May 10, 2017

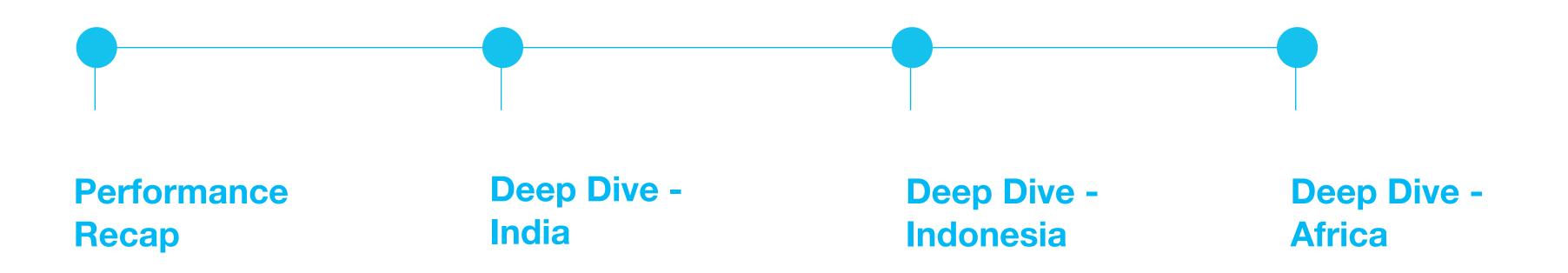
ANALYST MEET



Disclaimer

Some of the statements in this communication may be forward looking statements within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

