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March 8, 2018

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

Scrip Code : 532424

The National Stock Exchange of India Ltd
Exchange Plaza, 4th Floor,
Bandra-Kurla Complex, Mumbai 400 050

Dear Sirs,

Sub: Update on Goodknight Power Chip System

We enclose herewith a communication which is self-explanatory.

Yours Faithfully,
For Godrej Consumer Products Ltd



V Srinivasan
Chief Financial Officer & Company Secretary



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Godrej



8 March 2018

Re-imagining household insecticides category

**OUT OF
HOME**

**BEYOND
MOSQUITOES**

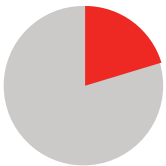
**DRIVING
CONSUMPTION**

**RURAL
PENETRATION**

Immense potential to increase rural penetration

39%

Rural penetration of household insecticides



75%

Urban penetration of household insecticides



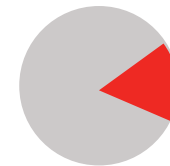
51%

Total penetration of household insecticides



33%

Rural salience in household insecticides category



Huge opportunity to up-trade coil users and recruit new users

87m

Households still use coils



₹1,666cr

Opportunity size to up-trade coil users

135m

Households do not use any household insecticide product



Reasons for low penetration of household insecticides category in rural

LACK OF INNOVATION

Solutions like liquid vapouriser and aerosol are relatively expensive affordable solution like coils are relatively less efficacious and also emit smoke

LACK OF AWARENESS

Existing coils players more focused on trade promotion spends to drive sales; no category development

Reasons for low consumption of coils:

Smoke is an irritant

Inconvenient to use

Lack of alternative solutions at coils price

60 Nights

Average household consumption of coils

220 Nights

Average household consumption of liquid vapouriser

75%

of coil users say they
want a more
efficacious and
convenient solution

60%

of these consumers
decide on a solution
basis its price

GCPL introduces industry first **electric solution
with concentrated **gel** technology that is **cheaper**
but **more efficacious** than coils**

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**POWER
CHIP**
SYSTEM

Affordable

Price per night at 2/3rd of coil

Effective

More efficacious than coil

No smoke

Unique gel solution

Convenient

Simple plug and use

Registered design

Disruptive price of ₹30 for
Powerchip that lasts 15 days
and ₹45 for combi-pack
(Powerchip system)



Thank You