

December 19, 2023

**BSE Limited**

Corporate Relations Department  
Phiroze Jeejeebhoy Towers, 25th Floor, Dalal Street,  
Fort, Mumbai - 400 001  
Scrip Code: 532424

**The National Stock Exchange of India Ltd**

Exchange Plaza, 4<sup>th</sup> Floor, Bandra-Kurla Complex,  
Mumbai 400 050  
Symbol: GODREJCP

Dear Sirs,

**Subject: Investor and Analyst Presentation**

We attach herewith the presentation for today's Investors and analysts meet.

You are requested to take the above information on your record.

Thank you.

Yours faithfully,  
**For Godrej Consumer Products Limited**

**Rahul Botadara**  
**Company Secretary & Compliance Officer**



Godrej | CONSUMER PRODUCTS

# Godrej Consumer Products Ltd.

December 19, 2023



# Disclaimer

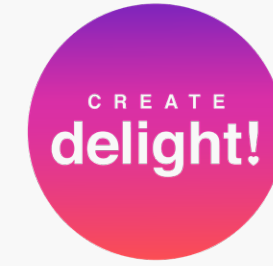
Some of the statements in this communication may be forward looking within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure,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

# Our strategic narrative

## OUR PURPOSE

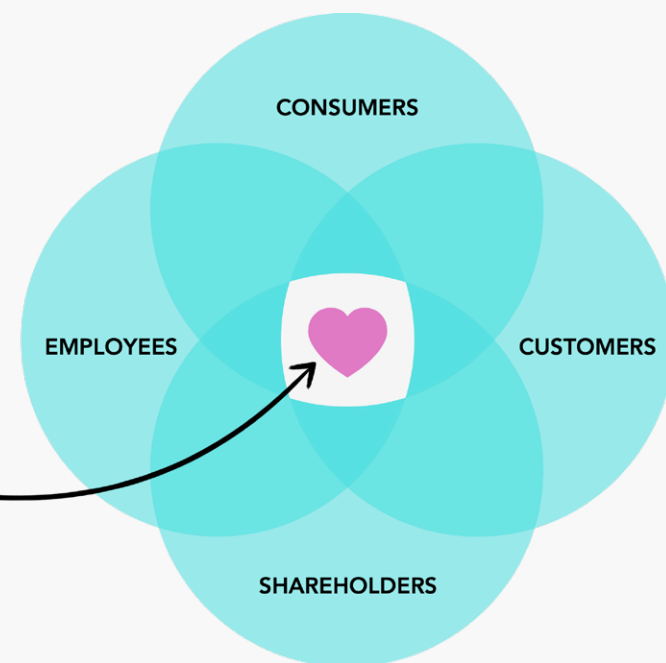
Bringing the goodness of health and beauty to consumers in emerging markets

## OUR VALUES



## OUR VISION

Delight 2 billion consumers by 2027



## OUR STRATEGY

Lead through category development



Funded by simplification



People and Planet alongside Profit



## OUR OPERATING PHILOSOPHY

- 1 Less is more; Much less is much more
- 2 Consumer first, Business second
- 3 Think local, Act global
- 4 Tomorrow before today
- 5 Better from within, Different from outside

## OUR MEASURES

- 1 Market beating UVG
- 2 More spends on brands, Less on cost to serve
- 3 More automation, Less working capital
- 4 More diversity, Less environmental impact

## THE GCPL WAY

A manual of prescriptive guidelines to help in our day-to-day operations  
The bedrock of our capability development programme

# Our strategy



**Lead through category development**



**Funded by simplification**



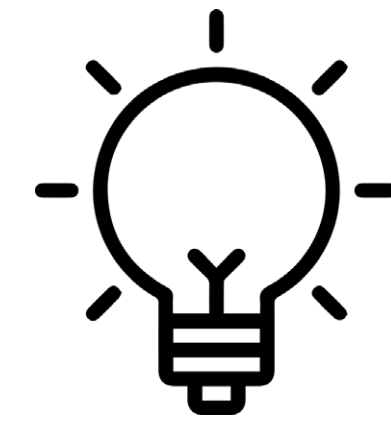
**People and planet alongside profit**

# CATEGORY DEVELOPMENT

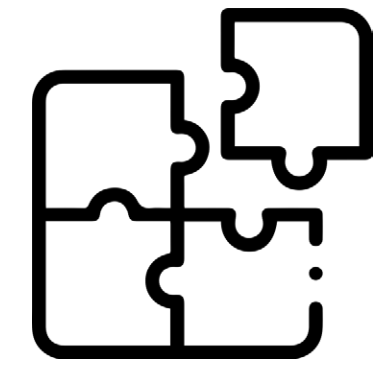
# Category Development



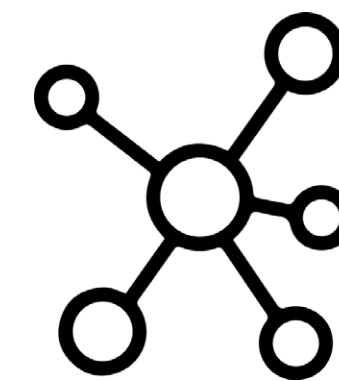
**Lead through category development**



**Develop innovative products**



**Build relevance**



**Drive accessibility**



**Generate trials**

# In India, we are expanding our TAM into faster growing categories

## Household Insecticides



## Fast-growing categories



## Personal Wash





# RCCL integration largely completed; investing for growth

- Integration largely completed; cost synergies flowing from 2HFY24
- Consumer focused investments behind working media increased by 5-8X
- On track to achieve full-year ambition