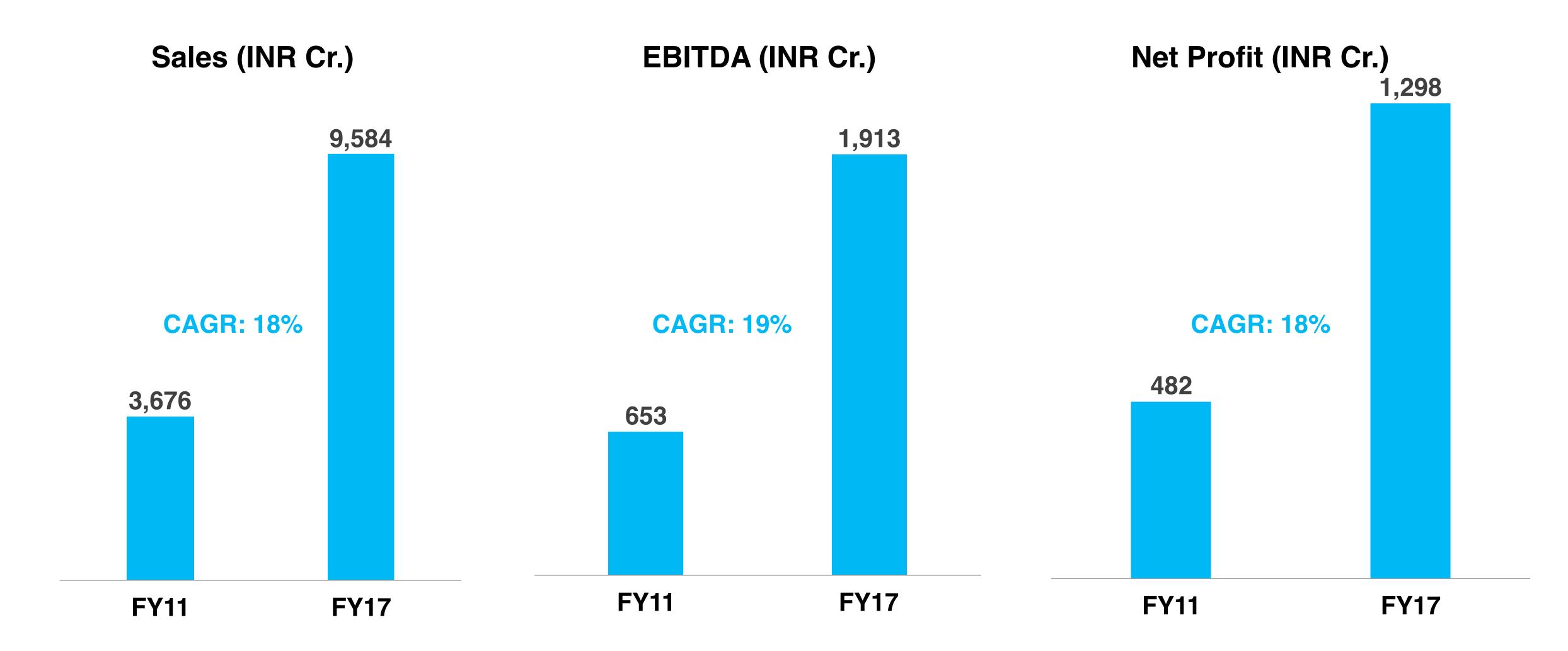
Agenda



Performance Recap

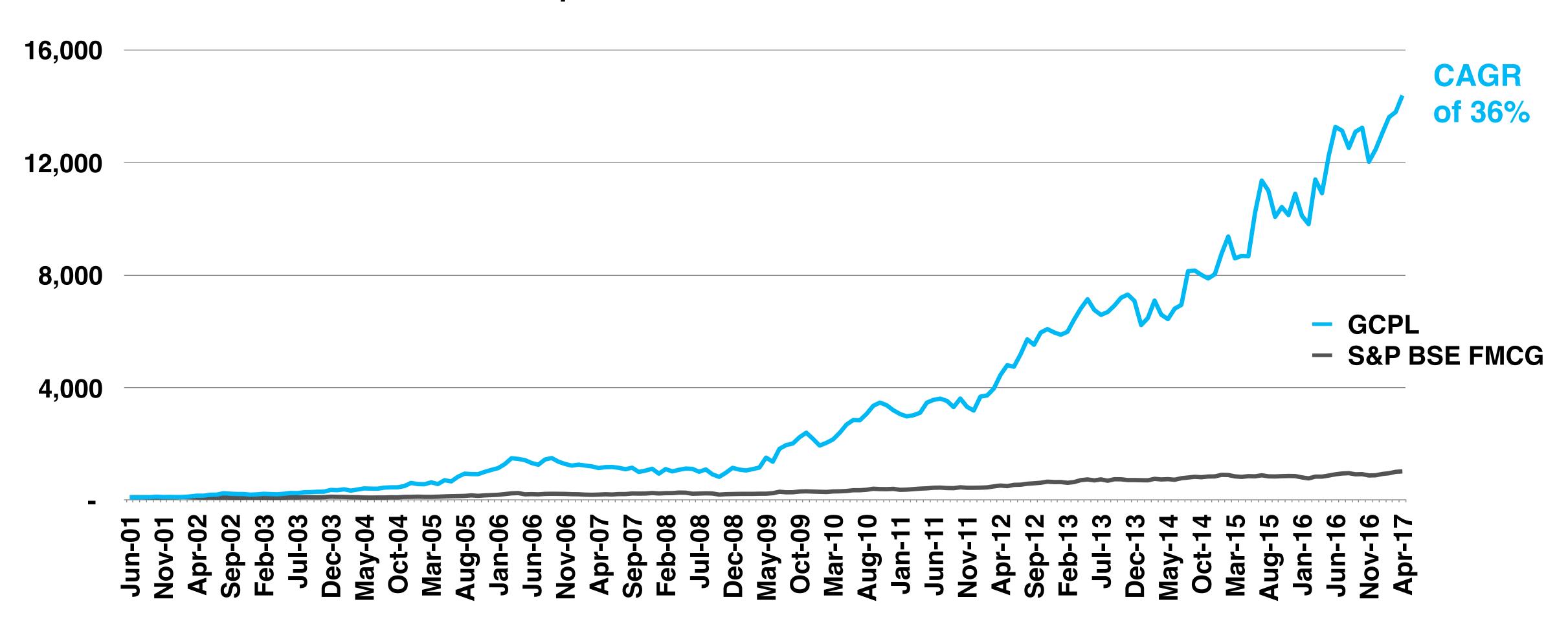


Robust performance

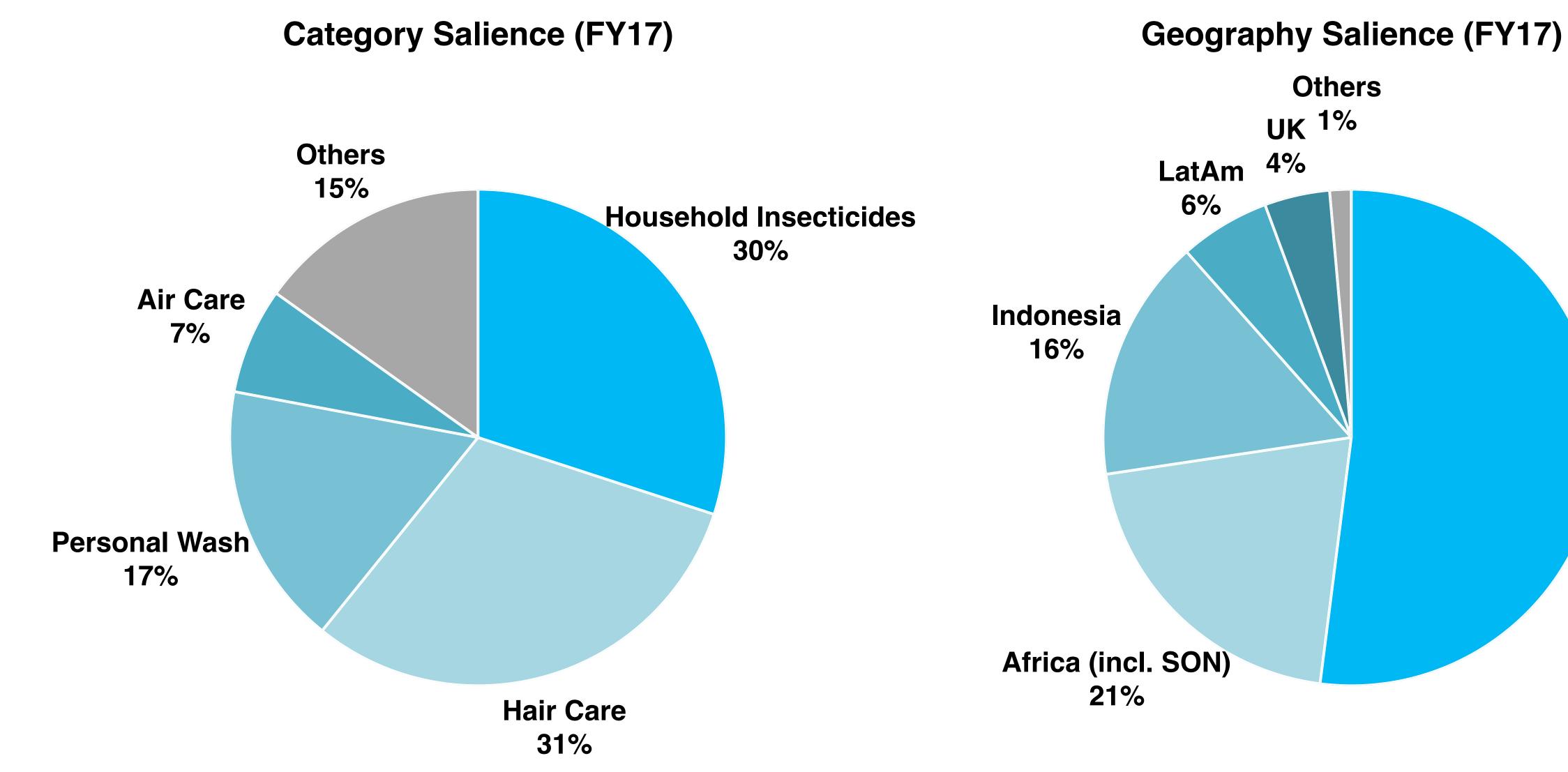


Strong shareholder returns

Price performance indexed to June 2001



A diverse and balanced portfolio

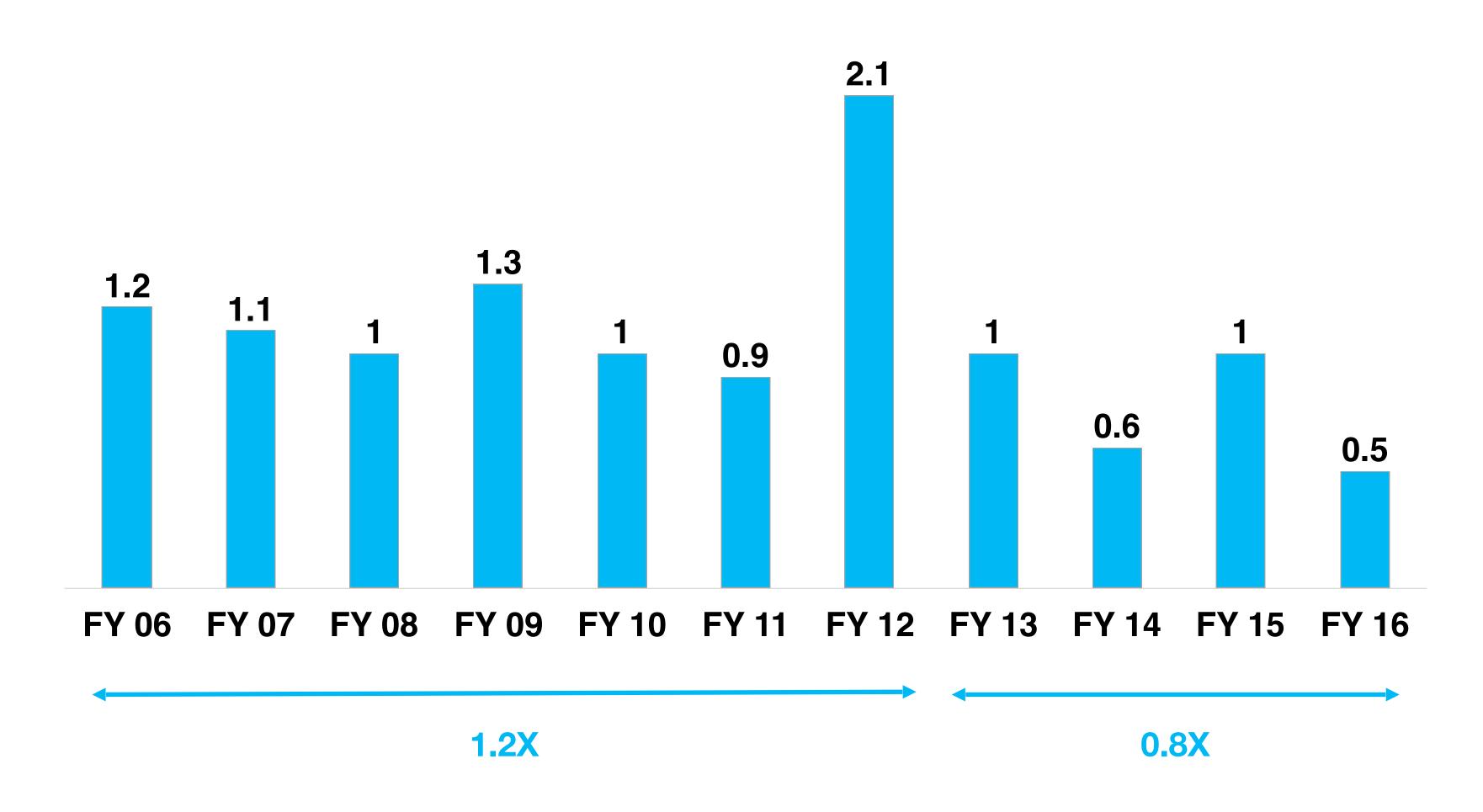


India

52%

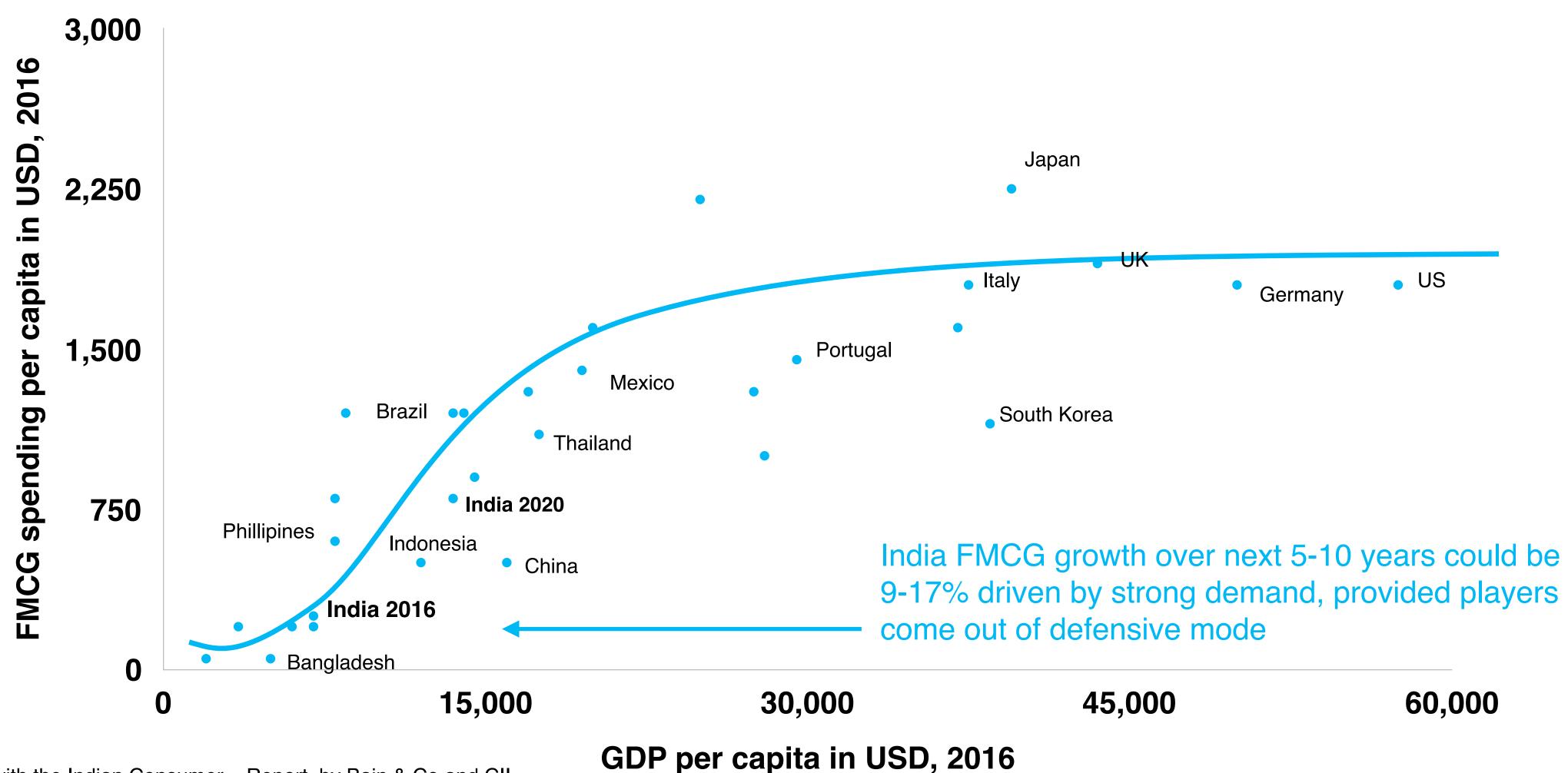
The last few years have been tough for Indian FMCG

FMCG sector growth as ratio of nominal GDP growth

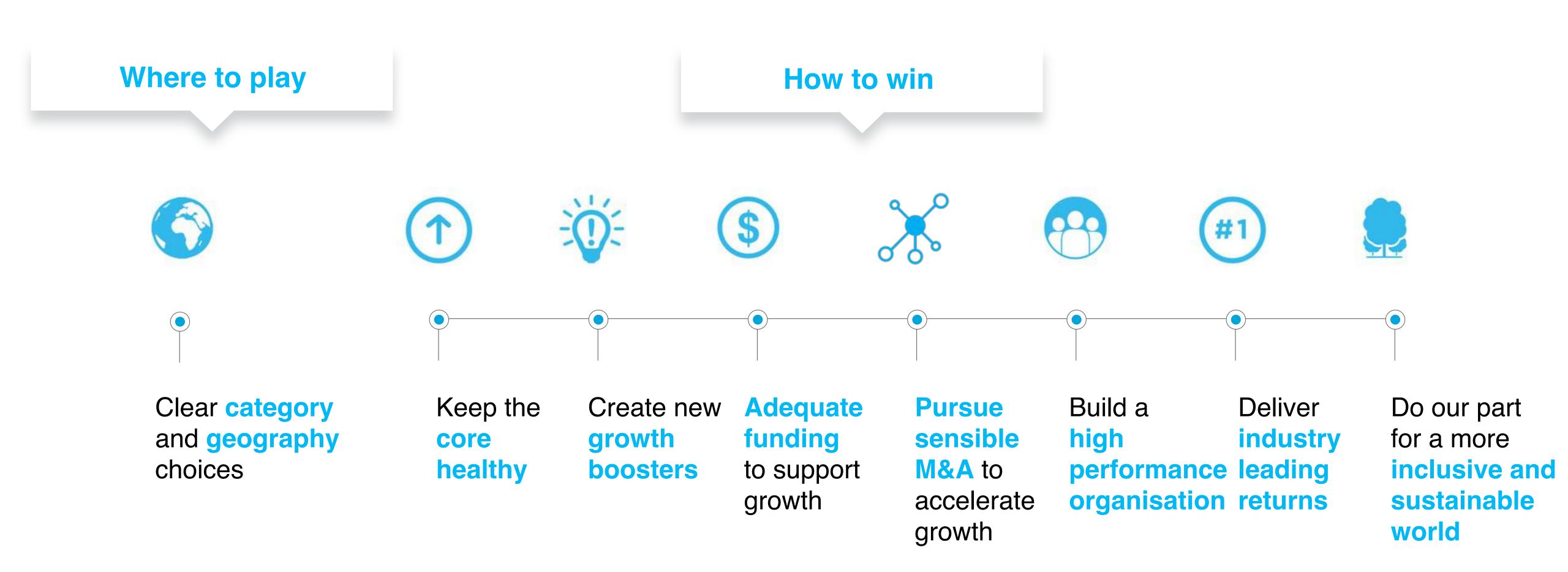


Despite the recent slowdown, FMCG growth in India should be on the path of recovery

FMCG growth follows an S curve; India is at the cusp



Our growth is anchored in a coherent strategy



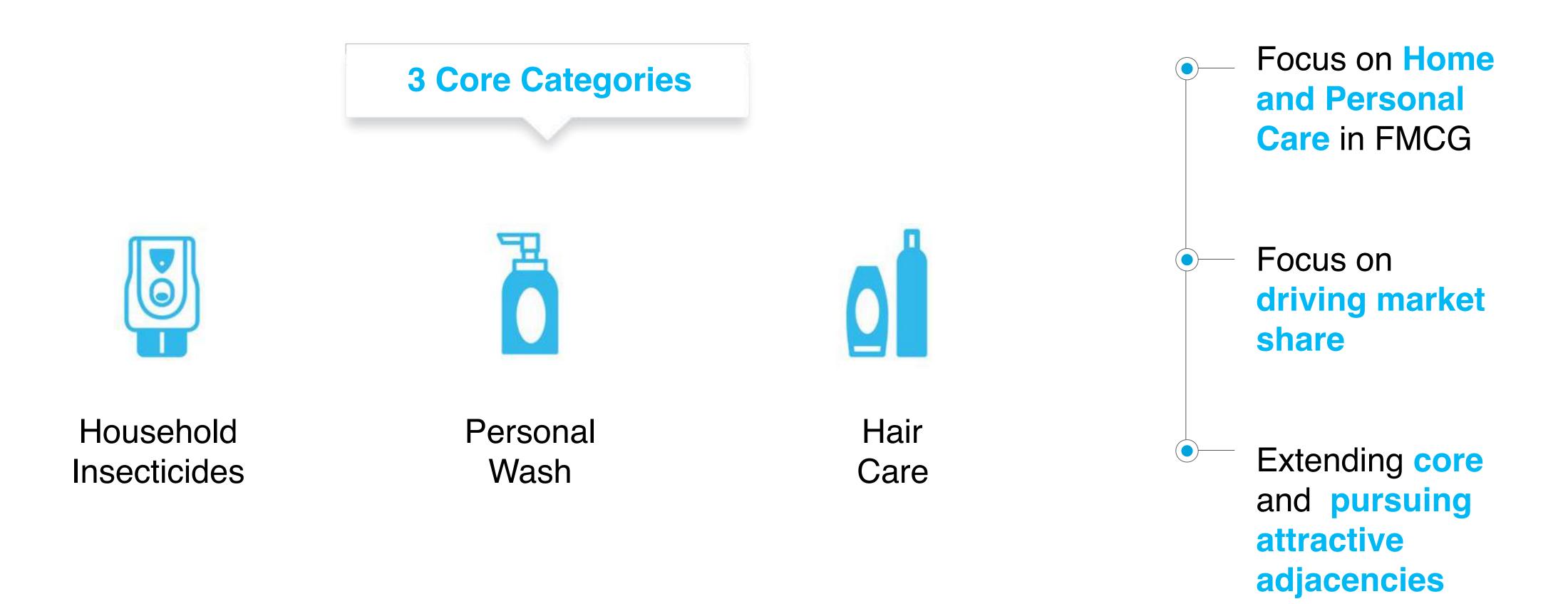
Where to play





Clear category and geography choices

Focused category choices



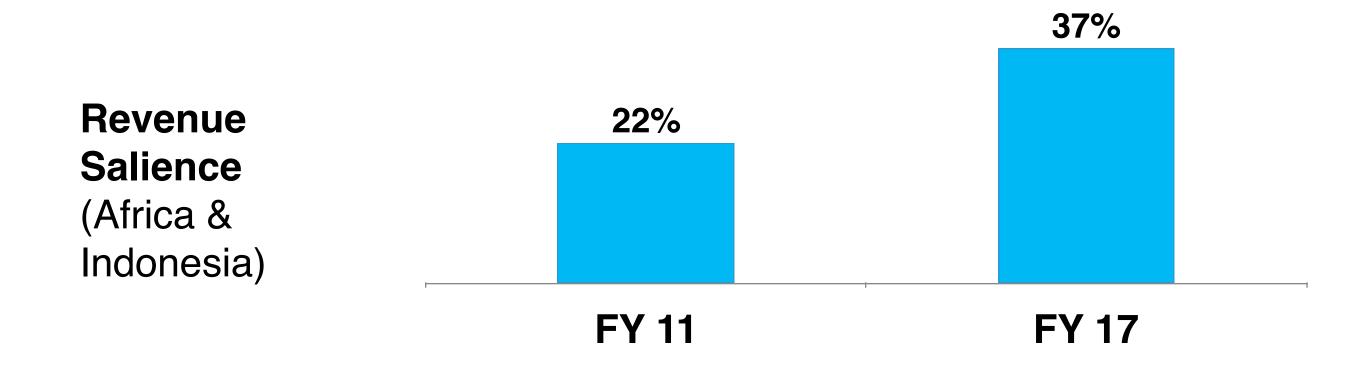
Prioritising emerging geographies with favourable demographics





India	7-8%	~1.2 Bn
Indonesia	~5%	~250 Mn
Sub-Saharan Africa	2-3% (historically ~6% over the last decade)	~800 Mn
Latin America	2-3% (expected to rebound to >5%)	~550 Mn

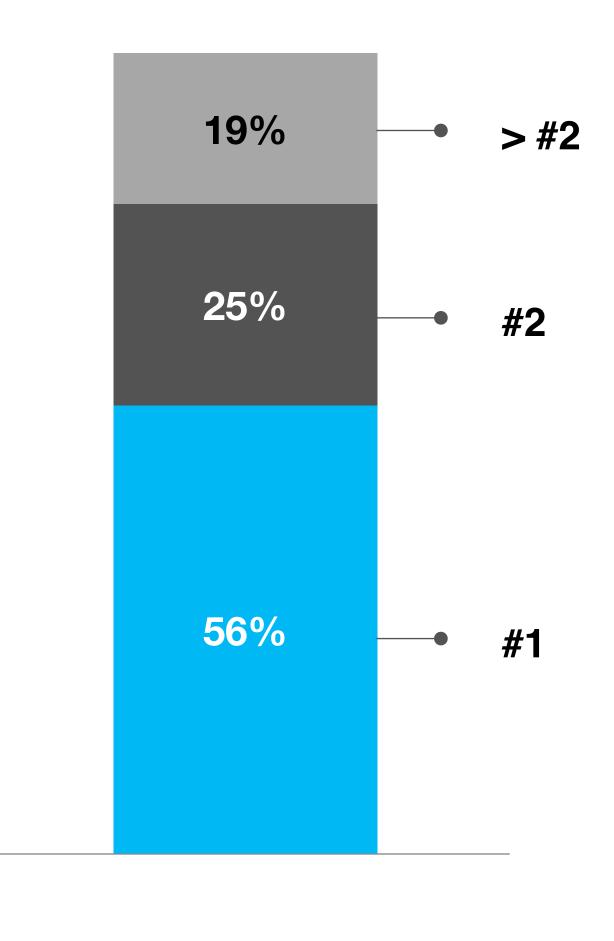
As a result, we have gained a significant foothold in Indonesia and Africa (apart from India)





Overall, we have an advantaged portfolio

~80% of our portfolio comprises category leaders

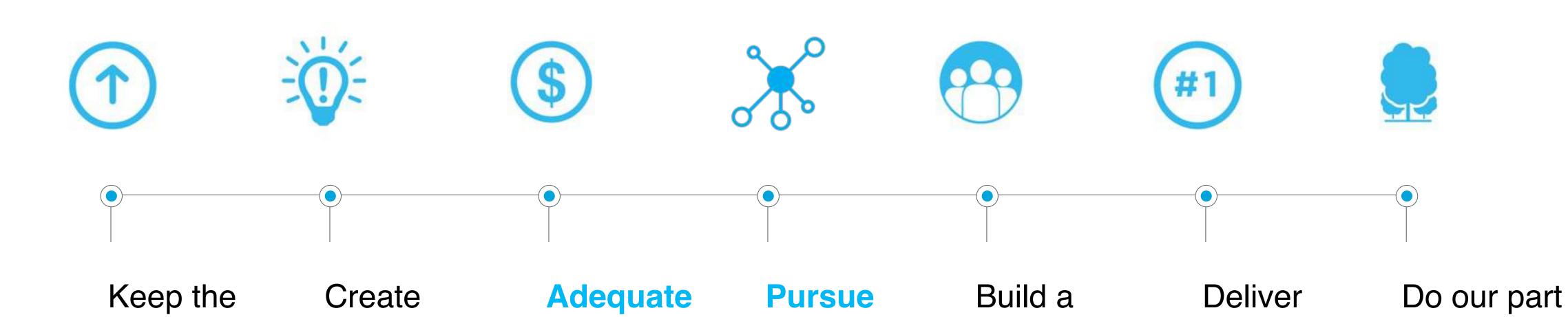


FY 17

Overall, we have an advantaged portfolio

Size We have built significant portfolio Salience of power brands MARLING >1000 INR Cr. 42% CINTHOL "//" expert 500-1000 INR Cr. 22% 250-500 INR Cr. 12%

