

Godrej



20th August 2018



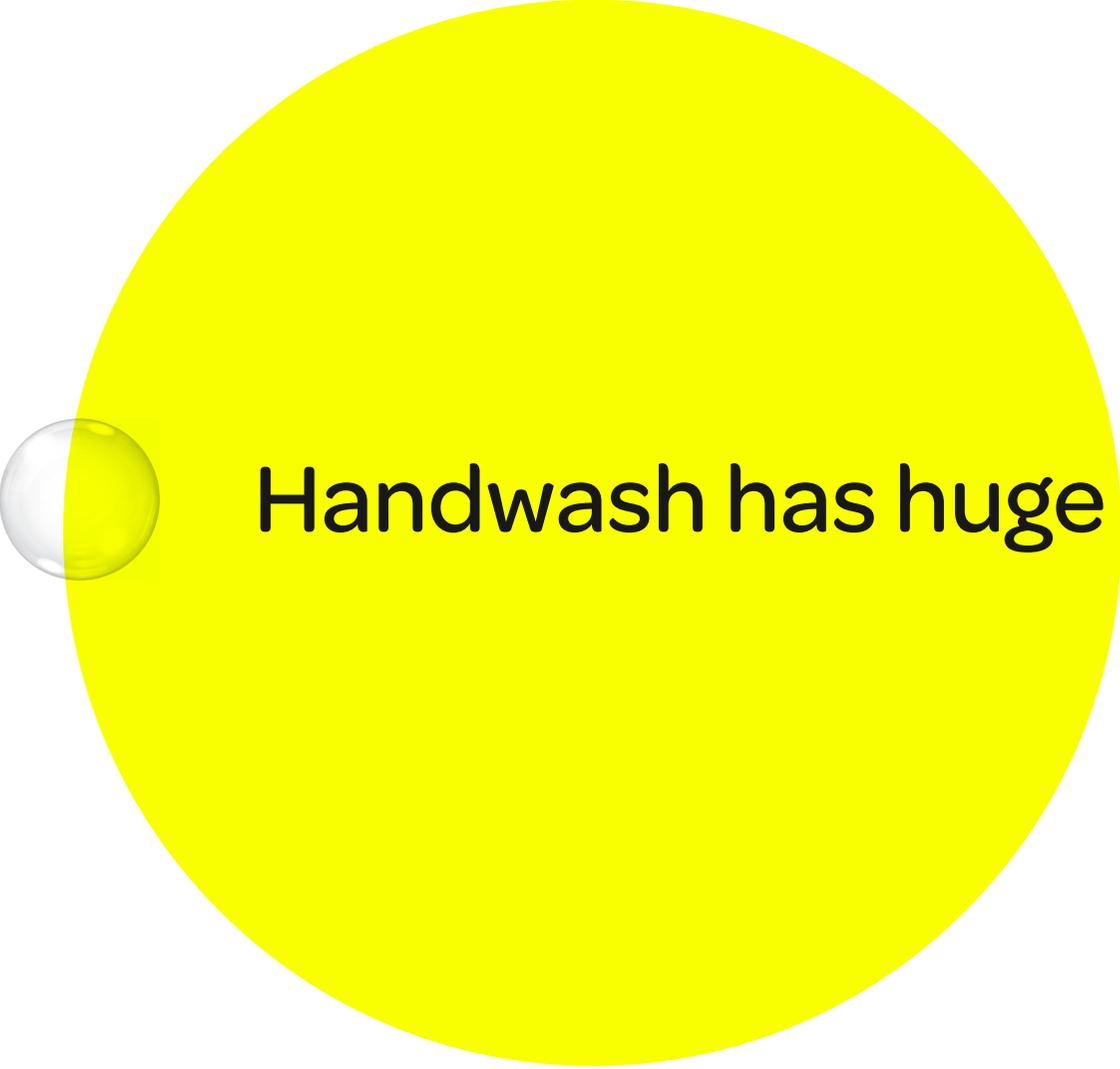
Godrej Protekt,
positioned in the
health and wellness
space, has been
delighting
consumers through
innovation

