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CIN : L24246MH2000PLC129806

July 27, 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, 4th Floor,
Bandra-Kurla Complex, Mumbai 400 050.

Dear Sirs,

Sub: New Product Launches

We enclose herewith a presentation on new product launches.

Yours Faithfully
For Godrej Consumer Products Limited



Ramesh Iyer
Dy. Company Secretary

Encl: as above



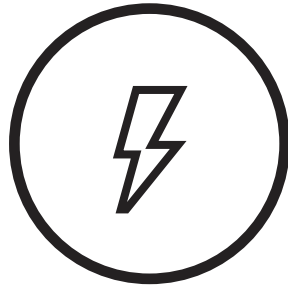
Gadrey | CONSUMER PRODUCTS

July 27, 2016



BUILDING THE NATURALS
PLATFORM WITH **NEEM ACTIV+**

Why NEEM ACTIV+



POWERFUL



NATURAL



SAFE

Consumer connote Neem as

Having strong **Indian roots**

Traditional and **natural** solution

Effective and **safe** to use

Powerful and known mosquito repellent

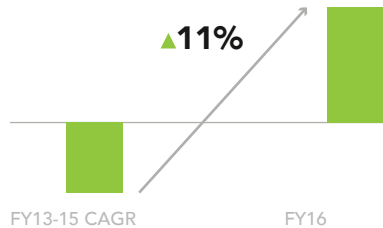
Used as a natural and powerful **cure** for many ailments

Protective and **curative** properties

Latest NPD Neem Activ+ Low Smoke Coil has been a huge success

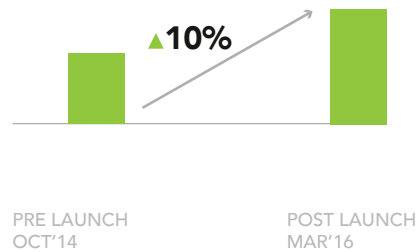
GK coils sales growth

Delta of +11% in GK coils growth rate post Neem Activ+ LSC launch



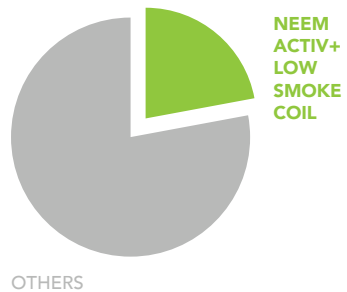
GK Coils Distribution

Distribution increases by 10% post Neem Activ+ LSC launch



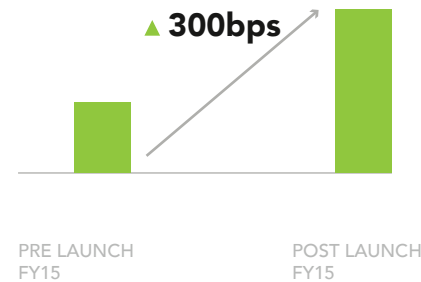
GK Coils Salience

Neem Activ+ LSC now accounts for a ~1/4th share of our GK coils portfolio



GK coils market share

Neem Activ + LSC alone accounts for high single digit share in Coils category and added 300bps market share to GK coils



Priced at Rs. 33 per pack; 3% premium to non Neem Activ+ products



Introducing the POWER OF NEEM in

NEW NEEM ACTIV+ LIQUID VAPORISER

Target consumers

Non users of Household Insecticides

Uptrade coil users

Seekers of products based on natural proposition

Neem remedy user

Priced at Rs. 69/-



NEW NEEM ACTIV+ FAST CARD

Target consumers

Non users of Household Insecticides

Uptrade coil users

Seekers of products based on natural proposition

Neem remedy user

Priced at Rs. 10/-



**NEW NEEM ACTIV+ LOW SMOKE
COIL IN CHAUKA PACK
4 COILS IN A FLOWRAP PACK FOR
THE FIRST TIME**

Target consumers

Rural non users of Household Insecticides

Loose coil users

Priced at Rs. 12/-



Godrej



GODREJ NO. 1
ENTRY INTO 'HEALTH SOAP'
CATEGORY

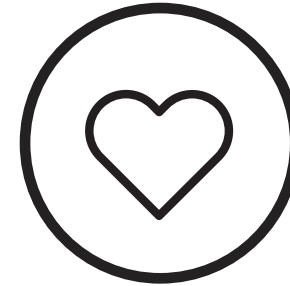
RATIONALE



NATURAL



BEAUTY



HEALTH

Growing awareness of **Health and Wellness** in the country

Health Soap contributes to 30% of the Soaps category

Dual usage of Health and Beauty Soap in the same Household with 80%+ overlap

A FIRST OF ITS KIND SOAP WITH DUAL BENEFITS



+



=

It's enriched with Neem
that provides Natural
germ protection

And goodness of
Coconut milk
that makes skin soft



GODREJ NO. 1
GERM PROTECTION
SOAP

THANK YOU

BBLUNT

July 27, 2016



**INDIA'S
HOTTEST
SALON
NOW
IN
BOTTLE**



BBLUNT has had a strong start in establishing itself as a **premium hair care and styling brand**

Hair care and styling products developed for Indian hair & weather

7 prestigious awards for product, packaging, digital content and PR

Strong performance in e-commerce, premium beauty and modern trade channels

Several clutter breaking campaigns leveraging salon expertise and Bollywood connect

Launches for the first time
in India a 3-Part Crème Hair Colour,
BBLUNT SALON SECRET
HIGH SHINE CRÈME
HAIR COLOUR



A SALON-INSPIRED INNOVATION,
THAT WILL DRIVE GROWTH IN
PREMIUM HAIR COLOURS

A 3-part system with Shine Tonic, which gives perceptibly better shine and hair feel that a regular 2-part home hair colour has never been able to deliver

In consumer tests, over 85% of L'Oréal colour users said they would REPLACE their current hair colour with BBLUNT Salon Secret

It is a no ammonia colour that gives 100% grey coverage

Available at an extremely competitive price of Rs 199



AVAILABLE IN 7 SHADES





BBLUNT

Salons+Products+Expertise