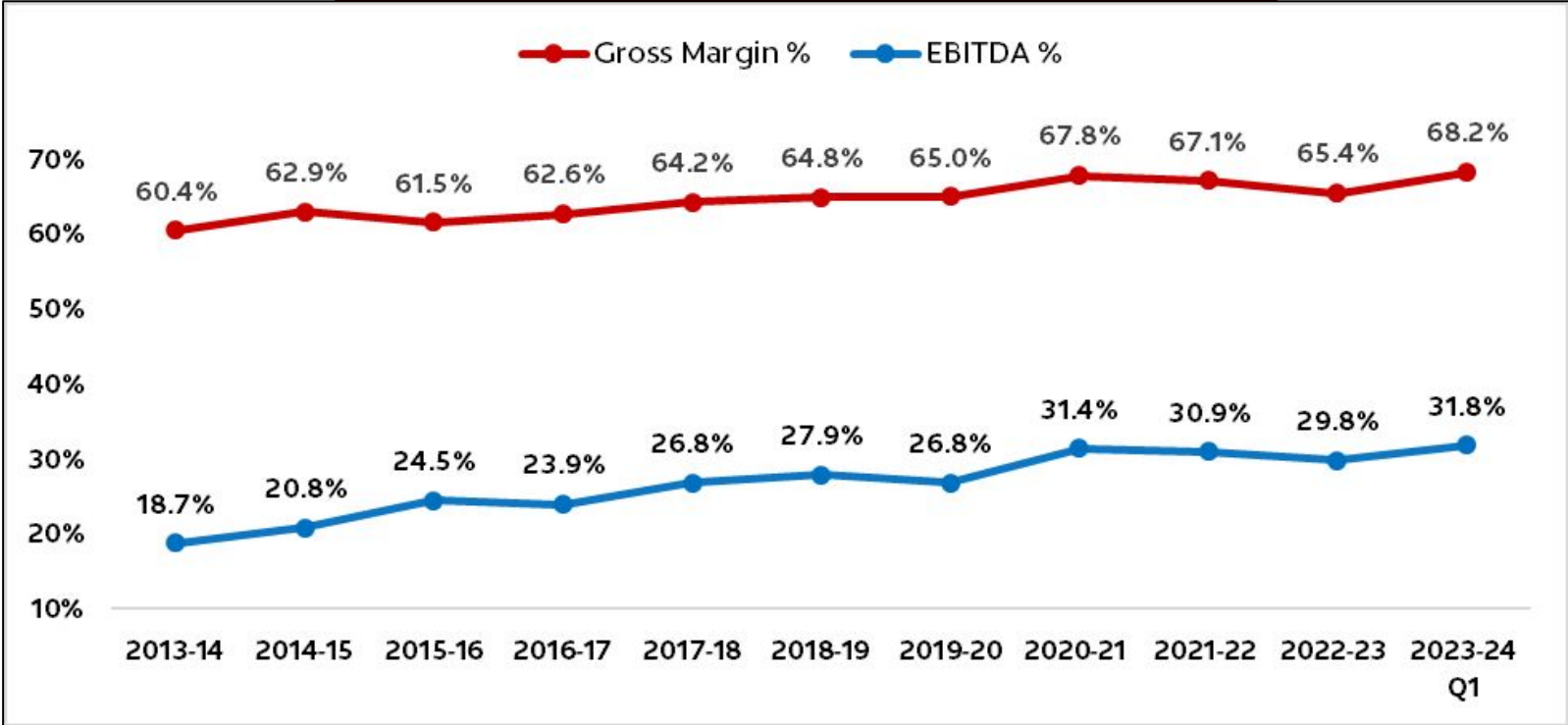
Domestic Net Sales Growth%



Strong Trends on Margins



Gross Margin and EBITDA Trend



Source : Internal data



Enhancing Shareholder Value

Working Capital



-32 days

Cash from Operations



1,176 cr

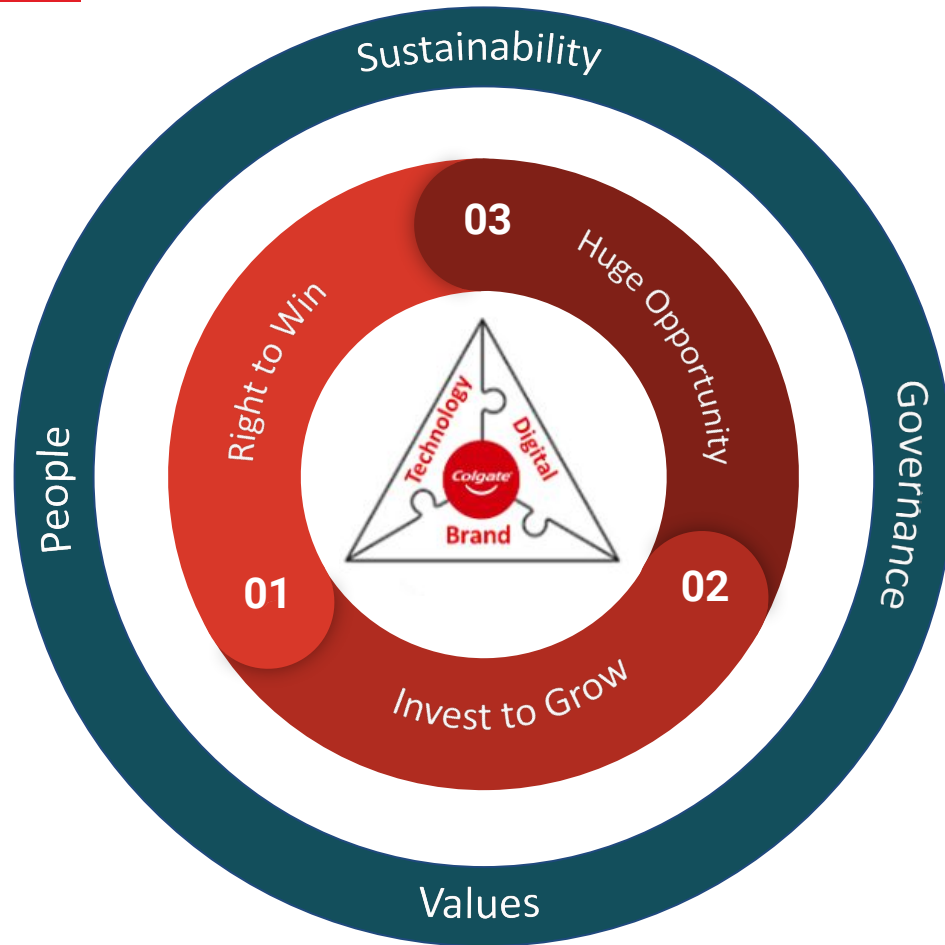
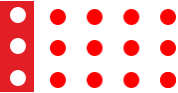
ROCE



84%

Shareholder Value - CAGR 23% since IPO

Our Vision



Colgate[®]

Thank You

