

## 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 insecticide and hair care players in emerging markets. In household insecticides, we are the leader in India and 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 120-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.



₹ 96 Billion\*  
turnover



\$ 10 Billion\*\*  
Market Capitalisation



48% revenues\*  
from international business

## 7 Pillars of our strategy



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 consumer 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 Emeritus

\* FY 2017  
\*\* as on 15 May 2017

## 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 2016, for the second time in a row.

### India



**Good knight Fast Card**

A disruptive, one rupee, paper-based mosquito solution



**Good knight Personal Repellent**

Our 100% natural mosquito repellent range



**HIT Gel Stick**

Our affordable anti-roach solution



**Godrej aer**

A delightful range of air fresheners



**Godrej Expert Rich Crème**

The first ever crème hair colour in a sachet



**BBLUNT**

A premium hair care range to prep, style and transform



**Cinthol Deostick**

A unique cream based deodorant



**Godrej protekt**

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

### Africa



**DARLING**

**Darling**

New styles in our leading range of dry hair products



**Strength of Nature**

Cross pollinating SON's wet hair care portfolio in Sub Saharan Africa

### Indonesia



**NYU**

A delightful new range of hair crème in a sachet



**Hit One Push**

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

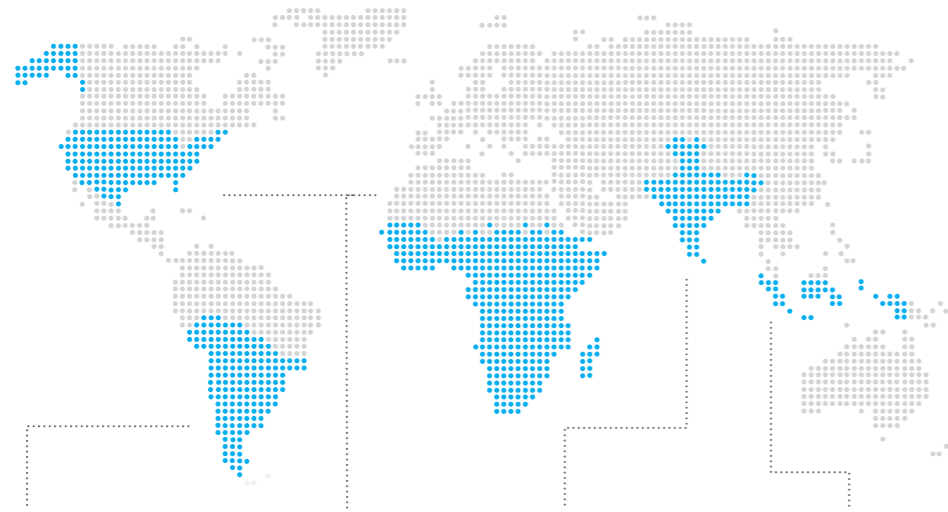


**Stella Pocket**

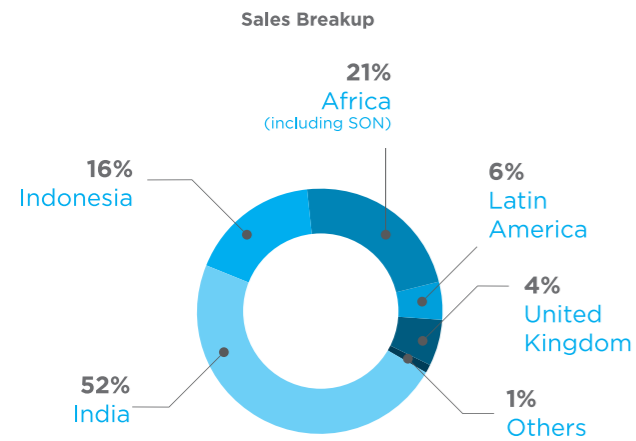
Our unique, gel-based bathroom air freshener

# We have a growing international presence

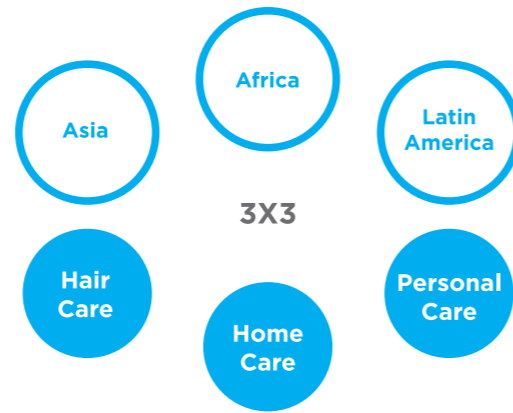
Our leading market positions



Latin America	Africa (including SON)	India	Indonesia
<b>Second largest player in</b> Hair Colours (Argentina, Chile) Depilatory products (Chile)	<b>Leader in</b> Ethnic hair colours (Sub Saharan Africa) Hair extensions (Sub Saharan Africa)	<b>Leader in</b> Hair colours Household insecticides Liquid detergents Air fresheners	<b>Leader in</b> Household insecticides Air fresheners Wet wipes
<b>Third largest player in</b> Colour cosmetics (Chile)	<b>Leading player in</b> Wet Hair Care (United States of America)	<b>Second largest player in</b> Soap	



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



## Key Acquisitions



# Board of Directors

<b>Adi Godrej</b> Chairman Emeritus	<b>Nisaba Godrej</b> Executive Chairperson	<b>Vivek Gambhir</b> Managing Director	<b>Nadir Godrej</b> Non-Executive Director	<b>Jamshyd Godrej</b> Non-Executive Director	<b>Tanya Dubash</b> Non-Executive Director	<b>Pirojsha Godrej</b> Non-Executive Director
<b>Nididi Nwuneli</b> Independent Director	<b>Aman Mehta</b> Independent Director	<b>Bharat Doshi</b> Independent Director	<b>D. Shivakumar</b> Independent Director	<b>Ireena Vittal</b> Independent Director	<b>Narendra Ambwani</b> Independent Director	<b>Omkar Goswami</b> Independent Director

# Key Financial Indicators

	FY17		FY11-FY17
	(INR crores)	Growth y-y (%)	CAGR (%)
Net Sales	9,584	10	18
Organic constant currency sales growth (%)	—	6	—
EBITDA	1,913	17	19
EBITDA margin (%)	20.0	—	—
Net profit**	1,298	12	18

	FY13	FY14	FY15	FY16**	FY17**
EPS (INR)	23.39	22.32	26.65	33.92 **	38.29
DPS (INR)	5.00	5.25	5.50	5.75	15.00
Net Debt/Equity (x)	0.48	0.41	0.39	0.56	0.64
ROE (%)	24.0	20.1	21.0	27.1 **	24.5
ROCE (%)	16.0	17.2	18.4	20.9	17.1
Operating ROCE* (%)	47.7	60.4	59.3	62.7	52.6

\* adjusted for Goodwill, Trademarks and Brands    \*\* per Ind-AS    \*\* without exceptional items

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

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