



18th JUNE 2018

SINCE OUR FIRST EVER HAIR COLOUR PRODUCT LAUNCH IN 1974, WE HAVE COME A LONG WAY

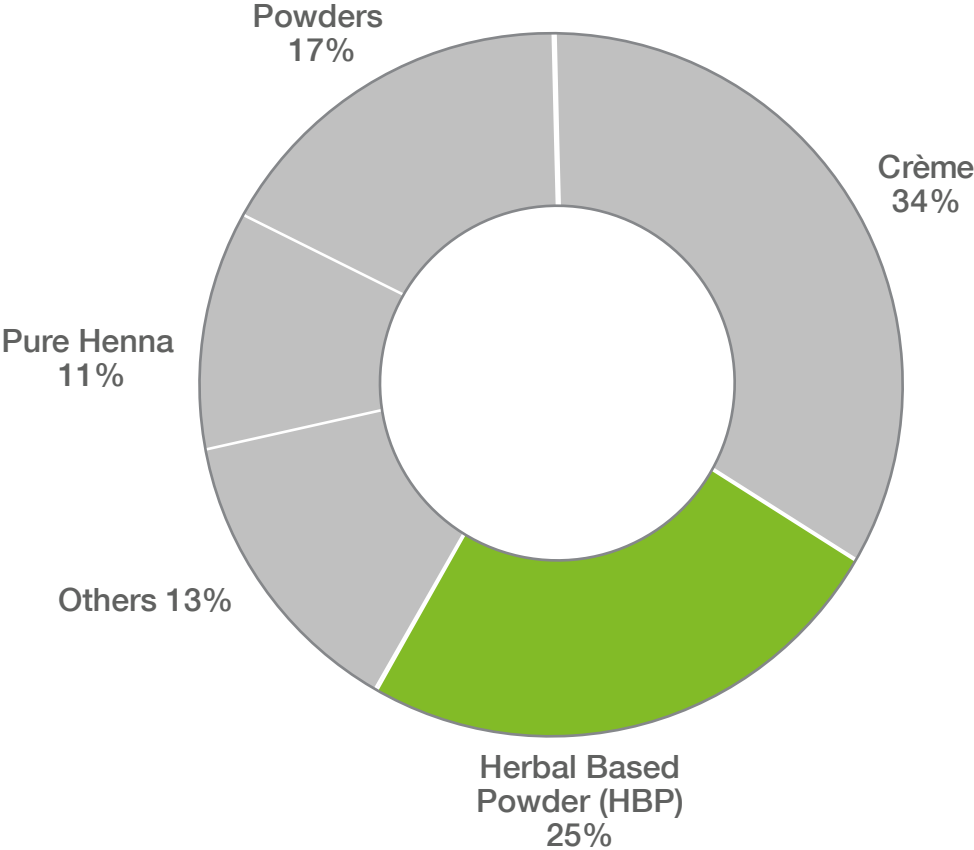
Market leader
with more than
1/4th share