How to win



sensible

accelerate

M&A to

growth

funding

growth

to support

core

healthy

new

growth

boosters

high-

performance

organisation

industry

leading

returns

for a more

inclusive

sustainable

and

world

How to win



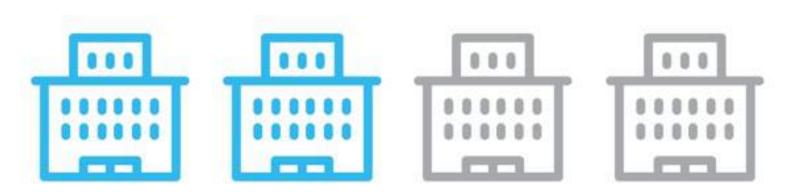
Large headroom for growth



1 in 3
Rural households use hair colours

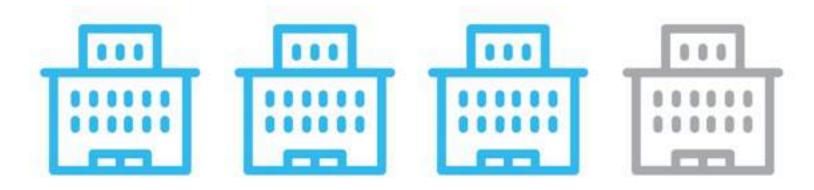


1 in 3
Rural households use
household insecticides



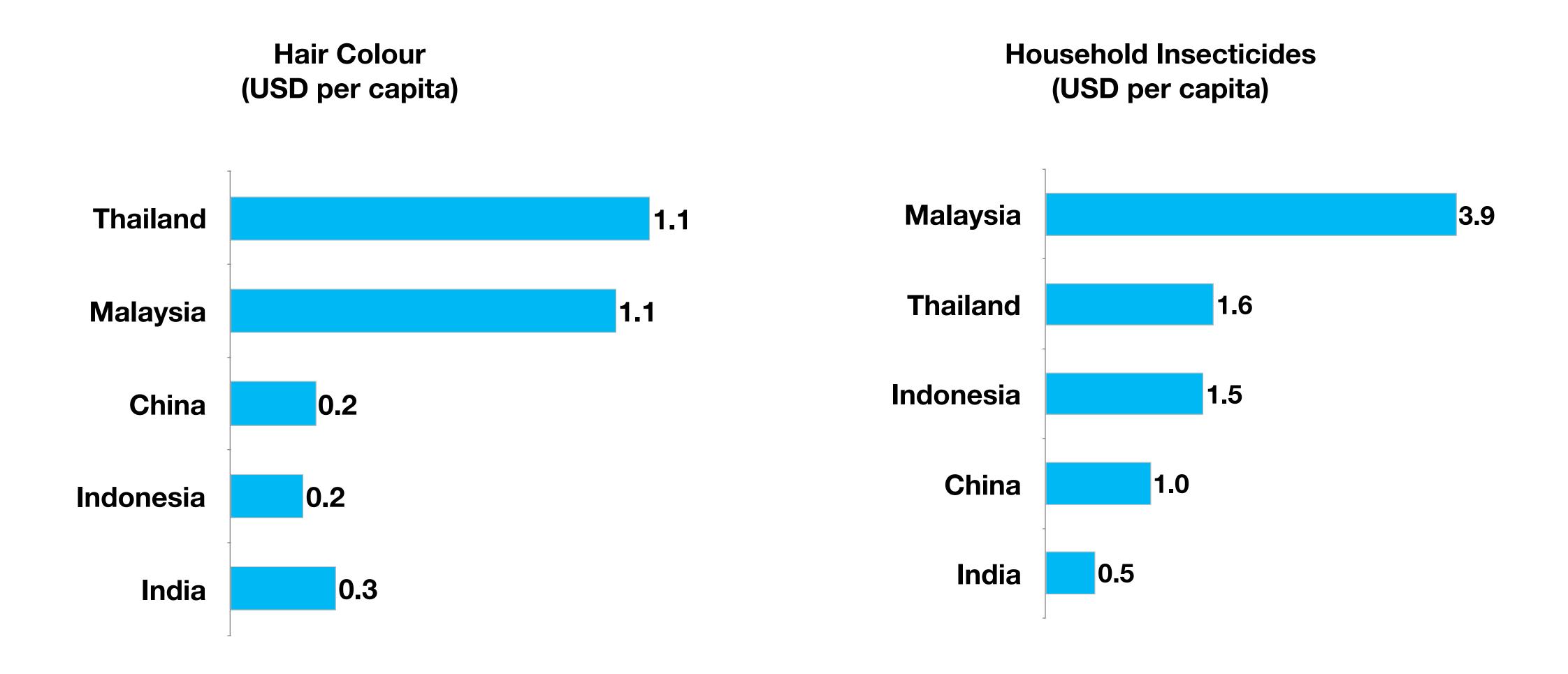
2 in 4 Urban households use hair colours

