

Godrej Consumer Products Ltd.
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August 24, 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

Dear Sirs,

Sub: Presentation on new products

We enclose herewith a presentation on our new products which is self-explanatory.

The same is being released to Investors/Analysts and will also be placed in our website.

Yours Faithfully,
For Godrej Consumer Products Ltd



Ramesh Iyer
Dy. Company Secretary



Godrej



24 AUGUST 2016



Expanding the household insecticides category to provide **Personal & Out of Home protection** from mosquitoes

IN HOME IS ~35X OF PERSONAL & OUT OF HOME REPELLENTS CATEGORY



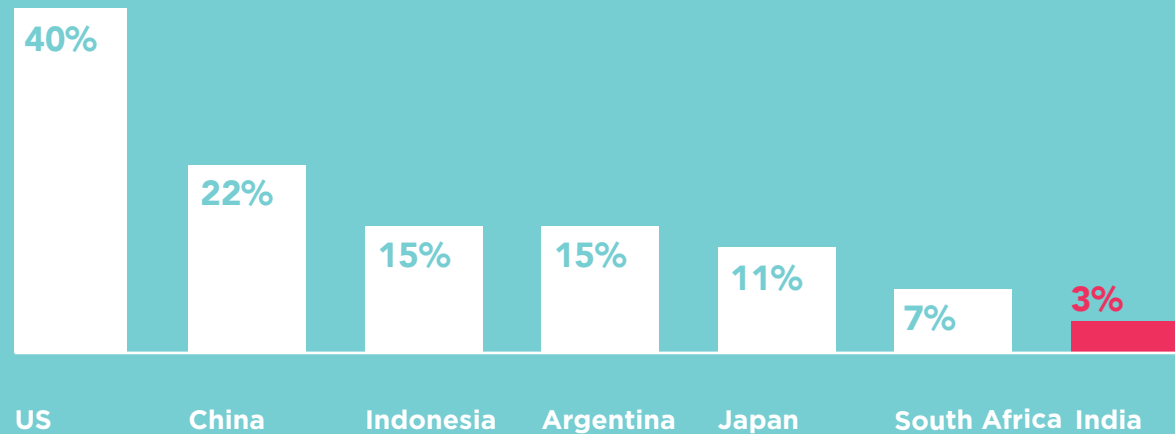
₹ 126CR
Personal & Out of Home



₹ 4,336CR
In Home

SOURCE: AC NIELSEN

Size of Personal & Out of Home repellents category as percentage of overall market



SOURCE: EUROMONITOR

REASONS FOR LOW ADOPTION RATE

Even though there is a high stated need for Personal and Out of Home products

LACK OF INNOVATION

- Consumers don't like current cream products due to skin application, poor sensorial and perception of harmful chemicals
- Expensive, low quality imported products

LACK OF INVESTMENT

- Very low advertising spends on category

OUR APPROACH

INNOVATION

- 100% natural products that are non-skin application
- A skin application product that is far superior to the current market leader

LEVERAGE GODREJ TRUST AND GOOD KNIGHT EQUITY

INVEST IN CATEGORY AND HABIT BUILDING

GCPL introduces industry first 100% natural ingredients,
non skin application, effective mosquito protection for
8 hours in a disruptive **FABRIC ROLL-ON** format

Consumer feedback

Top 2 Box Scores

82% - consumers expressed intention to purchase

90% - consumers found the product relevant



100% NATURAL

GOOD KNIGHT FABRIC ROLL-ON

Good knight FABRIC ROLL-ON

- 100% natural formula
- Apply on clothes and not skin. Does not stain clothes.
- Up to 8 hour of protection
- Quick and easy to use – just apply 4 dots on clothes
- Child safe

**Disruptive price of INR 75
(monthly pack)**



GOOD KNIGHT PATCHES

Good knight PATCHES

- 100% natural formula
- Up to 8 hour of protection
- Safe for babies
- Quick and easy to use

**Competitive price
of INR 75 (14 patches)**



GOOD KNIGHT COOL GEL

Good knight COOL GEL

- Available in tube and reusable sachet
- Up to 8 hour of protection
- Skin friendly
- Superior sensorial
- Child safe (paediatrician certified)

**Price of INR 75 for tube
and INR 20 for reusable
sachet**



Thank You

