

Godrej Consumer Products Ltd.  
Regd. Office : Godrej One,  
4th Floor, 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  
CIN : L24246MH2000PLC129806

February 17, 2016

**BSE Limited**

Corporate Relations Department  
1st Floor, Rotunda Bldg., P.J. Towers, Dalal Street,  
Mumbai 400 023.

**The National Stock Exchange of India Ltd**

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

Dear Sirs,

We enclose herewith summarized information on the Company broadly detailing our geographical presence, products, strategies, key financial indicators etc. for your information.

This is also being simultaneously uploaded in our website.

**Yours Faithfully**

**For Godrej Consumer Products Limited**



**V Srinivasan**

**Chief Financial Officer & Company Secretary**

Encl: as above



## About Us

Godrej Consumer Products is an emerging markets FMCG leader with a presence in three categories (home care, hair care and personal care) across three emerging markets (Asia, Africa and Latin America). Our aim is to delight our consumers with superior quality, world-class products at affordable prices.

We rank among the largest household insecticides and hair care players in emerging markets. In household insecticides, we are the leader in India, the second largest player in Indonesia and are now expanding our footprint in Africa. We are the leader in hair extensions in Africa, the number one player in hair colour in India and among the leading players in Latin America. We rank number two in soaps in India and are the number one player in air fresheners and wet tissues in Indonesia.

As part of the 118-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we have exciting and ambitious growth plans and are becoming more agile.



**INR 8,242 crores\***  
turnover



**\$ 6.8 billion\*\***  
Market Capitalisation



**47% revenues\***  
from international business

## 7 Pillars of our strategy

#1

Extending **leadership** in our core categories in India



Capitalising on **international growth potential**



Accelerating **innovation** and **renovation**



Building a **future ready sales system** in India



Making our **global supply chain** best in class



Building an **agile** and **high performance culture**



Reinforcing our commitment to **Good & Green**

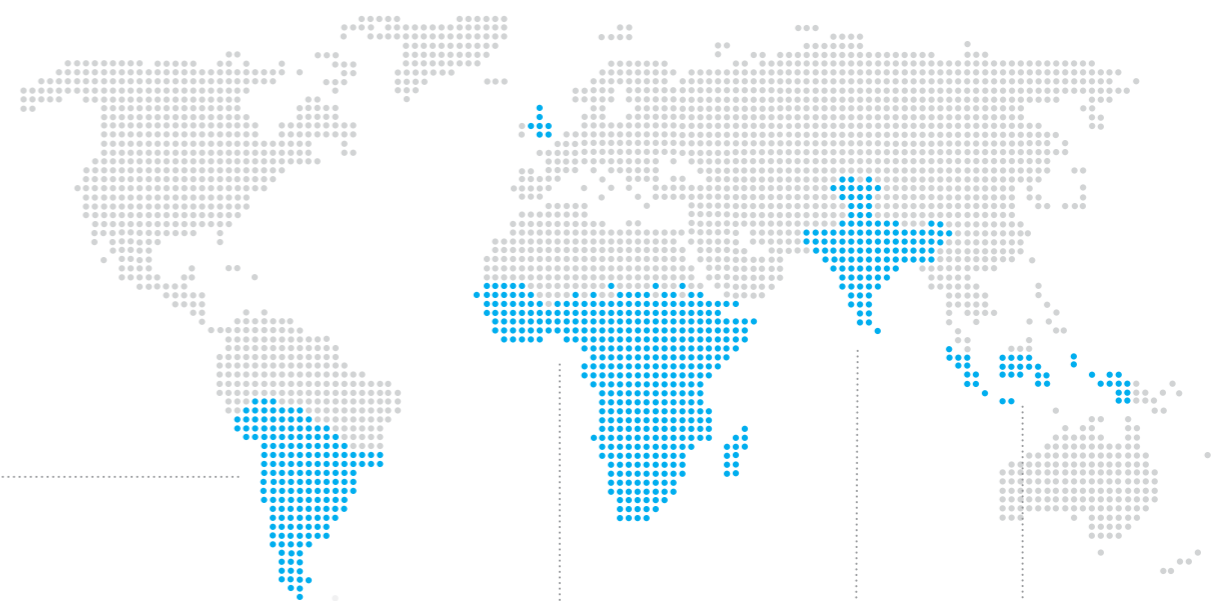
“Overall, our focus will be on sustaining and extending leadership in our core categories. We are investing for the longer term and accelerating the pace of new product launches, to capitalise on the uptick in demand. I am confident that with our clear strategic focus, differentiated product portfolio, superior execution and top-notch team, we will continue to deliver industry-leading results in the future.”