VS

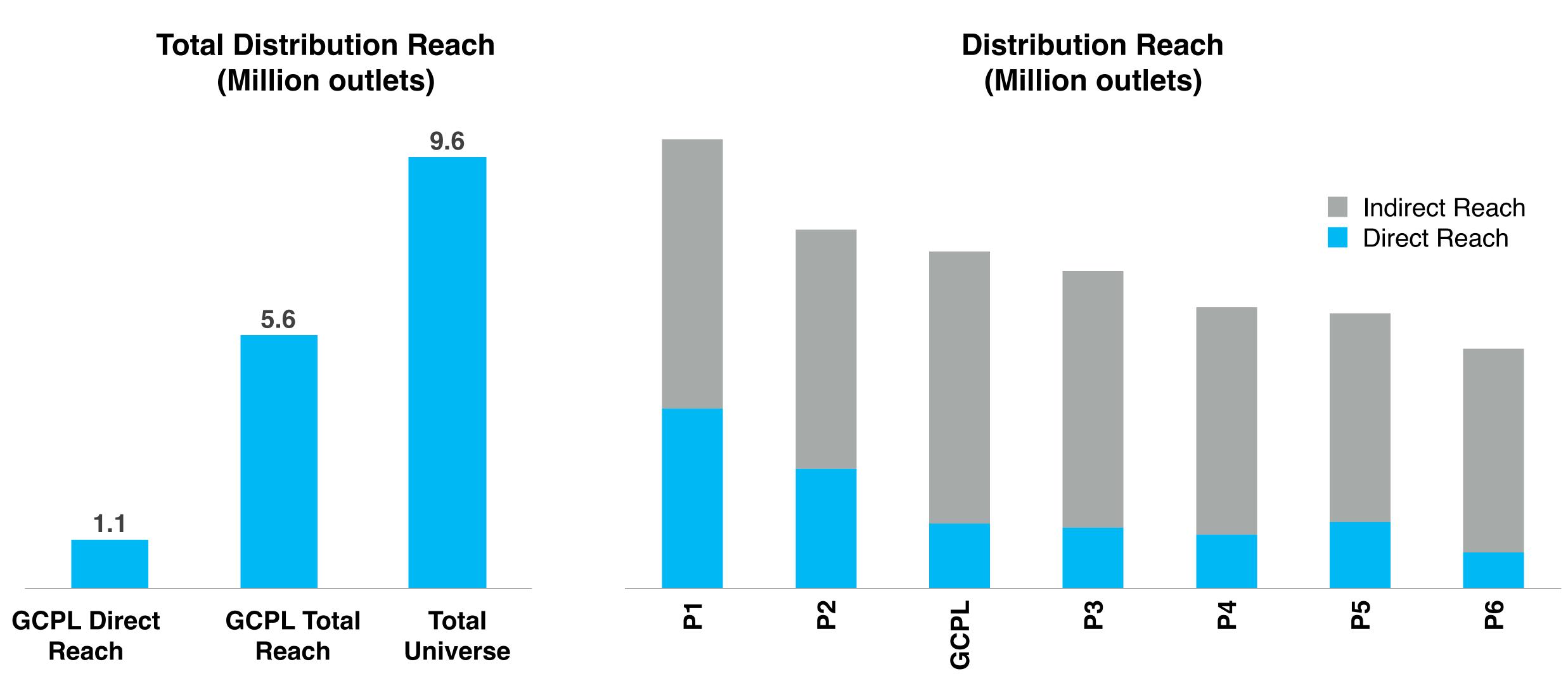


3 in 4 Urban households use household insecticides

India Play: Significant upside in driving consumption



Distribution headroom for growth



Source: AC Nielsen; Company reports

We have been extending / expanding our core

Household Insecticides

India Hair Colors

Africa

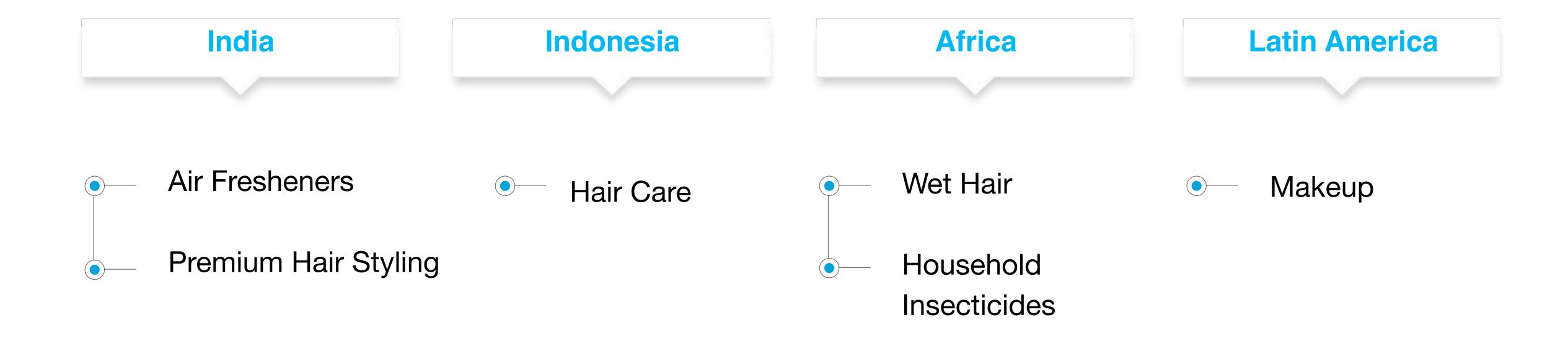






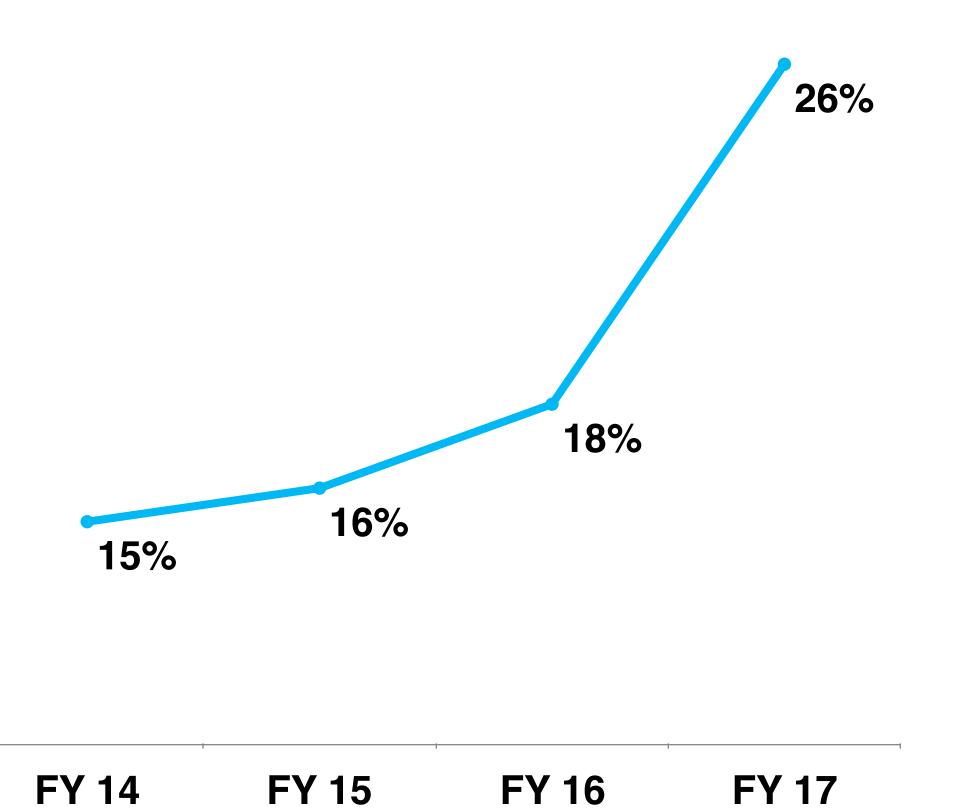


We are also pursuing new growth vectors



We are investing significantly in growth opportunities beyond the core

Share of India A&SP (%) in NPDs



India Example









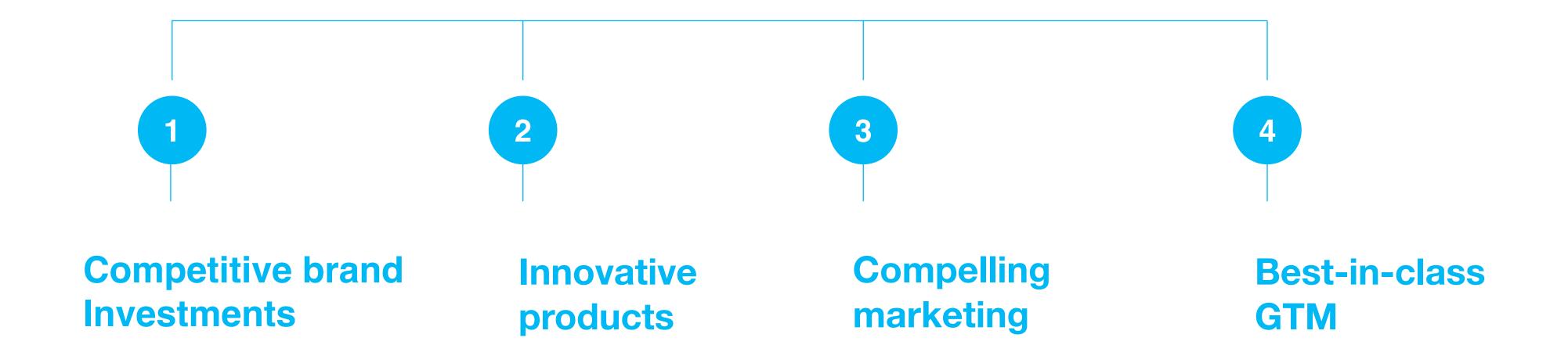








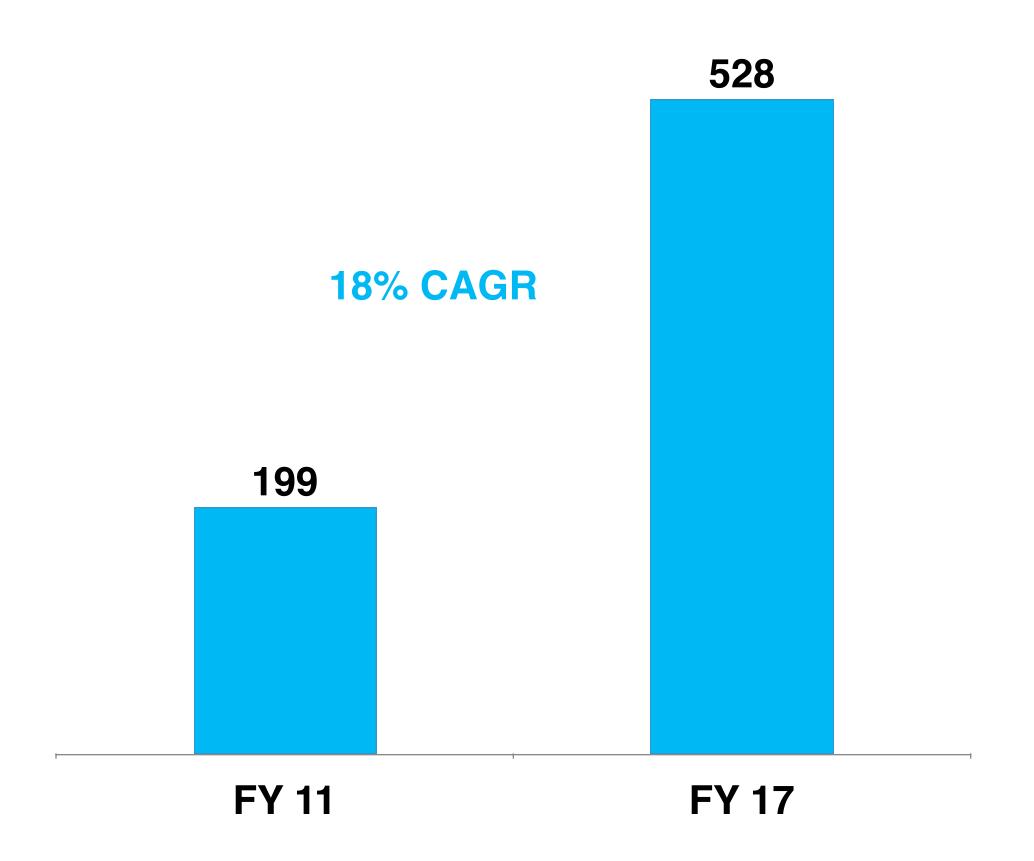
Our mantra is consistent share growth



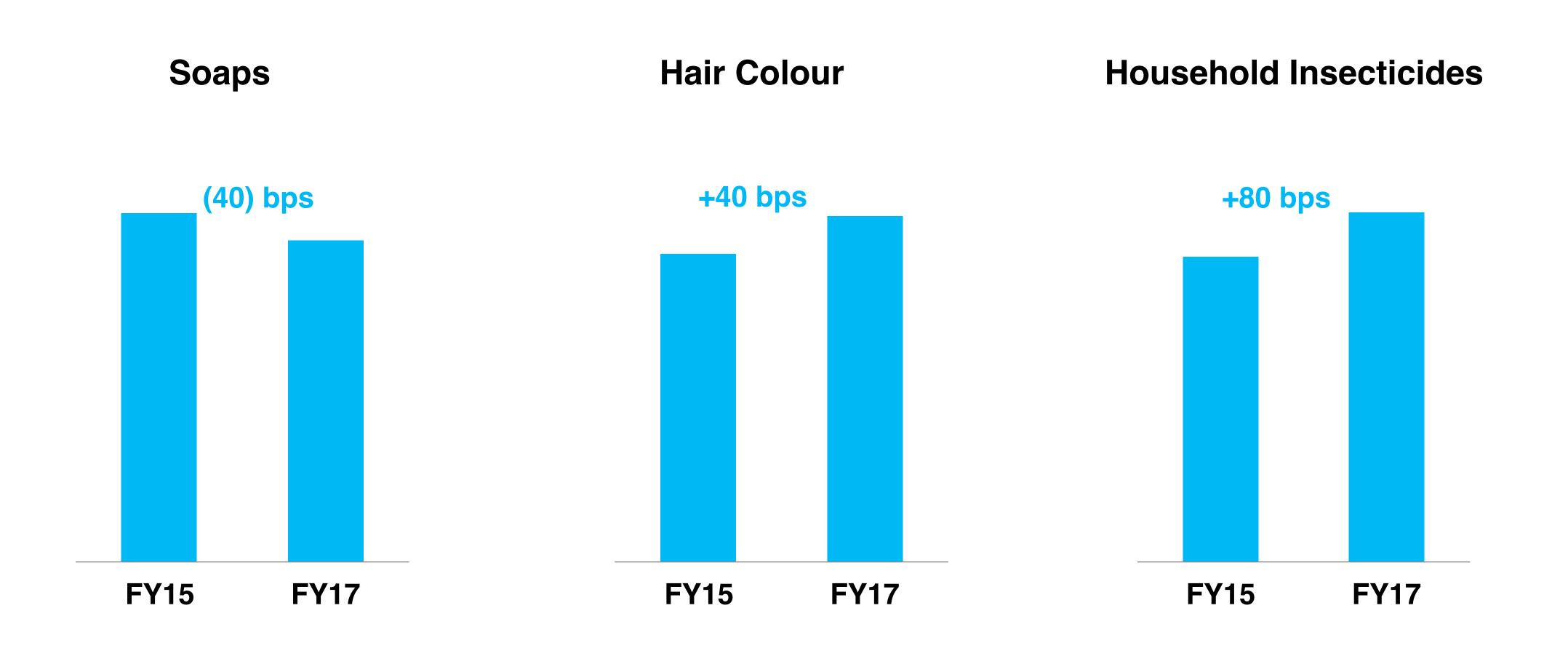
1

We have upped our investment in brand building

India A&P Spends (INR Cr)



Our market shares have generally strengthened



2

We have significantly upped the ante on innovation



Track record of great NPDs - 4 new brands in the last few years (aer, protekt, NYU, BBLUNT)

NPDs launched in last ~5 years account for ~20% of global growth and ~35% of India growth

Significant ramp up in resourcing - R&D centre, new capabilities, strong design function, global innovation cell

