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CIN : L24246MH2000PLC129806

March 1, 2016

The Bombay Stock Exchange 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, 4th Floor,
Bandra-Kurla Complex, Mumbai 400 050

Scrip Code : 532424

**Fax Nos : 22723121/ 22722037 /
22722041/ 22722061/
22722039 /2272 3719**

Fax No 26598237/38

Dear Sirs,

Sub: Update on Cinthol Deostick launch

We enclose herewith a communication which is self explanatory.

Yours Faithfully,
For Godrej Consumer Products Ltd

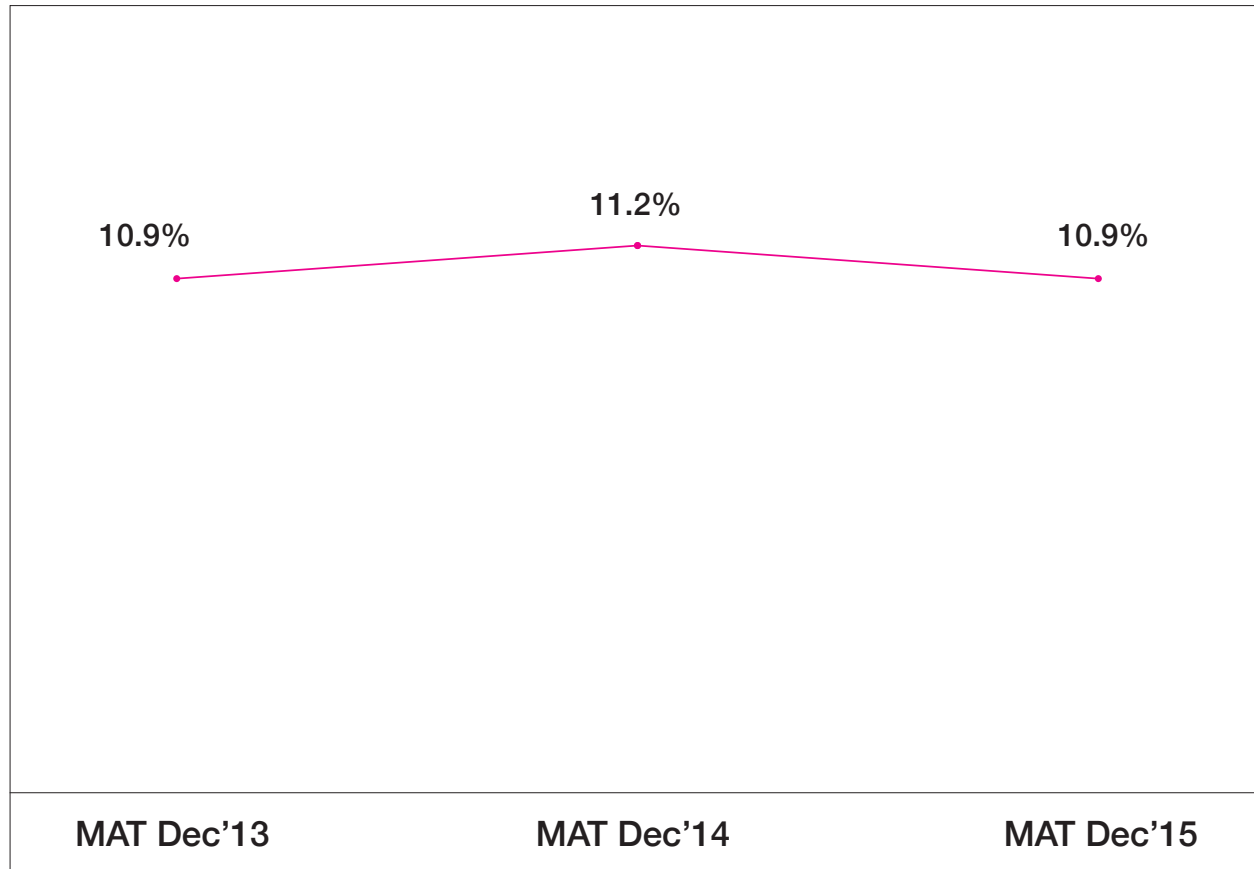


V Srinivasan
Chief Financial Officer & Company Secretary



CINTHOL DEOSTICK
deoreborn

March 2016



DEO SPRAY PENETRATION

“With just 11% penetration in India, the **DEODORANT** segment provides **HUGE** opportunity.”

Current reasons for Non-Usage

LONGEVITY

Most deodorant fragrances last less than 2-3 hours.

SKIN IRRITATION & BURNING

40%
consumers claim they are allergic to deodorant.

VALUE FOR MONEY

Too heavy on youngster's pocket.

Perfume Body Spray : Rs. 250

Deo Sprays : Rs. 195

Roll Ons : Rs. 90- Rs. 155

Presenting
CINTHOL DEOSTICK



Men's Range



Women's Range

3X long lasting* | soft on skin**



deoreborn
CINTHOL DEOSTICK

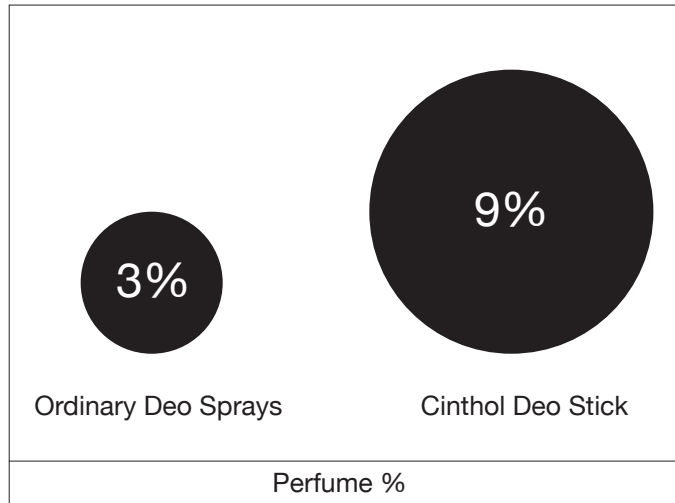
*Based on 12-hour test results. **Under test conditions.

FRAGRANCE :- Lasts 3X Longer.

SKIN FRIENDLY :- Soft, Gentle on Skin.

VALUE FOR MONEY :- Rs. 69 only.

HIGH PERFUME PERCENTAGE



3X more perfume than ordinary.

CREAM FORMAT = NO WASTAGE



Cream Format = Direct application on skin & **No Wastage.**

Why does it last 3X Longer than ordinary deo sprays?



74%

*agreed that fragrance lasted much longer than ordinary Deo Spray.



85%

*said it was great value for Money.



93%

*consumers loved Cinthol DeoStick Fragrance.



96%

*said it caused no irritation to skin.

CONSUMER FEEDBACK - AFTER USAGE

Top 2 Box Scores, GFK 2015,
Study Across 5 Cities in India.

3x long lasting* | soft on skin**



deo**reborn**

CINTHOL DEOSTICK



Rs. 69
only

*Based on in-house test results **Under test conditions

3x long lasting* | soft on skin**



deo**reborn**

CINTHOL DEOSTICK



Rs. 69
only

*Based on in-house test results **Under test conditions