

PRESS RELEASE

Godrej Consumer Products Limited (GCPL) to buy 100% equity stake in Frika Hair (Pty) Limited, a South Africa based hair extensions company, further consolidating its presence in the South African market

06 January, 2015. Mumbai, India: Godrej Consumer Products Limited (GCPL) today announced that it has entered into an agreement with Frika Hair (Pty) Limited, for the acquisition of 100% equity stake in its hair extensions business in South Africa. Frika Hair (Pty) Limited enjoys a premium position in the South African market. It has particular strengths in the Western Cape, Eastern Cape and Gauteng, and is the market leader in key accounts in organised retail. In 2014, net sales of the company was approximately ZAR 73 million. This acquisition helps GCPL in consolidating its presence in the hair extensions market in South Africa.

Commenting on the acquisition, Vivek Gambhir, Managing Director, GCPL, said:

"We are delighted to add the Frika brand to our hair extensions portfolio in Africa. With its quality range of premium hair extensions, the Frika range of hair extensions provides a strong complementary addition to our Darling masstige portfolio. This acquisition reflects our continued commitment to scaling up our presence in Africa and providing African consumers with a wide range of superior quality products at affordable prices. We remain very excited by the tremendous potential of the African market and look forward to further building our business."

- Frika Hair (Pty) Limited, a hair extensions company, enjoys a premium positioning in the South African market. It has particular strengths in the Western Cape, Eastern Cape and Gauteng, and is the market leader in key accounts in organised retail.
- With a quality product range that includes braids, synthetic weaves, human hair weaves and wigs and hair-pieces, Frika Hair (Pty) Limited has built up a significant market presence and wholesale distribution capability in South Africa.
- The Frika Hair (Pty) Limited range will be a strong complementary addition to GCPL's masstige portfolio under the Darling brand.
- GCPL's Africa business currently has annualised revenues of USD 200 million.
- This move is in line with GCPL's global 3 x 3 strategy, targeting strong regional assets in the emerging world.

ABOUT FRIKA HAIR (PTY) LIMITED

Frika Hair (Pty) Limited was established in 1997 and operates out of Cape Town, South Africa. Its product range includes braids, synthetic weaves, human hair weaves and wigs and hair-pieces. Frika has built up a significant market presence and wholesale distribution capability and enjoys a premium positioning in the South African market. It has particular strengths in the Western Cape, Eastern Cape and Gauteng, and is the market leader in key accounts in organised retail. In 2014, net sales of the company was approximately ZAR 73 million.

ABOUT GODREJ CONSUMER PRODUCTS LIMITED

Godrej Consumer Products Limited is the largest home-grown home and personal care company in India. We are constantly innovating to delight our consumers with more exciting, superior quality products at affordable prices.

We have bold ambitions and are becoming more agile and future ready. We rank number 1 in hair colour, household insecticides and liquid detergents and number 2 in soaps. In India, you grow up with our brands - Good knight, Cinthol, Godrej Expert, Godrej No. 1 - and we are now on our way to becoming an emerging markets FMCG leader.

In line with our 3X3 approach to international expansion, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care). In 2010, we acquired the Indonesia based Megasari group, a leader in household insecticides, air fresheners and baby care. With the acquisition of Rapidol and Kinky in South Africa, and the Darling Group, a leading pan-Africa hair care company, we have a strong presence in the fast growing African hair care market. We acquired the Issue and Argencos groups in Argentina, leaders in hair colour, in 2010, and expanded our footprint to Chile through the acquisition of a 60% stake in Cosmetica Nacional. The UK based Keyline Brands, which we acquired in 2005, plays in hair and personal care. We also have a business in the Middle East and a strong presence across SAARC countries.

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PRESS ENQUIRIES

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