Numerous examples of cross pollination

2 Differentiated, unique products



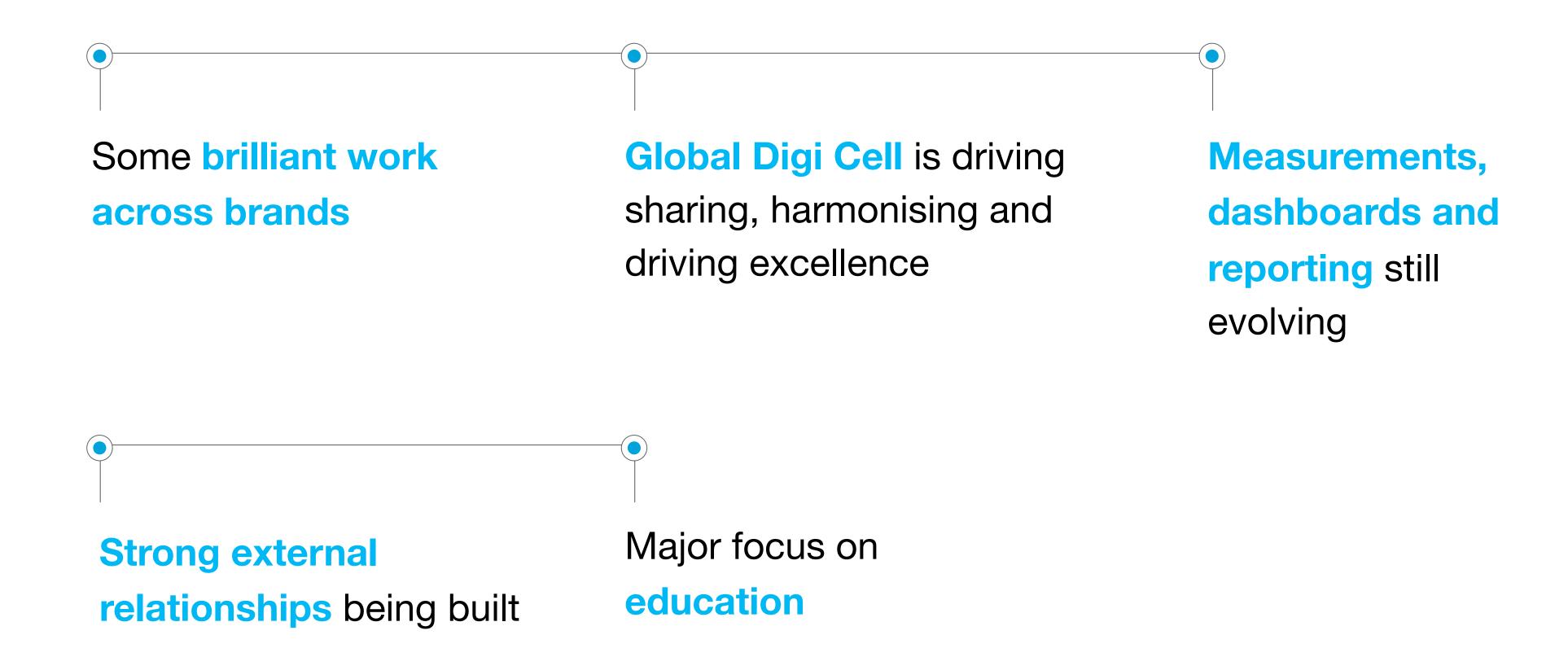








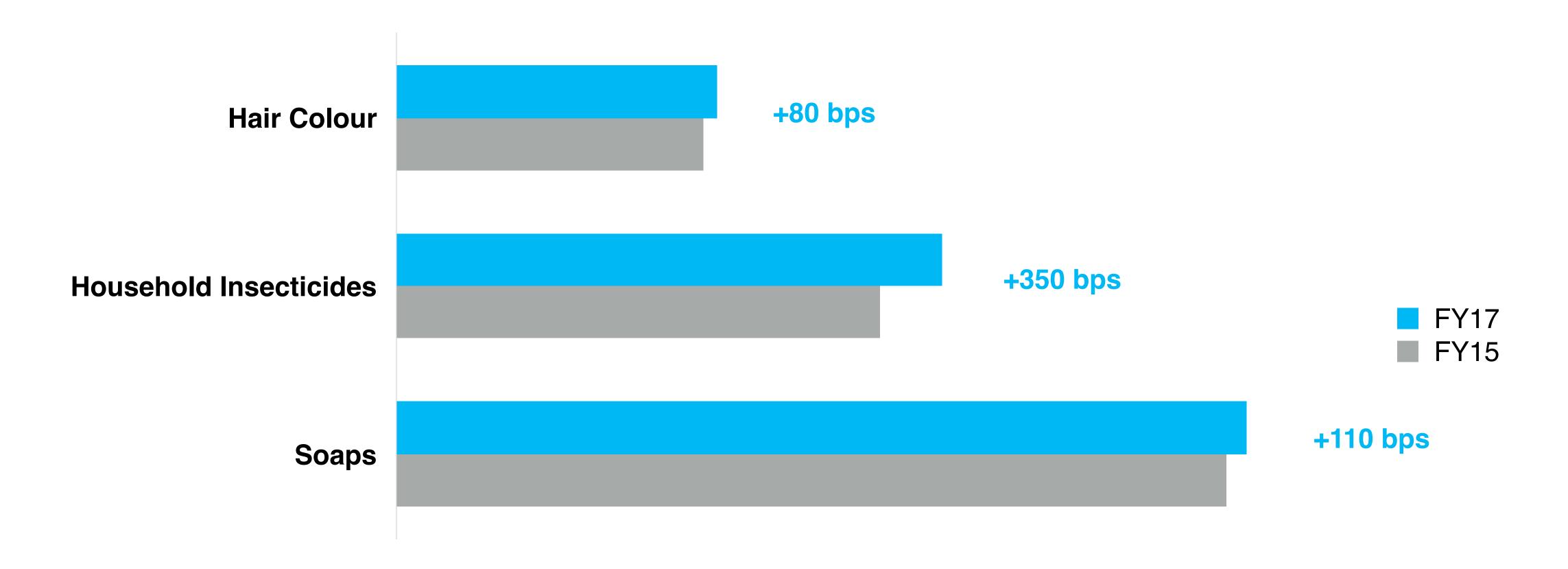
We took good steps in Digital



4

Good progress in increasing household penetration

GCPL Household Penetration

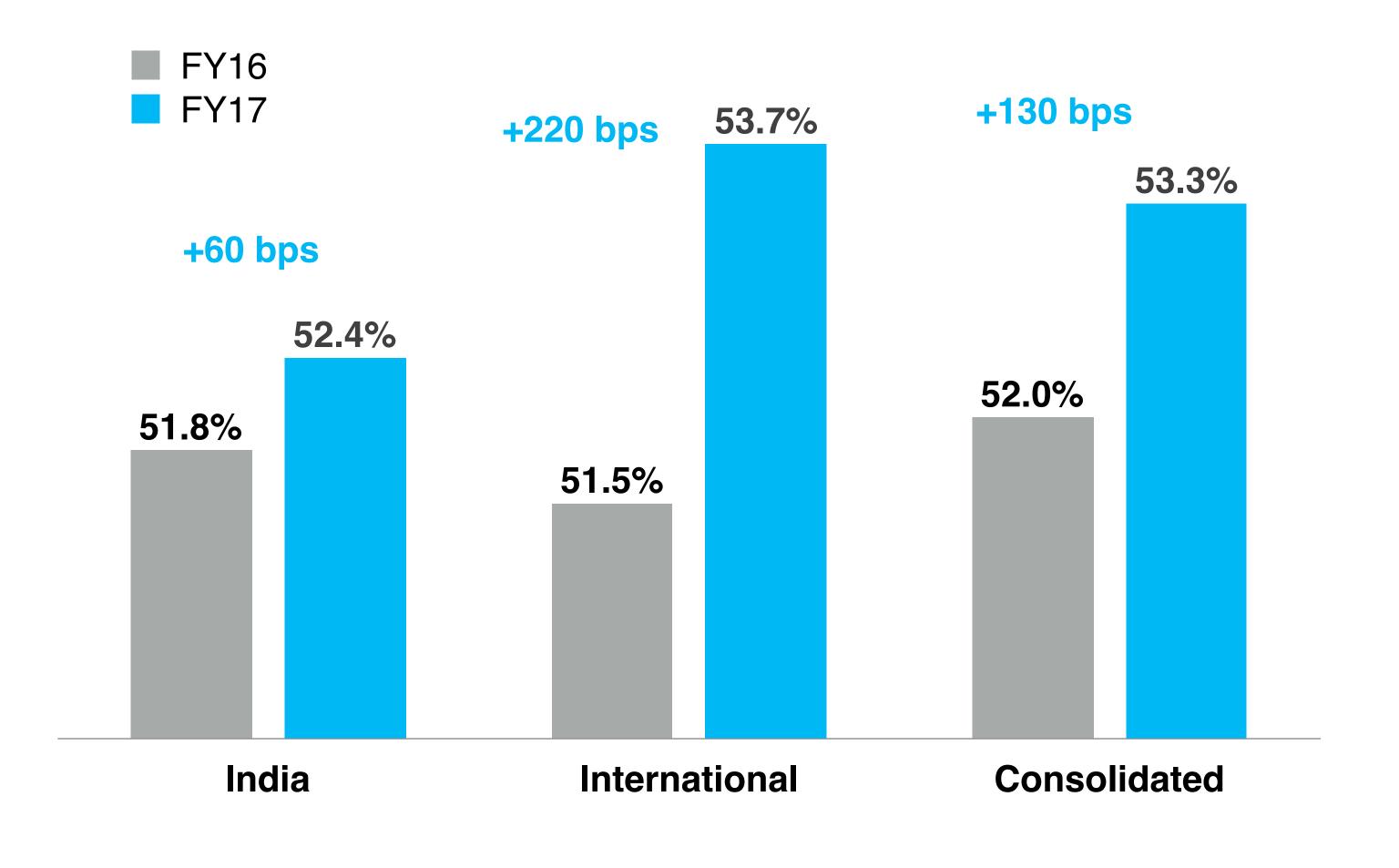


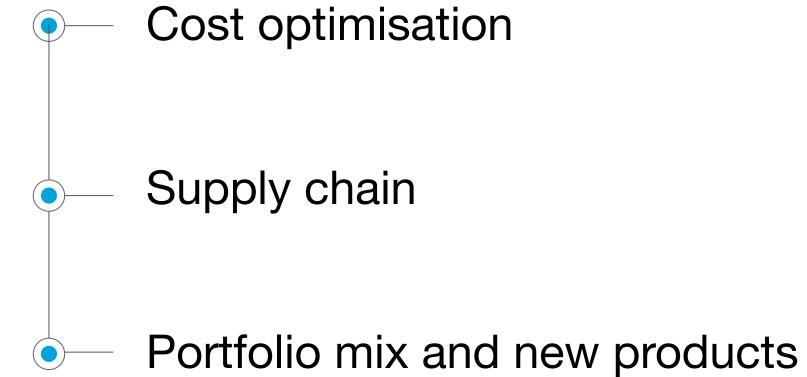
How to win



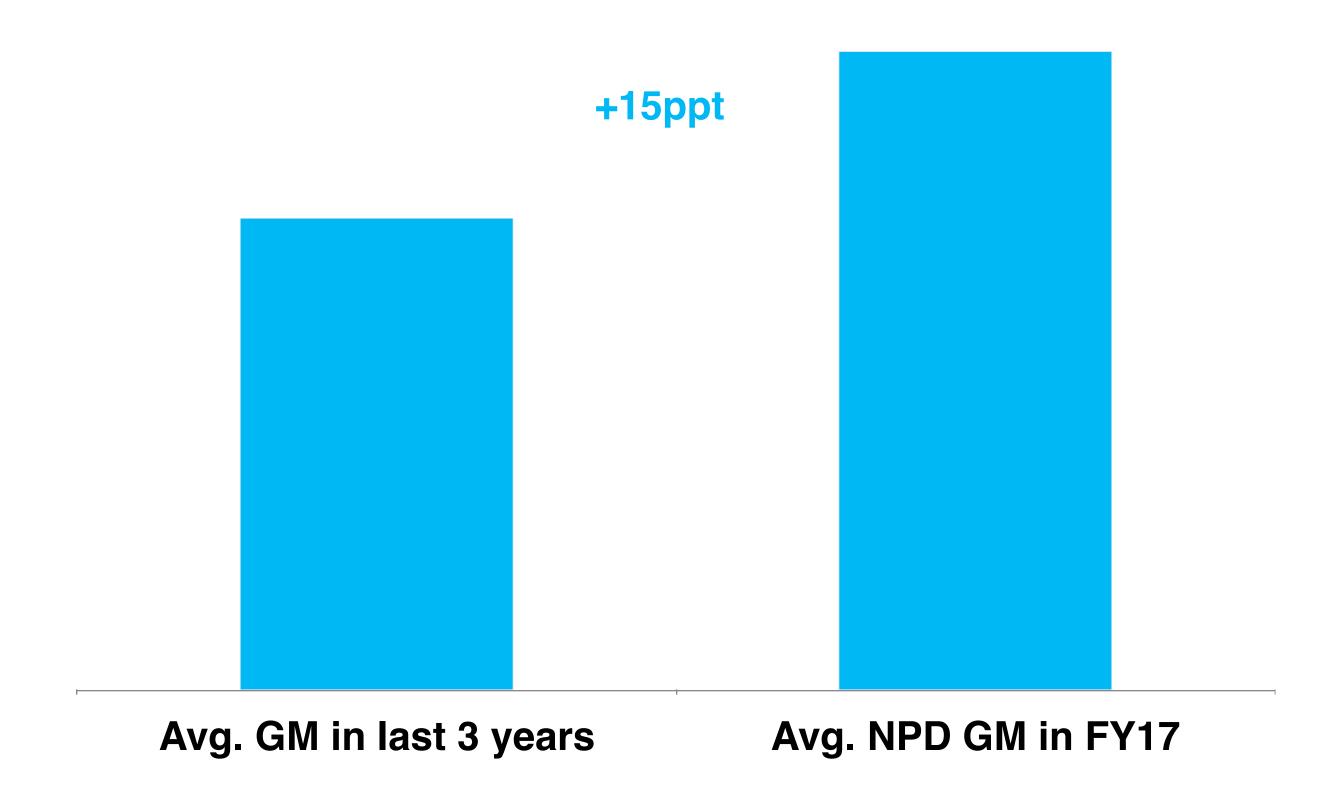
Continued improvement in gross margins

Gross Margin





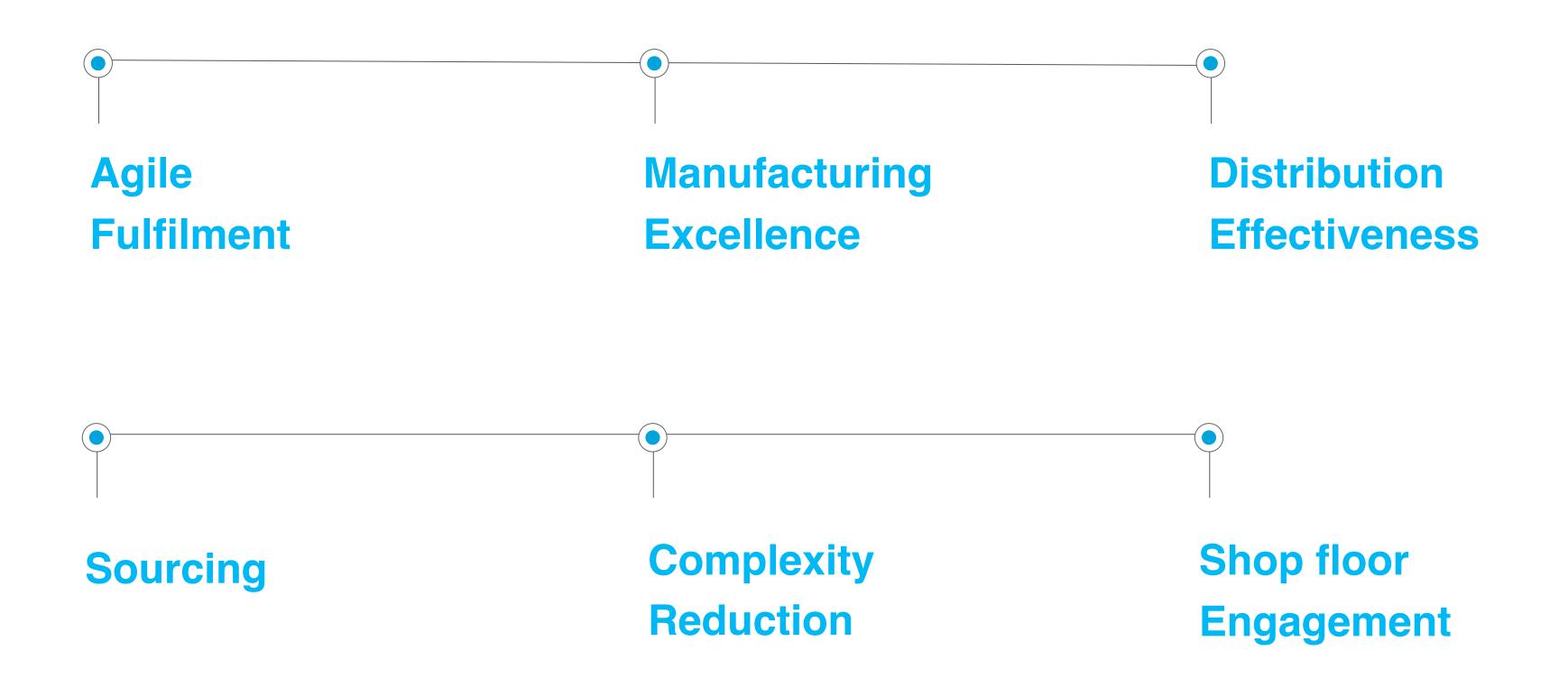
Higher Gross Margins for NPDs



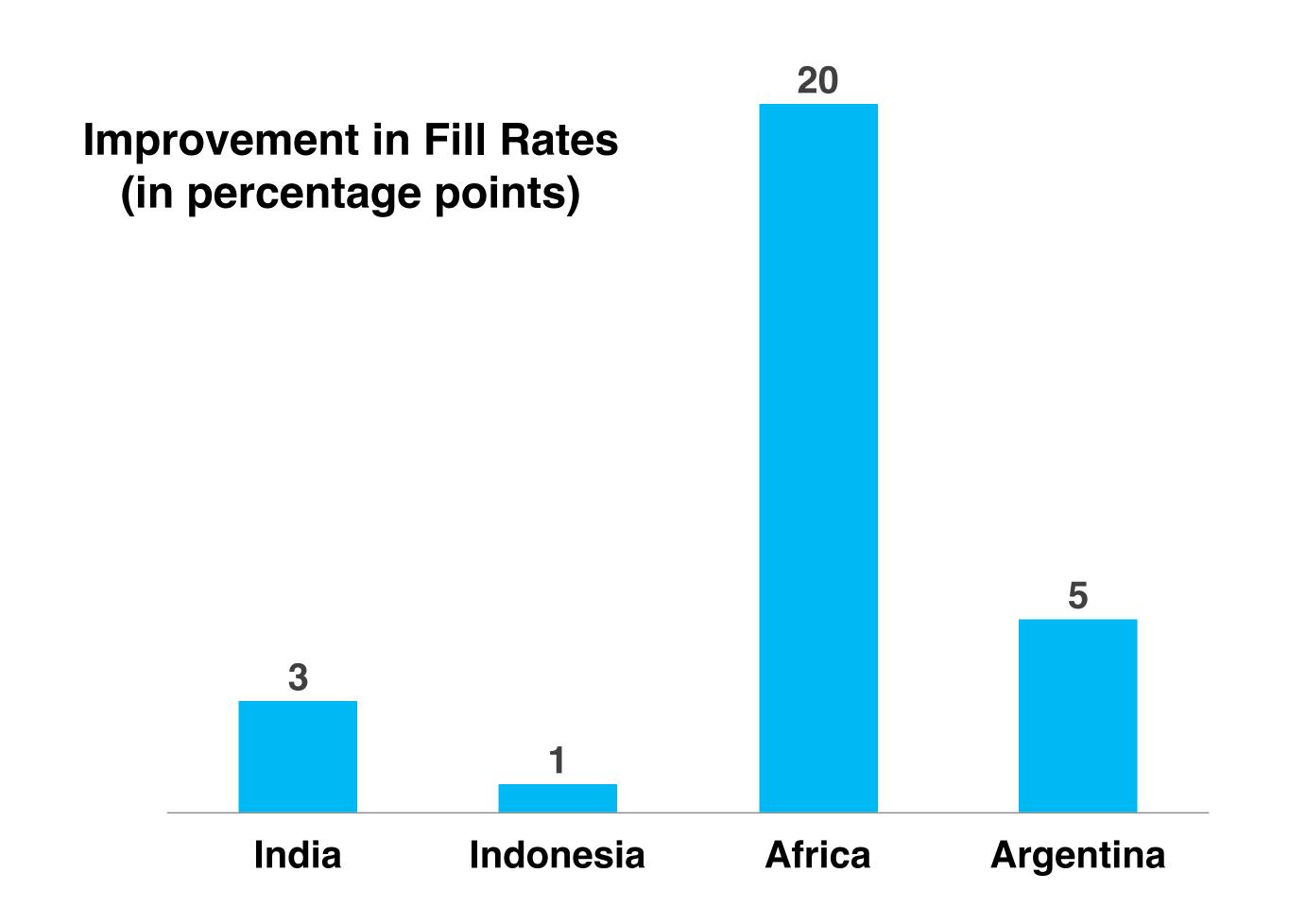
Several cost programmes being implemented

Project	Launch Year	Savings till date
Project PI (India)	FY 15	
Project PI (Indonesia)	FY 17	Aggregate savings of ~INR 400 Cr till date
Project Iceberg (Argentina)	FY 15	
Project Symphony (Chile)	FY 17	
Project PI (Kenya)	FY 17	