**Delightful
designs**

**Made of
naturally
derived
ingredients**

**Functionally
superior**

**Great
sensorials**



Handwash has huge growth potential

Handwash penetration is just ~10% in India compared to soap penetration of 99.9%

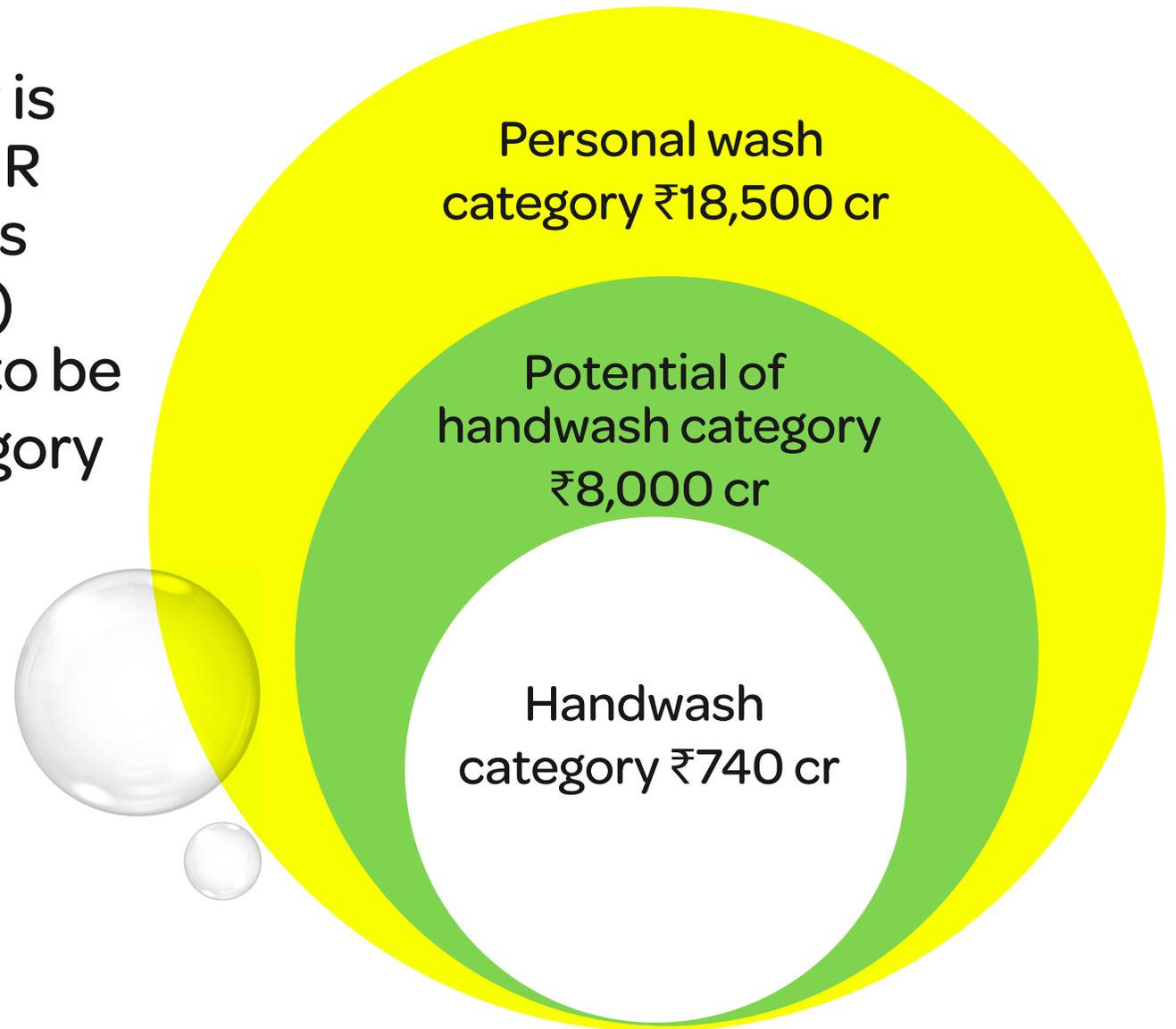


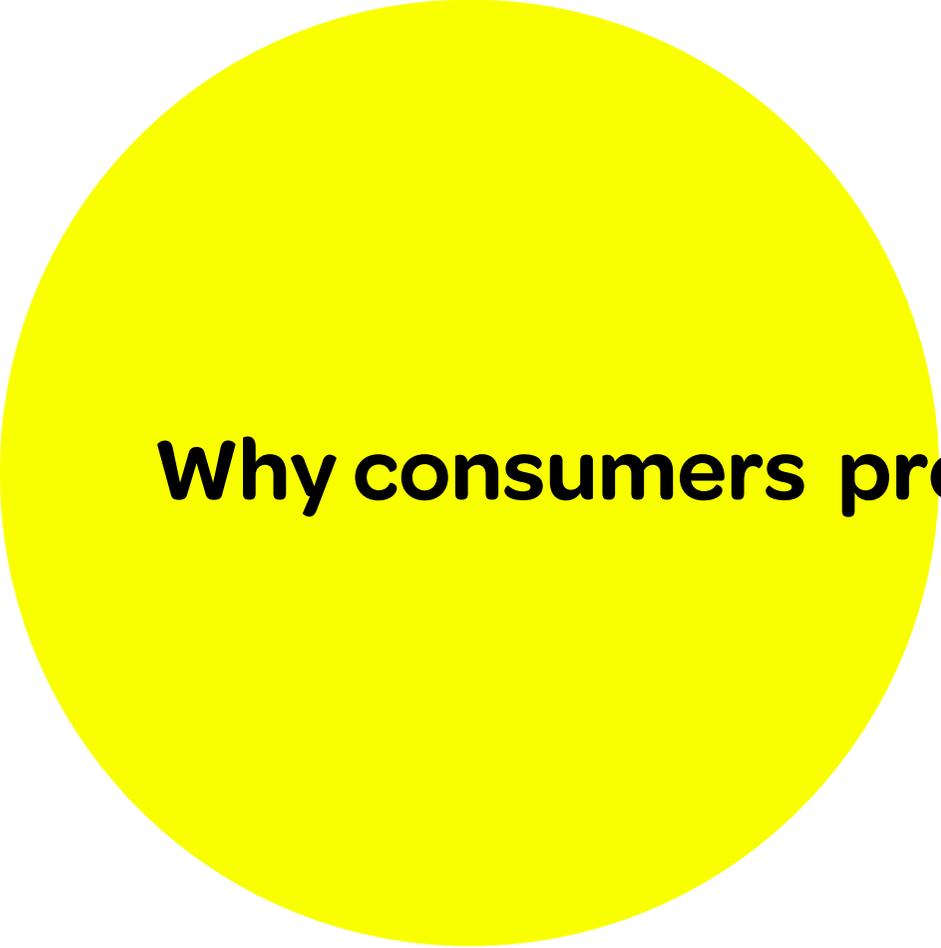
Most consumers wash their hands with soap rather than hand wash

Within this more than half of the consumers use soaps priced at ₹10 or below



Handwash category is growing at 15% CAGR over the last 3 years (soap at 6% CAGR) and has the potential to be an ₹8,000 crore category





Why consumers prefer handwash over soap

1. More hygienic
2. Doesn't melt
3. Kids love to use handwash

What do consumers say, are the reasons for not adopting handwash

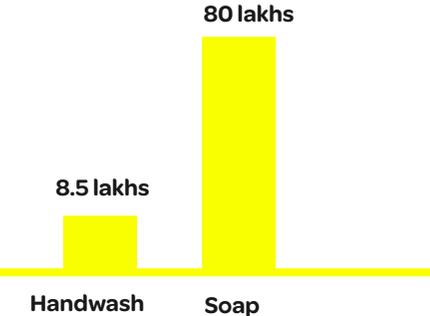
61% say its expensive

18% say will be wasteful

11% say not available

Soap has benefits like easy availability and price

No. of Outlets (in lakhs)



Average Price/Unit (in ₹)



Price is the biggest barrier for adoption





We believe there is huge potential to drive penetration in the handwash segment through a disruptive, affordable product

Low put down cost

Value for money

Differentiated / unique product

Penetration opportunity is enormous with 55%* awareness levels and 27%* triers



Huge opportunity to increase distribution with handwash distribution being just 1/10th of soap distribution

Consumer Insight : Consumers are value - focused. So 70% of the current handwash market is refills with the bottles getting reused many times over.

the magic formula



first-ever powder to liquid handwash

- ✦ Environmentally sustainable
- ✦ Democratising the handwash category

Godrej Protekt Mr. Magic Handwash



first-ever powder to liquid handwash

Unique

Natural ingredients
with Neem & Aloe Vera

Disruptive pricing
₹15 (\$22 cents) for 200 ml refill
₹35 (\$50 cents) for combi pack