Presence across
formats, price
segments
and channels

Highest number
of households
reached

Most distributed
hair colour

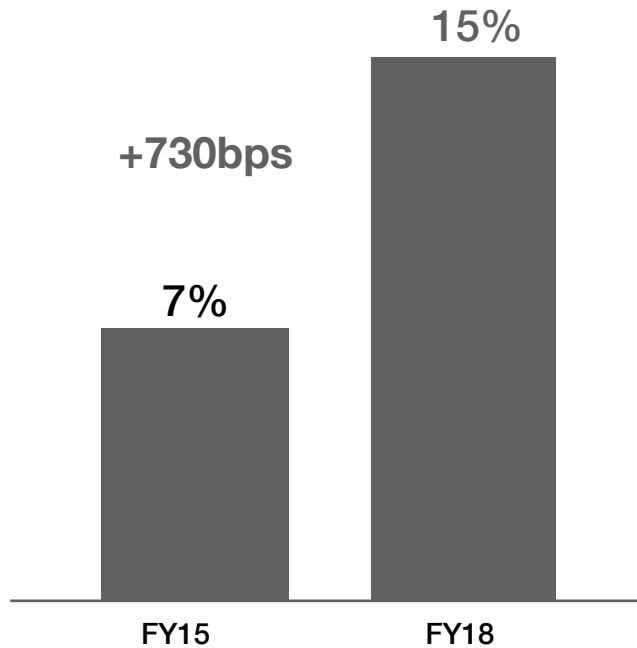
HAIR COLOUR MARKET OVERVIEW



Categories we are present in

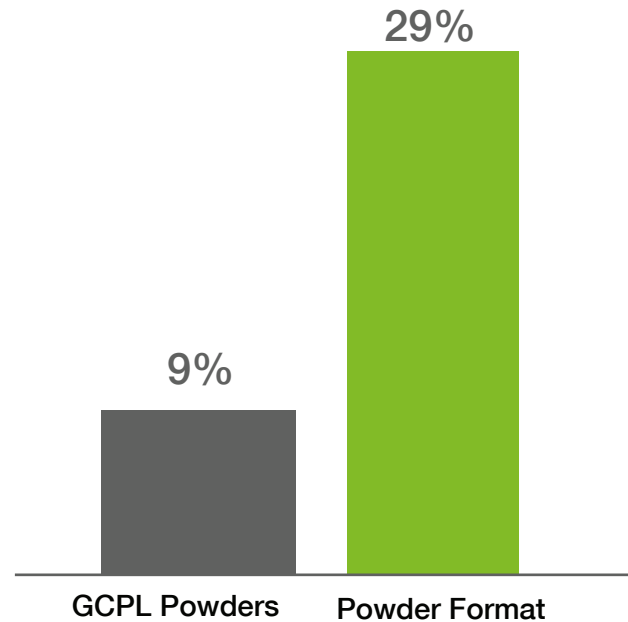
OUR KEY GROWTH VECTORS

Drive penetration of
crème format



Godrej Expert Rich Crème
penetration (Urban)

Customer recruitment and
penetration through powders



Powder Penetration (Rural)

**Mass market innovation to
drive recruitment and
penetration in Hair Colours**



As a leading player in hair colours we are constantly looking for new and innovative ways to delight our consumers with superior quality products at affordable price points

FORAYING IN HERBAL BASED POWDER HAIR COLOUR
SEGMENT WITH INDIA'S LARGEST HENNA BRAND





Strong naturals
credentials



Used by over 1 crore
Indian households



Only Mehendi brand with
pan-India presence



1/3rd market share
in Mehendi category

EXPANDING PORTFOLIO WITH ENTRY IN HERBAL BASED POWDER (HBP) HAIR COLOURS



Opportunity size of ₹ 1,000 crore (\$ 150 million)

Over 40% of new triers are entering hair colours category through HBPs

1/4th of the hair colours category growth driven by HBPs

HBP segment largely consists of fragmented regional players

HBPs = Henna + Convenience + Colour

INTRODUCING Godrej Nupur Natural Henna Based Hair Colour



Godrej Nupur Natural Henna Based Hair Colour



- 1 Goodness of Natural Henna**
Presence of natural ingredients
- 2 Perfect blend of 9 herbs**
mix of familiar and unique ingredients
- 3 Easy application**
Works in just 30 mins
- 4 Long lasting colour**
- 5 Available in 3 distinct shades**
Henna Brown
Natural Black
Dark Brown

Magical price point of ₹10

Product approach

- Address white spaces in our portfolio with foray in 2nd largest but very fragmented segment
- Cater to consumers preference for Naturals product
- Focus on consumer recruitment through affordable price point of ₹10

Go to market strategy

- Leverage our distribution strength
- Select launch in specific states and regions
- Additional and dedicated on ground sales force

Marketing

- Adequate media investments with rural focus
- Smart-mix deployment
- Leveraging digital to enhance rural outreach

THANKYOU