Our supply chain continues to improve

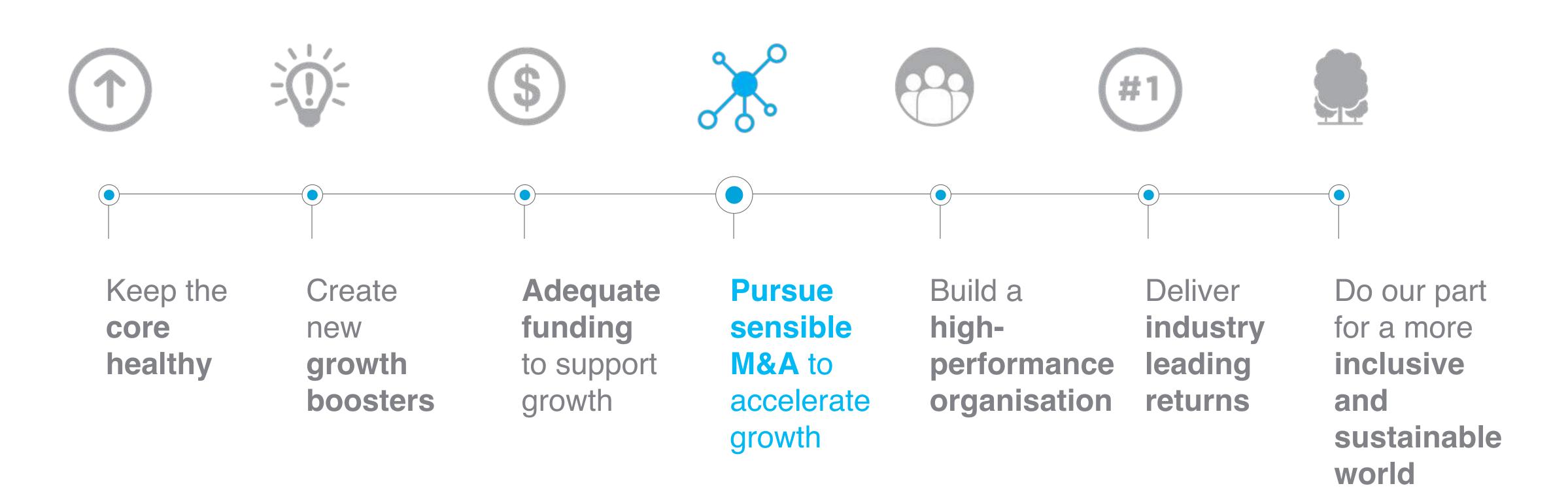


And have seen significant improvements

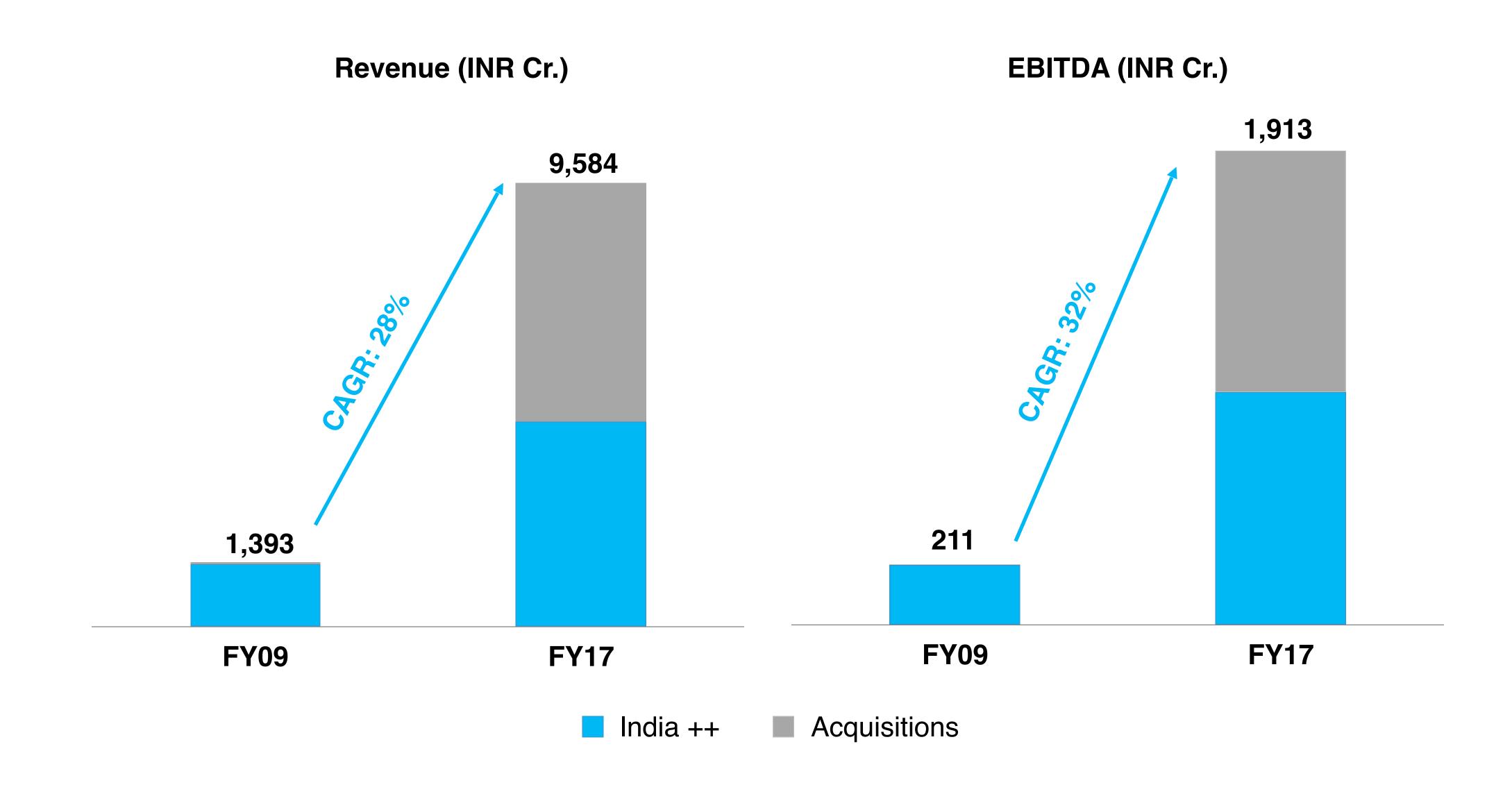


^{*}Improvement in fill rates over 3 year period

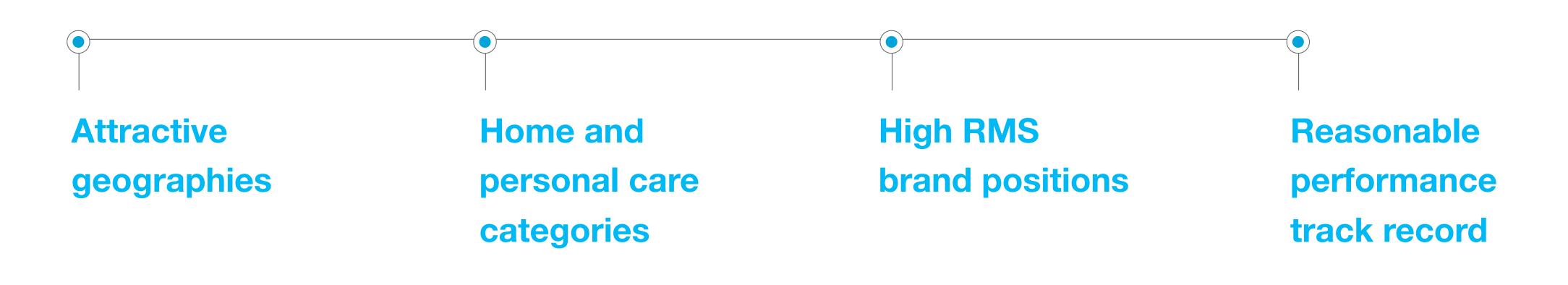
How to win

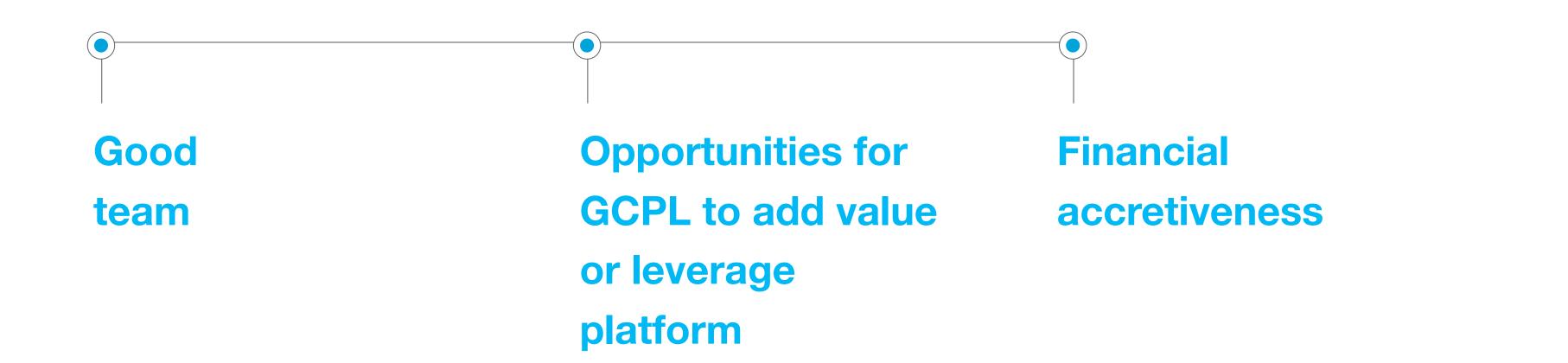


M&A has been a key catalyst of our growth



Clear acquisition criteria

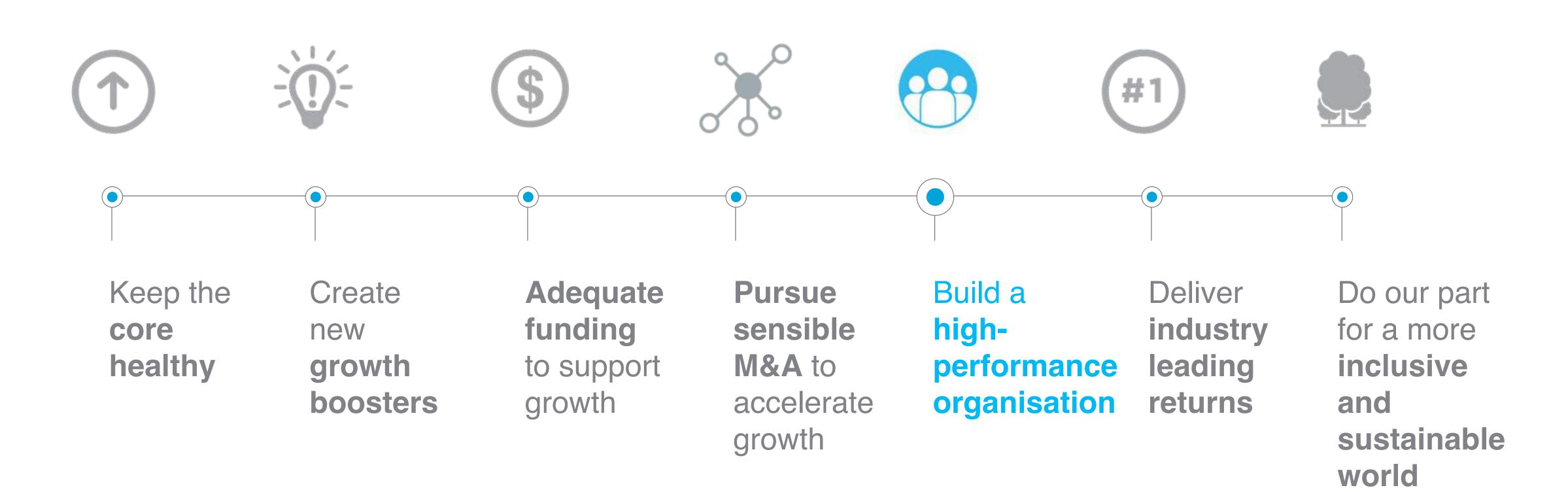




Learnings from our M&A journey



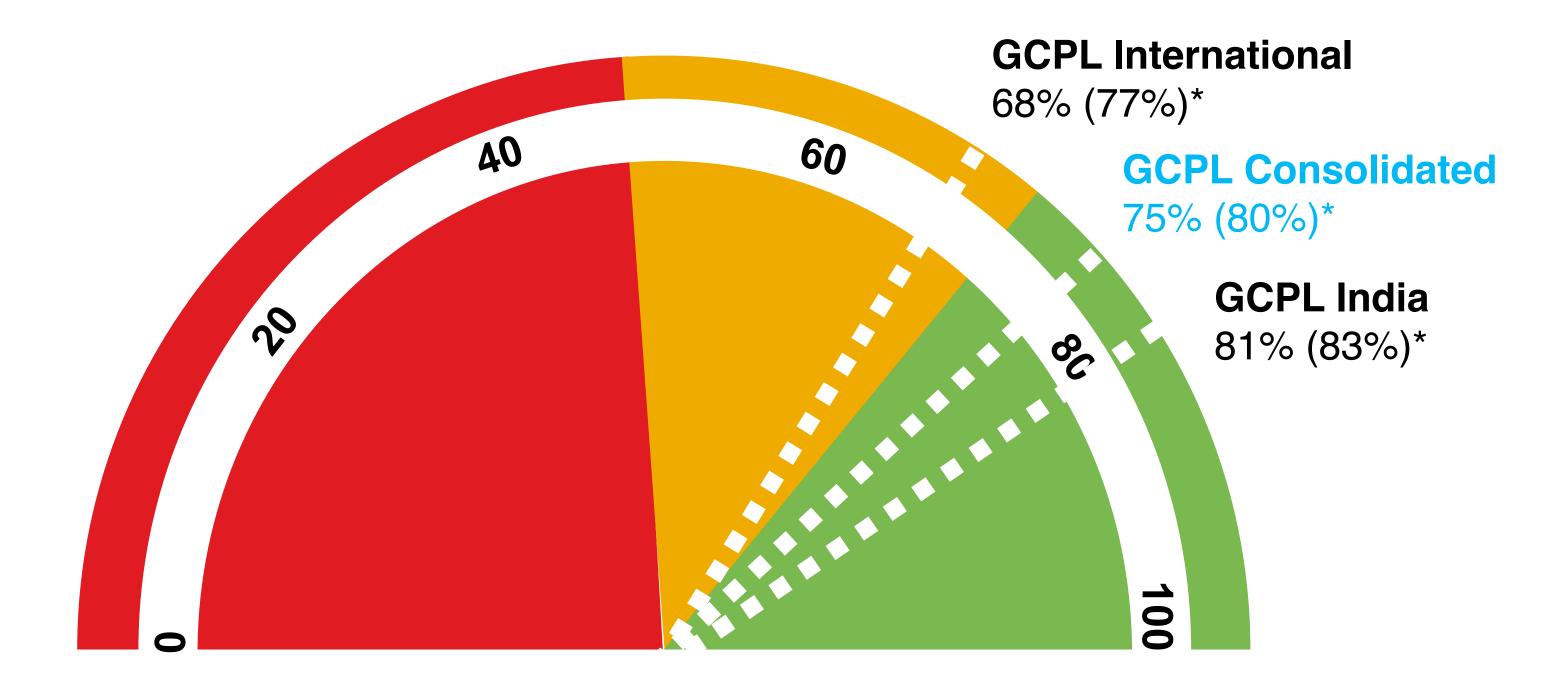
How to win



Our talent pool is well managed

godnej in t((v))ne

- Engagement scores have remained high at an overall level
- Our leadership is far more engaged than before



	2014	2016
Godrej Leadership Forum (Level IV)	76%	81%

^{*}Scores in brackets indicate High Performer engagement

We continue to be recognised as a leading employer in FMCG



Godrej Consumer Products goes to great lengths to look after its people - and it demands excellence in return

Sreeradha Basu, MUMBAI

here's a good reason why working with the 118-year-old House of Godrej appeals so strongly to the young lot. says Prachi Kulkarni, general manageropen and approachable leadership team, as well as an environment that keeps chal-

Kulkarni has experienced first-hand

support that was there too. For instance my ob involves a lot of travel, so when I need it. I can take days off to be with my child."

creating an organisation that's not just Products, "What gets noticed here is the one. "Inspiration is about making people quality of your work, not the number of feel charged and excited," he says. Like a hours you put in. There's flexibility, a very jigsaw puzzle, all the pieces need to fit: attracting high quality talent and then energizing and developing them through chalnging stretch roles and then rewarding high performance. It's also about the work what the organisation has to offer: bosses environment, creating the right kind of who pitched in to help out during her preg-culture and value systems, and giving infuture role before she went on maternity company competes against multinational she returned. But it's all about Tough Love, ment and that requires agility, not just in for at the end of it all, the organisation expects its employees to put in 100%. "When the HR. "What is core to our DNA is that

ently finding a place in a list otherwise dominated by information technology and hospitality companies, it is largely because of the empowerment that it offers to its employees, coupled with the fact that Vivek Gambhir, managing director, it has seen a huge build-up in business, Godrej Consumer Products says he's HR, India & SAARC at Godrej Consumer a great place to work, but an inspiring as well as geographies. We're giving re-

> Godrej Consumer identifies the top 100 people in the organization by performance and potential. Then there's a conversa-

If Godrej Consumer has been consist-



ready, we take a bet on that person," says Rahul Gama, executive VP-HR.

> ed," says Gambhir. people asset scorecard at the leadership level, where 25% of the leader's goals is related to people; how he/she manages how he looks at succession planning. "We want inspirational leaders who give their heart, soul and passion into the work-

things. That allows you to be well-round-

tion about the career development plans. which goes right to the level of the MD. 2017 quick decision-making, early responsibility is what we talk about. While we demand excellence, we also give space for other

> Ranked #12 in Best Large Workplaces

Best Workplaces™



Ranked #1 FMCG company in India

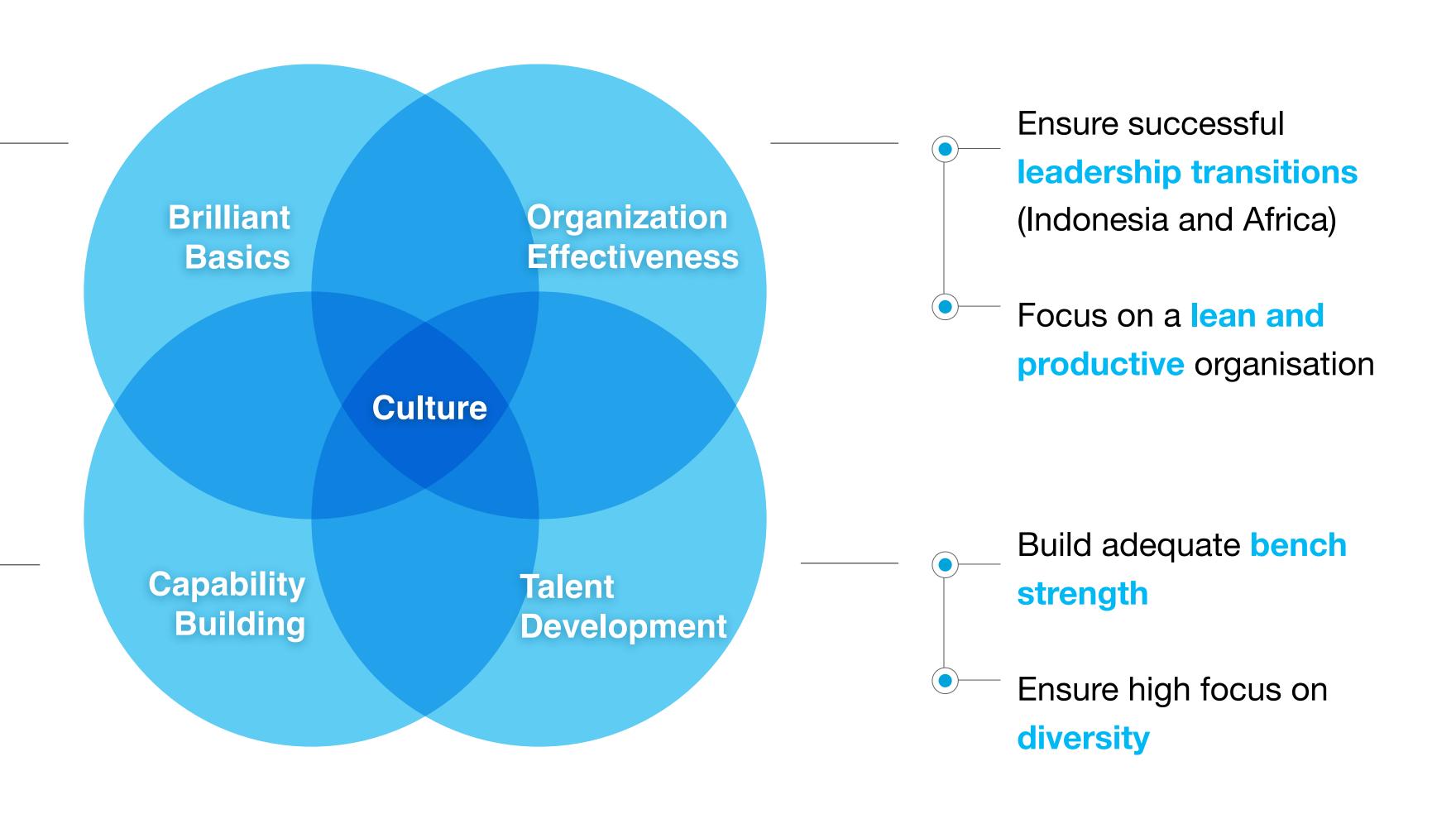


Ranked among the best employers in India in 2016

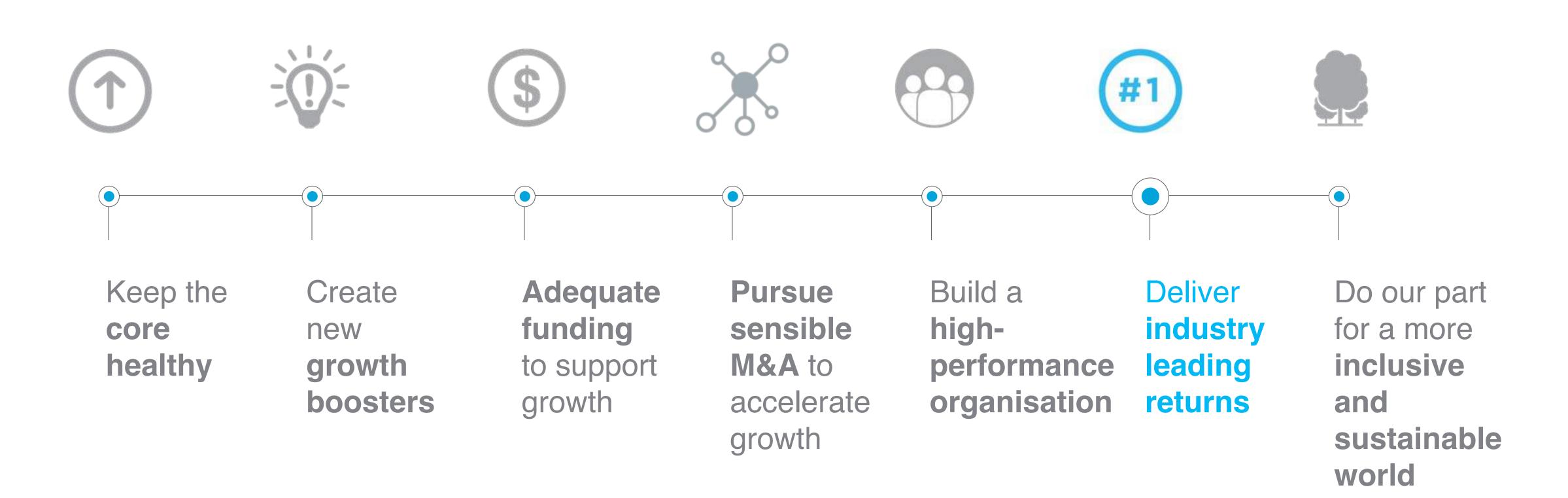
Key priorities

Drive HR process impact through the EEE (Efficiency,
 Effectiveness and
 Experience) framework