combo pack
₹35

refill
₹15



1/4th price of existing handwash

How to Use

Step 1



ADD
200ml clean water
till the given mark

Step 2



POUR
the magic formula

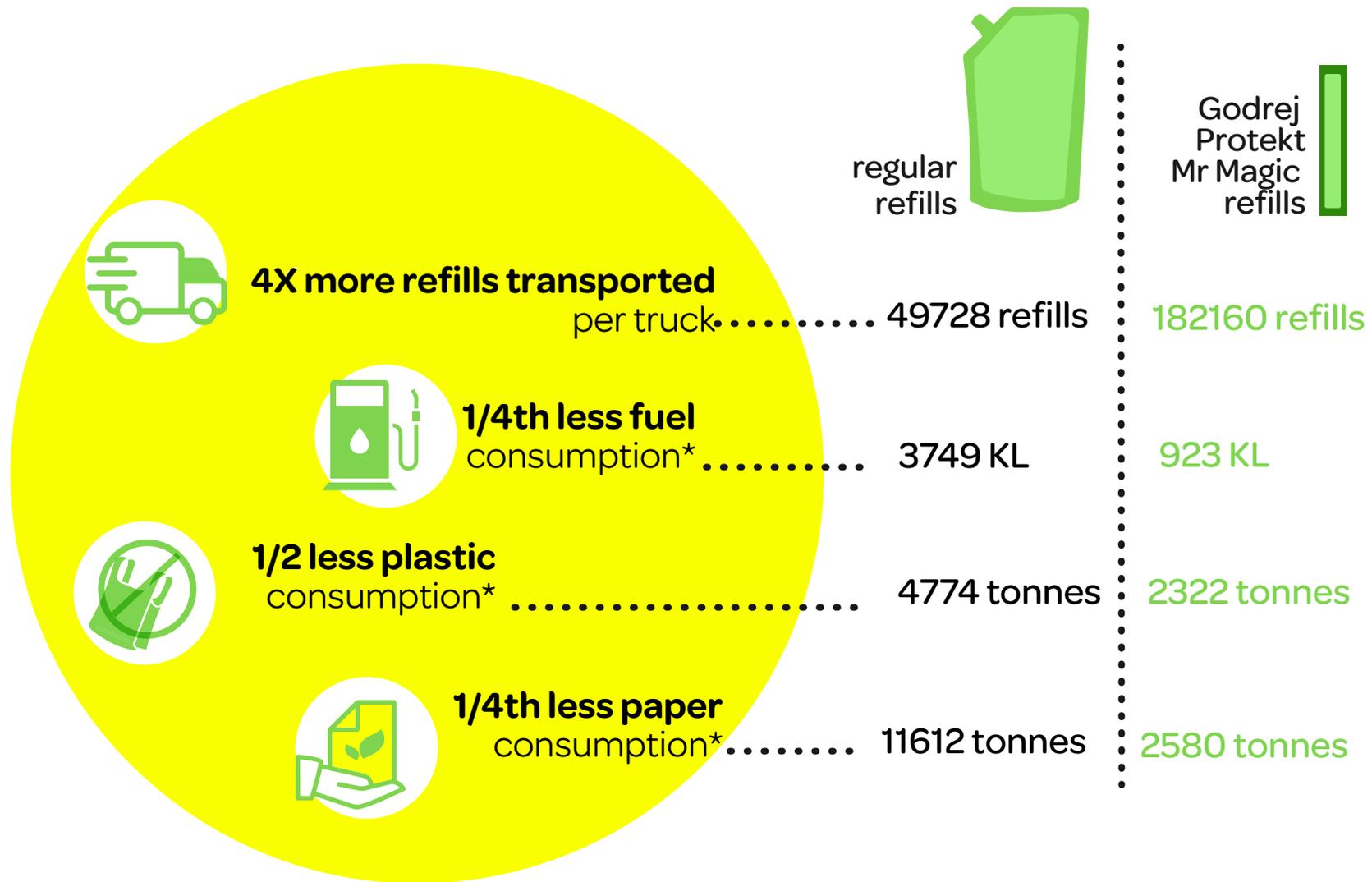
Step 3



SHAKE
the mixture
immediately

An environmentally friendly product

If all the households using current liquid handwash in India start using our product...



*based on conversion of 10% of Indian households using liquid handwash yearly to our new product calculations for existing refills done basis Protekt liquid handwash refills

Part of our 'Good and Green' products



is a step in our journey of
Godrej Good & Green

Train 1 million youth
in skills that will enhance
their earning potential

**Ensuring
Employability**

Achieve zero waste to landfill,
carbon neutrality and a
positive water balance, while
reducing specific energy
consumption and optimising
the use of renewable energy

**Greener
India**

**Generate a third of our
portfolio revenues**
from 'good' and/or 'green'
products

**Product
Innovation**



THANK YOU

Godrej