**Adi Godrej**  
Chairman, Godrej Group

\* FY 2015  
\*\* as on 31 December 2015

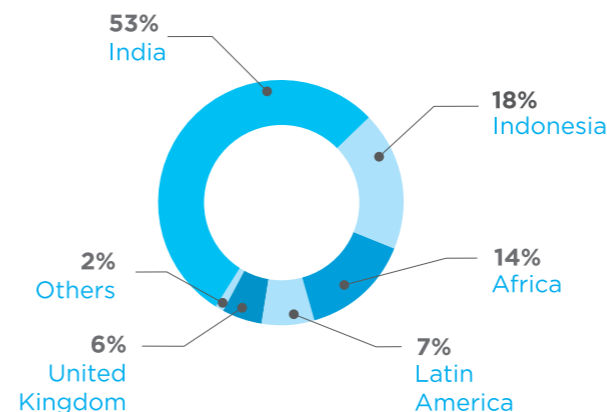
## We have a growing international presence

Our leading market positions

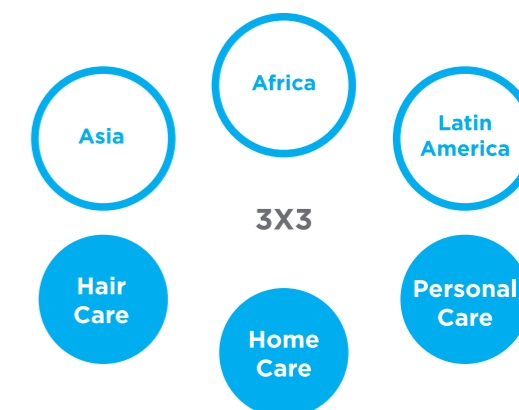


Region	Rank	Product Category
Latin America	2	Hair colours (Argentina and Chile) Depilatory products (Chile)
Latin America	3	Colour cosmetics (Chile)
Sub Saharan Africa	1	Ethnic hair colours and hair extensions
India	1	Hair colours Household insecticides Liquid detergents
India	2	Soaps
Indonesia	1	Air fresheners Wet wipes
Indonesia	2	Household insecticides

Sales Breakup FY 2015



We follow a **3x3 strategy** for international expansion; a presence across 3 emerging geographies in 3 categories



## Key Acquisitions



## Innovation is a key driver of our strategy

We are doing a lot of experimentation and prototyping and using design-driven thinking to come up with bigger, better and faster innovations. We are also actively cross-pollinating ideas and technology across our geographies.

We are ranked on  
**Forbes'**  
list of The World's Most Innovative Growth Companies 2015, for the second time in a row.

### India



#### Good knight Fast Card

A disruptive, one rupee, paper-based mosquito solution



#### Godrej Expert Rich Hair Crème

The first ever hair crème in a sachet



#### Cinthol

Refreshed range and proposition around 'Alive is awesome'



#### Godrej aer

A delightful new range of air fresheners



#### Godrej protekt

A new health and wellness platform with hand sanitizers, handwash and anti-mosquito spray



#### BBLUNT

A new premium hair care range to prep, style and transform

### Africa



#### DARLING®

#### Darling

New styles in our leading range of dry hair products



#### Aliyana

A new range of wet hair products

### Indonesia



#### Hit One Push

A special concentrate aerosol; just one push for protection for an entire room



#### Stella Daily Freshness

A unique air freshener membrane format for the car and home

## Board of Directors



**Adi Godrej**  
Chairman,  
Godrej Group



**Vivek Gambhir**  
Managing Director



**Nisaba Godrej**  
Executive Director



**Nadir Godrej**  
Non-Executive  
Director



**Jamshyd Godrej**  
Non-Executive  
Director



**Tanya Dubash**  
Non-Executive  
Director



**Aman Mehta**  
Independent  
Director



**Bharat Doshi**  
Independent  
Director



**D. Shivakumar**  
Independent  
Director



**Ireena Vitthal**  
Independent  
Director



**Narendra Ambwani**  
Independent  
Director



**Omkar Goswami**  
Independent  
Director

## Key Financial Indicators

	FY15		FY12-FY15		9MFY16	
	(INR crores)	Growth y-y (%)	CAGR (%)	(INR crores)	Growth y-y (%)	
Net Sales	8,242	9	19	6,691	9	
Organic constant currency sales growth	—	12	16	—	11	
EBITDA	1,369	16	16	1,181	20	
EBITDA margin (%)	16.6	—	—	17.6	—	
Net profit	907	19	8	809	26	

	FY12	FY13	FY14	FY15	1HFY16
EPS (INR)	22.34	23.39	22.32	26.65	14.28
DPS (INR)	4.75	5.00	5.25	5.50	2.00
Net Debt/Equity (x)	0.44	0.48	0.41	0.39	0.41
ROE (%)	25.9	24.0	20.1	21.0	24.2
ROCE (%)	17.4	16.0	17.2	18.4	20.9
Operating ROCE* (%)	56.1	47.6	60.4	59.3	73.8

\* adjusted for Goodwill, Trademarks and Brands

Website [www.godrejcp.com](http://www.godrejcp.com)

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