- Use more analytics in people decisions
- in key areas
- Strengthen adevelopment centricleadership culture

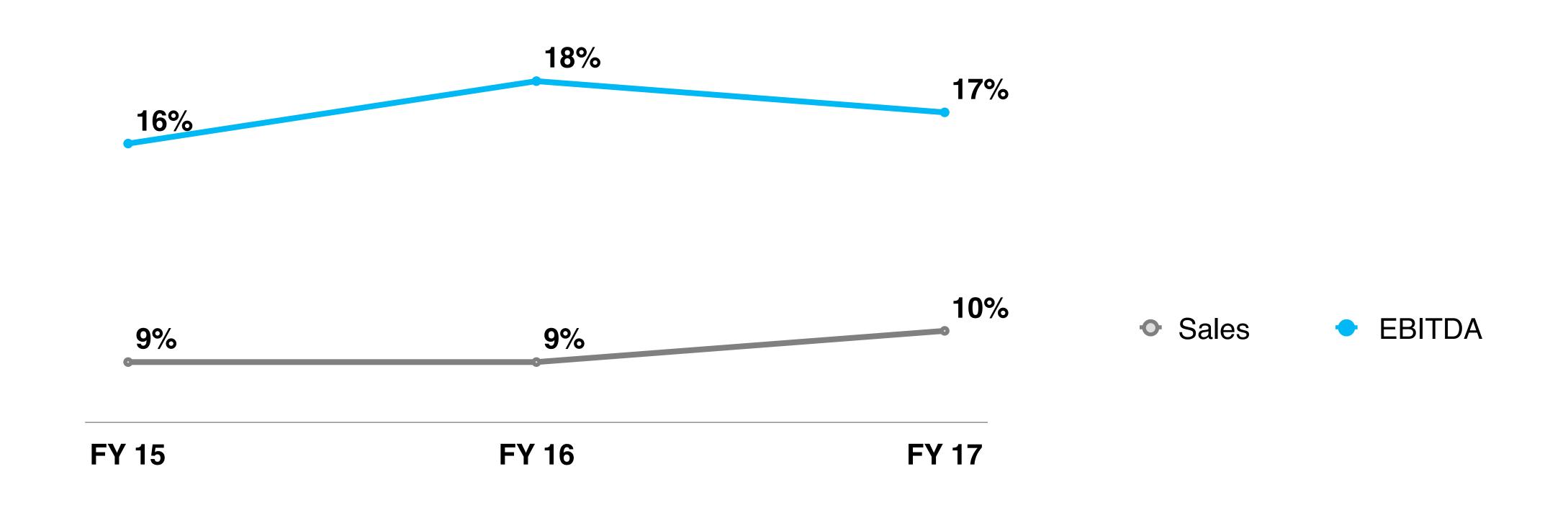


How to win



We have grown EBITDA ahead of Sales





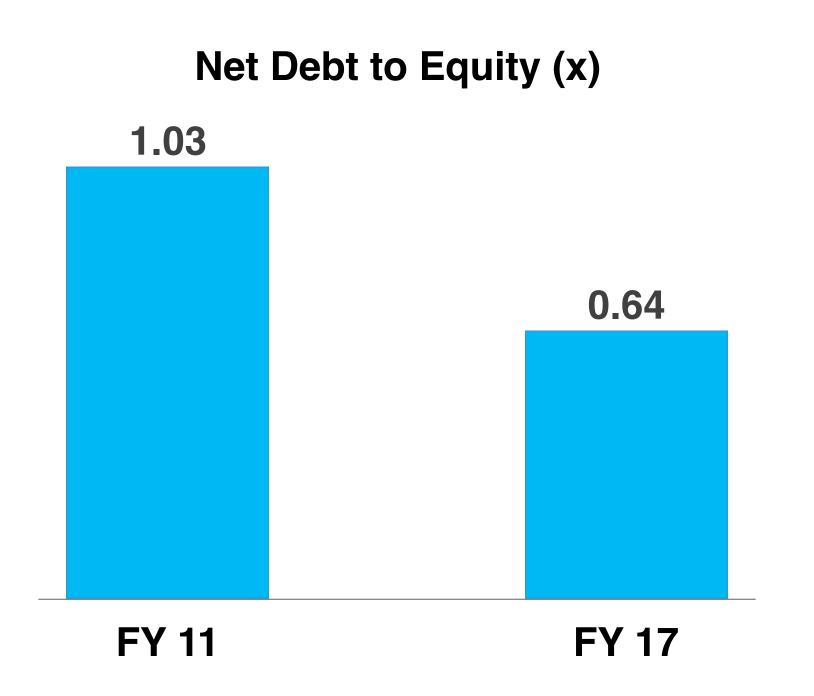
Currency volatility has been a big challenge

Revenue Growth (Year-on-Year)	Constant Currency Growth	Reported Growth
Consolidated	13%	10%
India	4%	4%
International	23%	16%
Indonesia	0%	5%
Africa	22%	9%
Latin America	19%	-4%
Europe	0%	-11%

We have improved significantly on Working Capital

No. of days	March 2016	March 2017	Movement (March 2017 over March 2016)
Inventory	55	54	(1)
Net Debtors	47	39	(7)
Creditors	62	66	4
Net working capital (w/o cash)	39	27	(12)

We have made a concerted effort to bring Net Debt to Equity ratio down



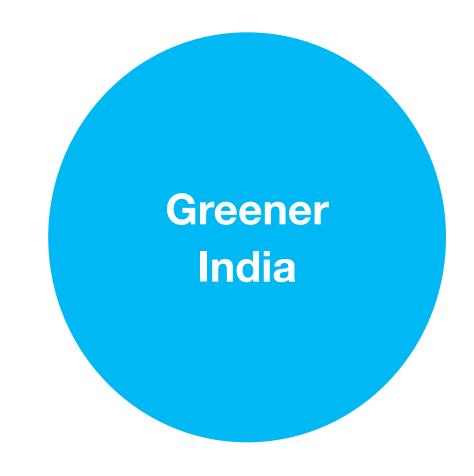
How to win



We are making steady progress on our Good & Green journey



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



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



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

We are making steady progress on our Good & Green journey

Employability



- India: Trained 54,930 young people in FY17
- Kenya: 929 trained in FY17 (against 800 in 3 years)

Brighter Giving



- 1,030 GCPL team members volunteered in 36 schools as part of Godrej Global Volunteering Day
- Over 50 continue to be part of long term Brighter Giving projects

We are making steady progress on our Good & Green journey







In April 2016, we launched Project EMBED - Elimination of Mosquito Borne Endemic Diseases

• Aims to reduce morbidity and mortality caused by vector borne diseases

Focus on improving knowledge and awareness of communities through behaviour change campaigns, thus empowering those at the bottom of the pyramid to take charge of their own protection

 Phase I - 2 districts (Mandla and Dindori) in Madhya Pradesh, a state with one of the highest burdens of malaria in India

 Phase II - 7 additional districts (Jhabua, Sheopur, Shivpuri, Sidhi, Singrauli, Alirajpur and Balaghat)



9 Districts

3000 Villages 7,00,000
Households

35,00,000

People

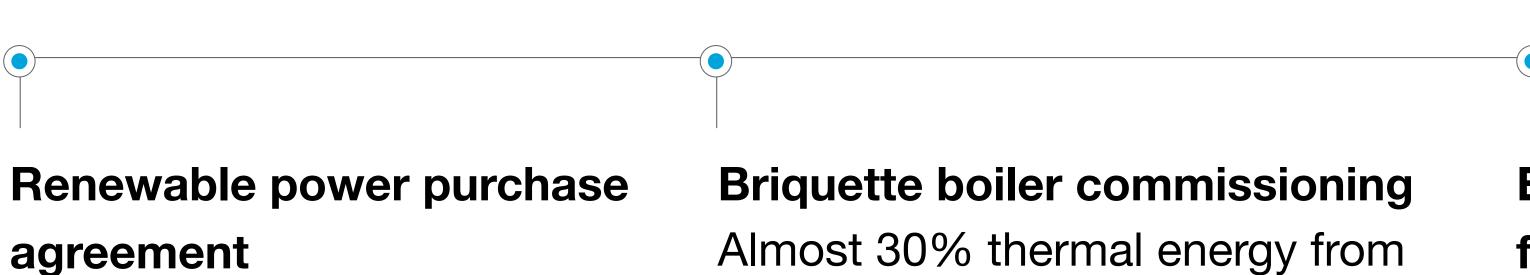
Our Green initiatives are also on track

GCPL Greener India performance

Parameter	Compared with baseline (FY 11)	Compared with FY 16
Reduction in Sp. Energy consumption (kWh/ton)	28.3% ↓	2.5 % ↑
Reduction in Sp. Water consumption (kL/ton)	20.6 % ↓	0.0%
Reduction in Sp. GHG emissions (kg CO2/ton)	35.0 % ↓	12.5 % ↓
Reduction in Sp. Waste to landfill (kg/ton)	57.2% ↓	56.4 % ↓
Renewable energy utilization (%)	24.5 %	

Our Green initiatives are also on track

Key initiatives last year



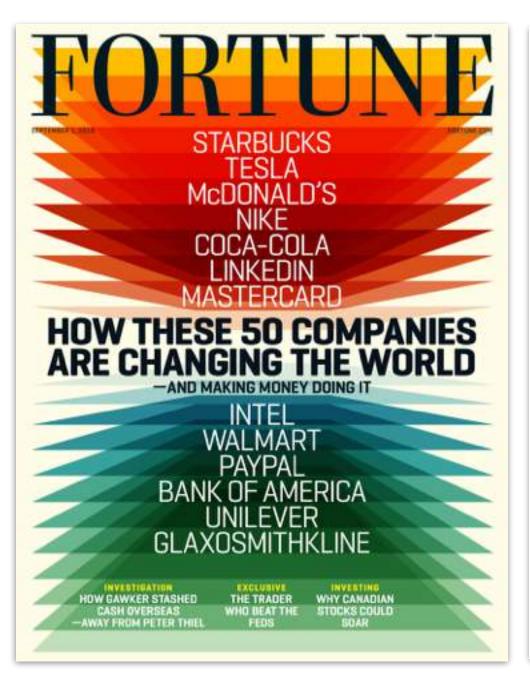
40% electricity consumption from renewable sources (Malanpur)

Almost 30% thermal energy from renewable sources (Malanpur)

ETP sludge diverted from landfill to co processing (Malanpur)



Some notable recognitions









Ranked #48 on Fortune's 'Çhange the World List'



Awarded the Porter Prize for Creating Shared Value

Outlook for FY18

Drive sales growth ahead of category growth

- Focus on core
 - Drive innovation led growth
- Strengthen GTM
- Revenue Growth Management

Drive profitable growth

- Cost saving initiatives
- Premiumisation
- Favourable category and geography mix

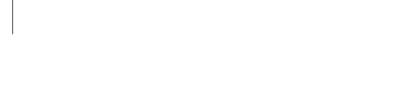
Improve ROCE

- Drive profitable growth
- Reduction in working capital

Deep Dive - India



Key messages



Performance overview of FY17

- Agility in responding to onground situation helps deliver superior growth
- Strong margin expansion, in line with strategy of driving EBITDA growth ahead of sales growth

Maintain ahead of category, profitable growth in FY18

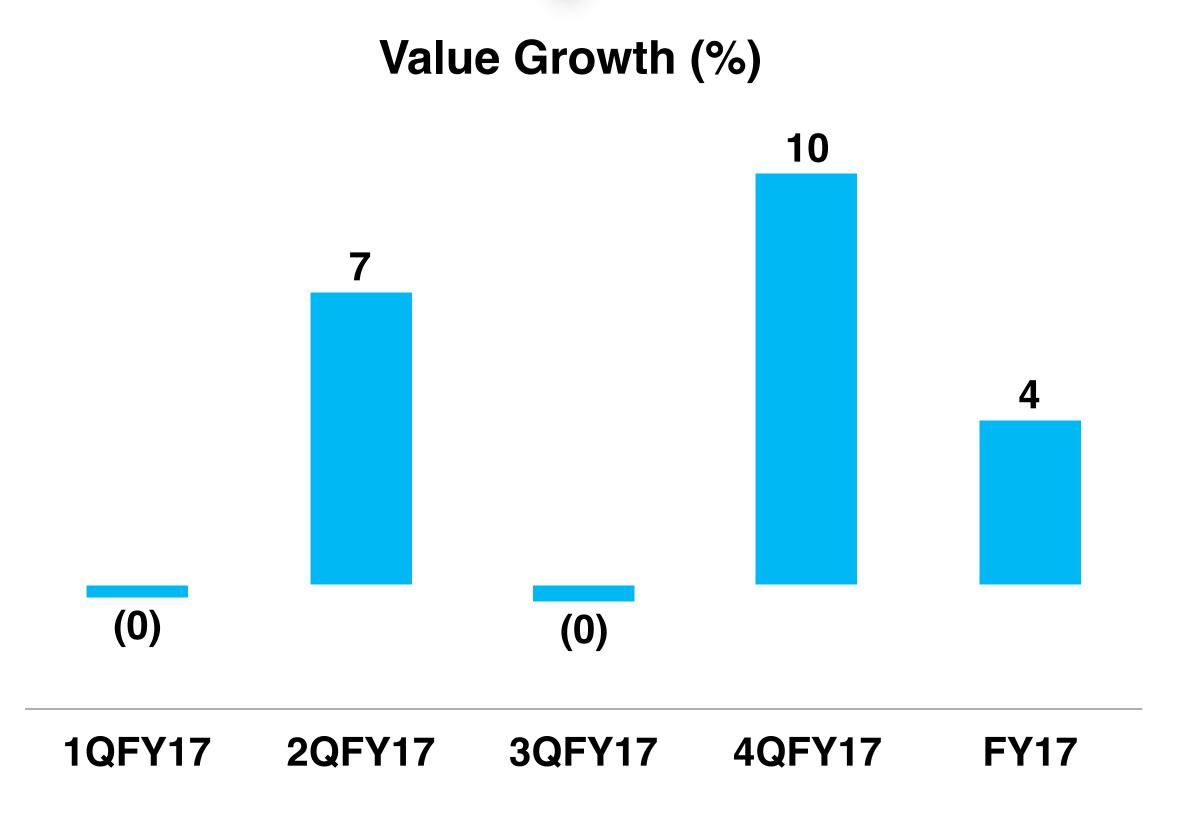
- Continue to drive core supported by competitive marketing investments and distribution initiatives
- NPDs launched in FY17 off to good start; further scale up in FY18