PARK AVENUE

PARK AVENUE  
Original Collection

GOOD MORNING  
FRAGRANCE BODY SPRAY  
WAKE UP

UPTO  
**24** HR  
INTENSE  
FRAGRANCE\*

**SPRAY KAR  
AAGE BADH**

\*जुलाई 2022 में जाँच स्थितियों के तहत किए गए अध्ययन रिपोर्ट पर 3

The advertisement features a vibrant scene of a crowd at a night event, with a man in the center having his arms raised in celebration. A bottle of Park Avenue Good Morning fragrance is prominently displayed on the left. The text 'UPTO 24 HR INTENSE FRAGRANCE\*' is written in a stylized font, and 'SPRAY KAR AAGE BADH' is written in large, bold letters. The Park Avenue logo is visible in the top left corner.



Kama Sutra

**MAKE LOVE  
LIKE NEVER BEFORE**

longlast

longlast

The advertisement shows a purple box of Kama Sutra Longlast fragrance. The box features the Kama Sutra logo and the word 'longlast' in a stylized font. The background is a blurred image of a person in a dark setting. The text 'MAKE LOVE LIKE NEVER BEFORE' is written in large, bold letters. The Kama Sutra logo is visible in the top left corner.

# Indonesia business to continue driving strong growth

Go-to-market transformation completed

Continue growing core

Rollout global mixes that have seen success



# In Rest of World, we will focus on profitable growth

Continue growing Hair Care across Africa

Accelerate growth in key markets

Rollout global FMCG categories – HI, Air etc.



**FUNDED BY  
SIMPLIFICATION**



**Funded by  
simplification**

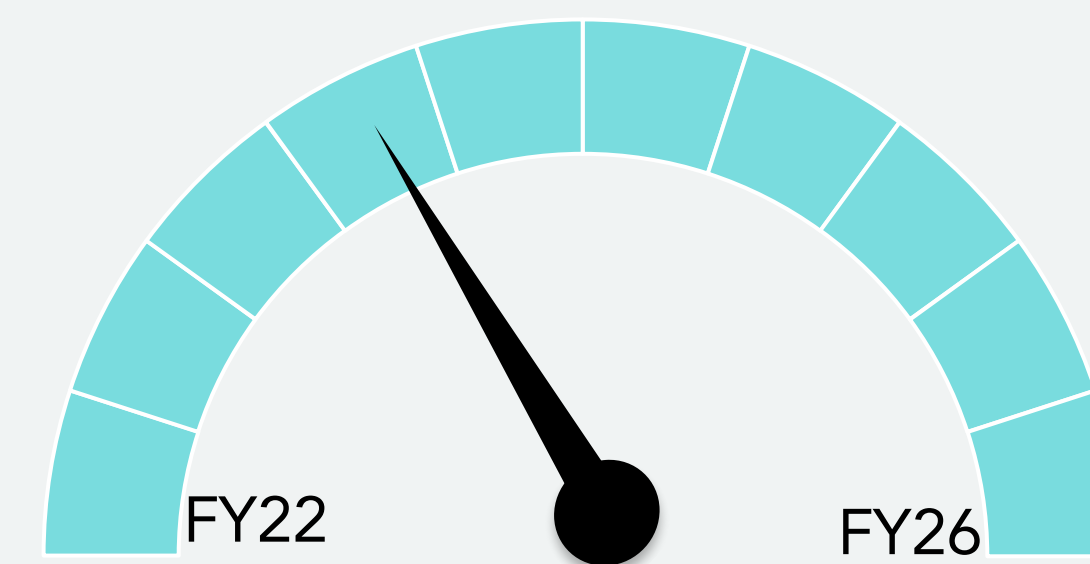
# Simplification

SKU  
rationalisation

Business model  
optimisation

Changes in  
organisational  
structure

Optimising  
manufacturing  
footprint



**Cost savings of ~400 bps**



**Funded by  
simplification**

# Business model optimisation

Simplifying operations to a Royalty model in select markets (largely in East Africa)

Likely to be implemented by Q4 FY24

Expect profitability to improve in the medium term

**Annualized**

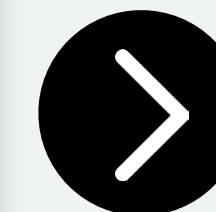
**~500** Crore  
Revenue

**~0**  
PAT#

**FY25**

**0**  
Revenue

**~50** Crore  
PAT#



# DIVIDEND POLICY

# We have announced a dividend policy going forward

## Outlook

We will strive to maintain a steady stream of dividend

---

Expect the dividend payout ratio to average ~50% (range +/- 20%) of the annual Profit After Tax of the Company



# Contact Us

## **Institutional investors**

Vishal Kedia

Email: [vishal.kedia@godrejcp.com](mailto:vishal.kedia@godrejcp.com)

Tel: +91 22 2519 5721

## **Retail investors**

R Shivshankar

Email: [r.shivshankar@godrejcp.com](mailto:r.shivshankar@godrejcp.com)

Tel: +91 22 2519 4359