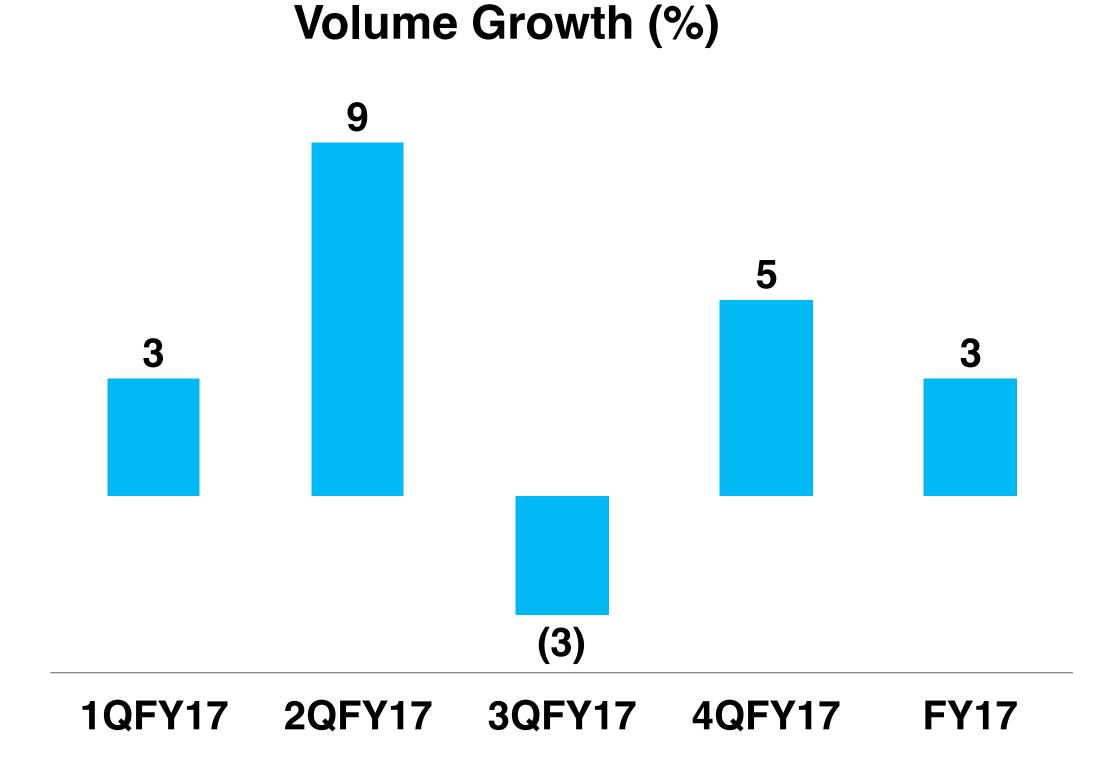
Big push in journey towards building 'Future Now' capabilities and strengthening Go To Market Performance Overview - FY17

Continue to deliver ahead of category growth

Healthy price / mix led sales growth in a deflationary environment

Superior execution delivers ahead of category growth





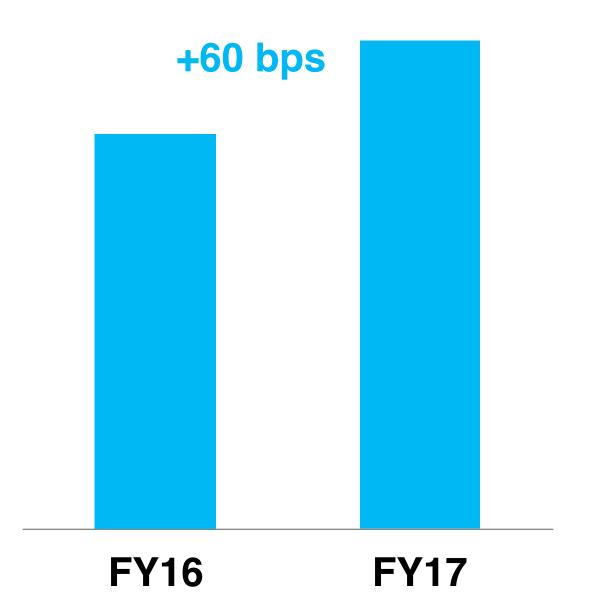
Strong margin expansion sustained

Premiumisation and cost savings initiatives deliver superior margins

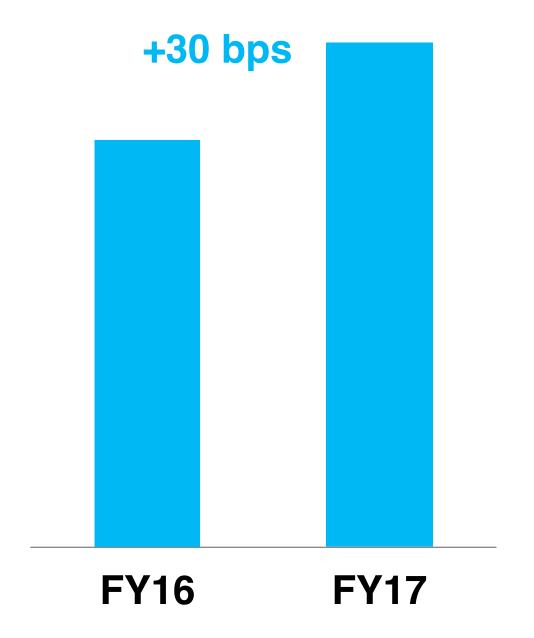
Competitive brand investments for sustainable growth

Profitable growth





A&P as % of Sales



Adjusted EBITDA Margin

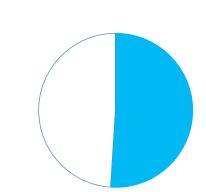


Strengthened core brands

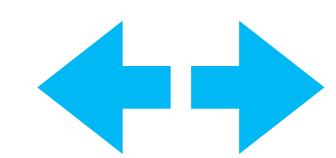










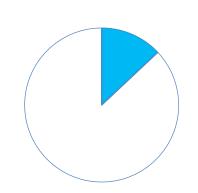








Market Position

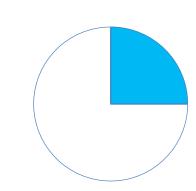






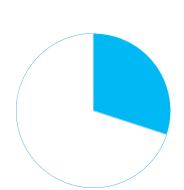
















Sustained momentum on innovation

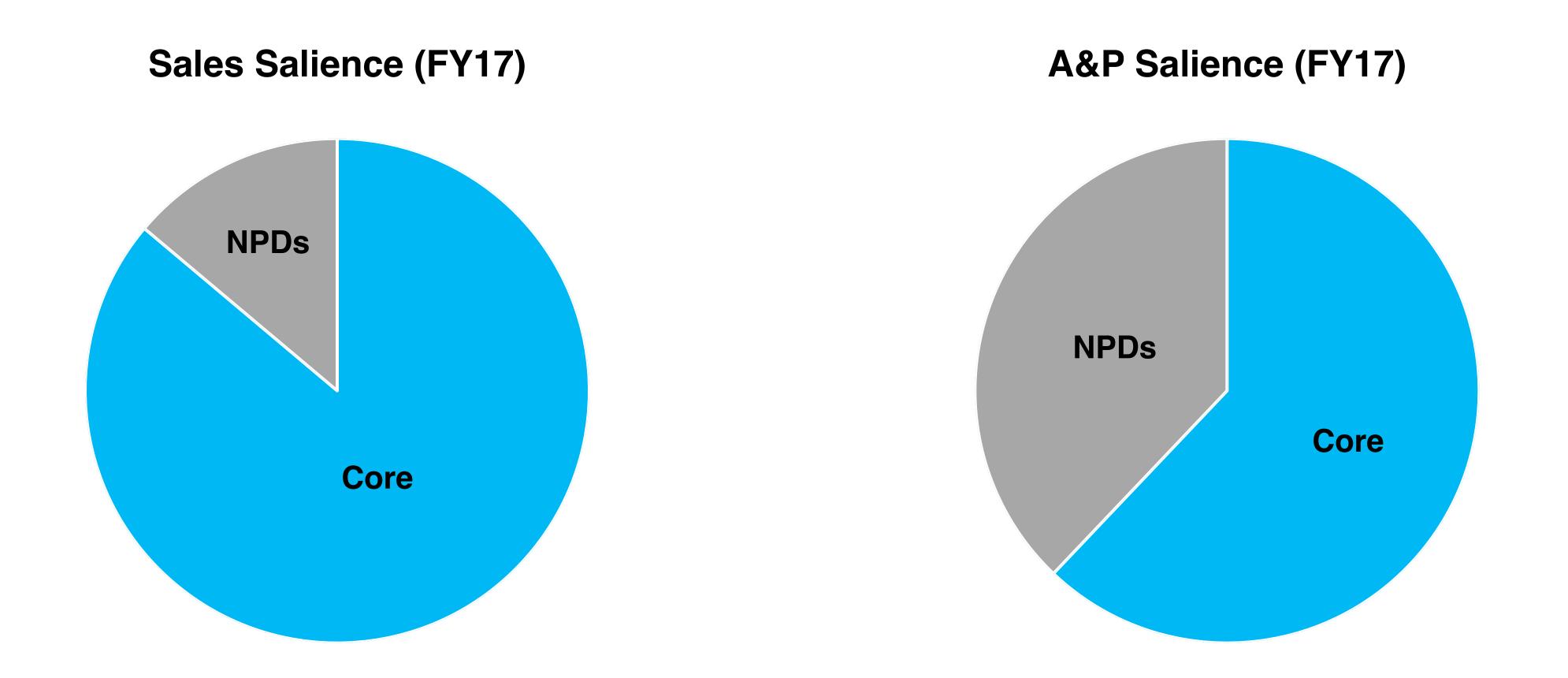








Continue upfront investment in scaling up new launches



Increasing our digital footprint





Multi-purpose approach to connecting with consumers



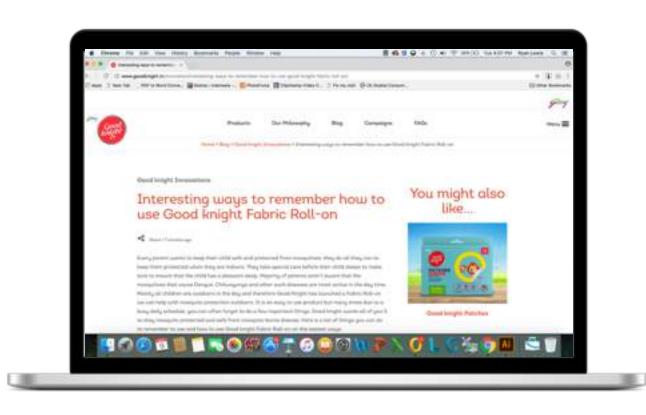
Early adopter of OTT



Increased investments



Customised content for digital



Blogger programme

BBLUNT digital case study



One-stop hair blog

for most searched hair related topics

Engaging with India's top 50 beauty bloggers

Over 150 prime videos generated showcasing product reviews, DIY hacks, Bollywood hairstyles Big hero campaigns with best-in-industry organic reach

Building a future ready sales system

Quality Expansion

- Direct coverage increased by 12% to 1.1 Mn outlets
- Total reach of 5.6 Mn outlets

Developing alternate channels

- Modern Trade up 26%
- e-Commerce up 164%

Enhance Go To Market execution

- Pilot and scale up of new initiatives
- Split line
- Suggested Order Quantity
- One Rural

Plans - FY18

Our plans for FY18



Continue to drive superior growth in core

Reimagine Household Insecticides

Drive penetration in Hair Colour

Regain share in Soaps

- Drive penetration in electric and aerosol formats
 - Build out of home (personal repellents) category
 - Fast track growth in nonmosquito portfolio
 - Effective communication to increase consumption by driving day time usage

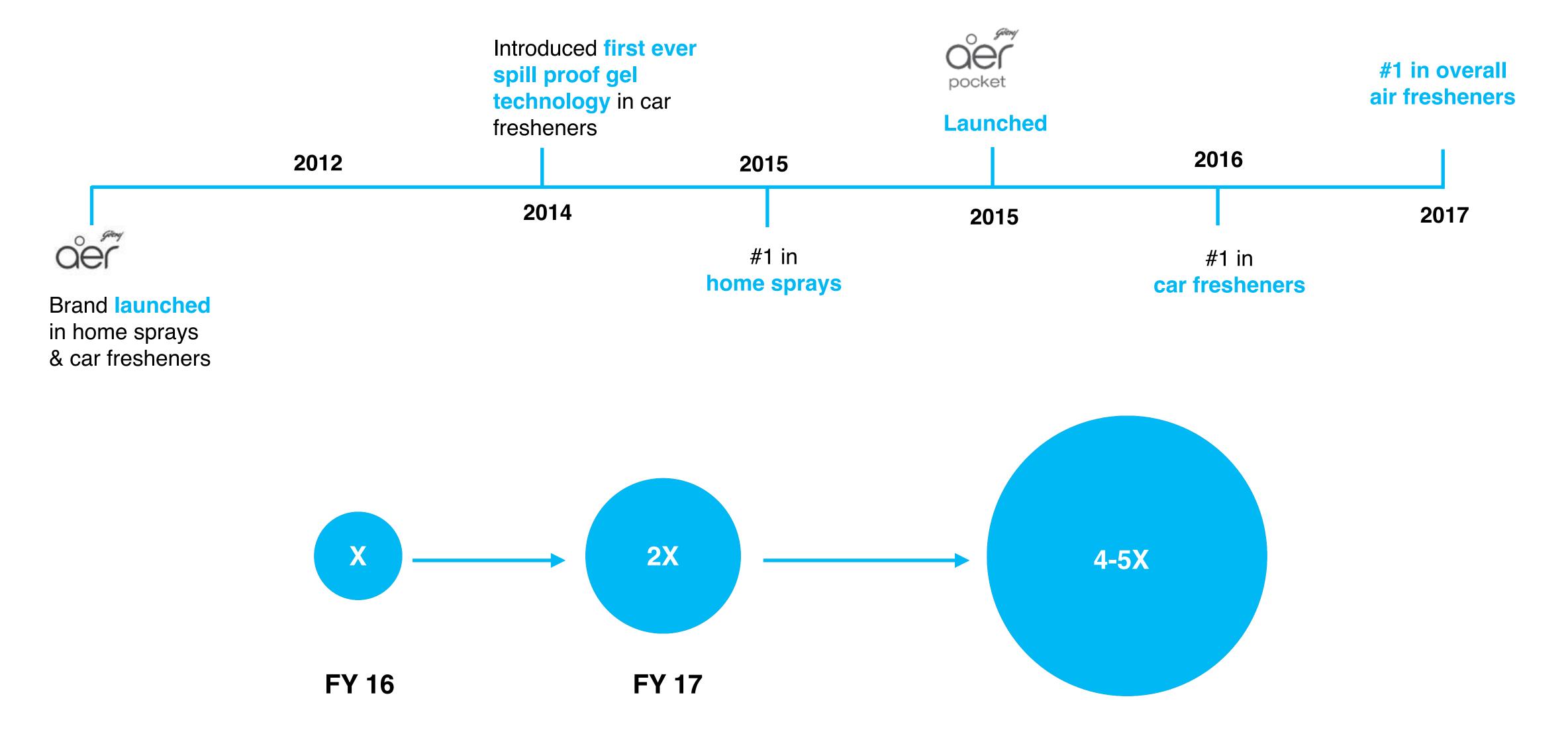
Drive penetration in crème format

Focus on customer recruitment and penetration in rural through powders format

Drive penetration for Cinthol and Godrej No. 1

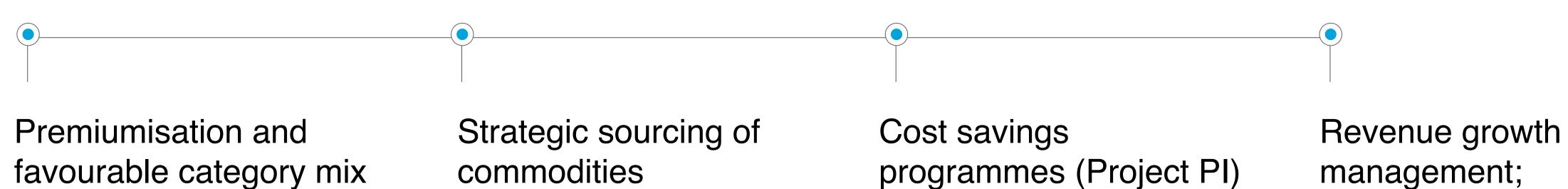
Strengthen value added portfolio of Cinthol

Build new Air Freshener Core



Sustain profitable growth

Focus on sustaining EBITDA margins



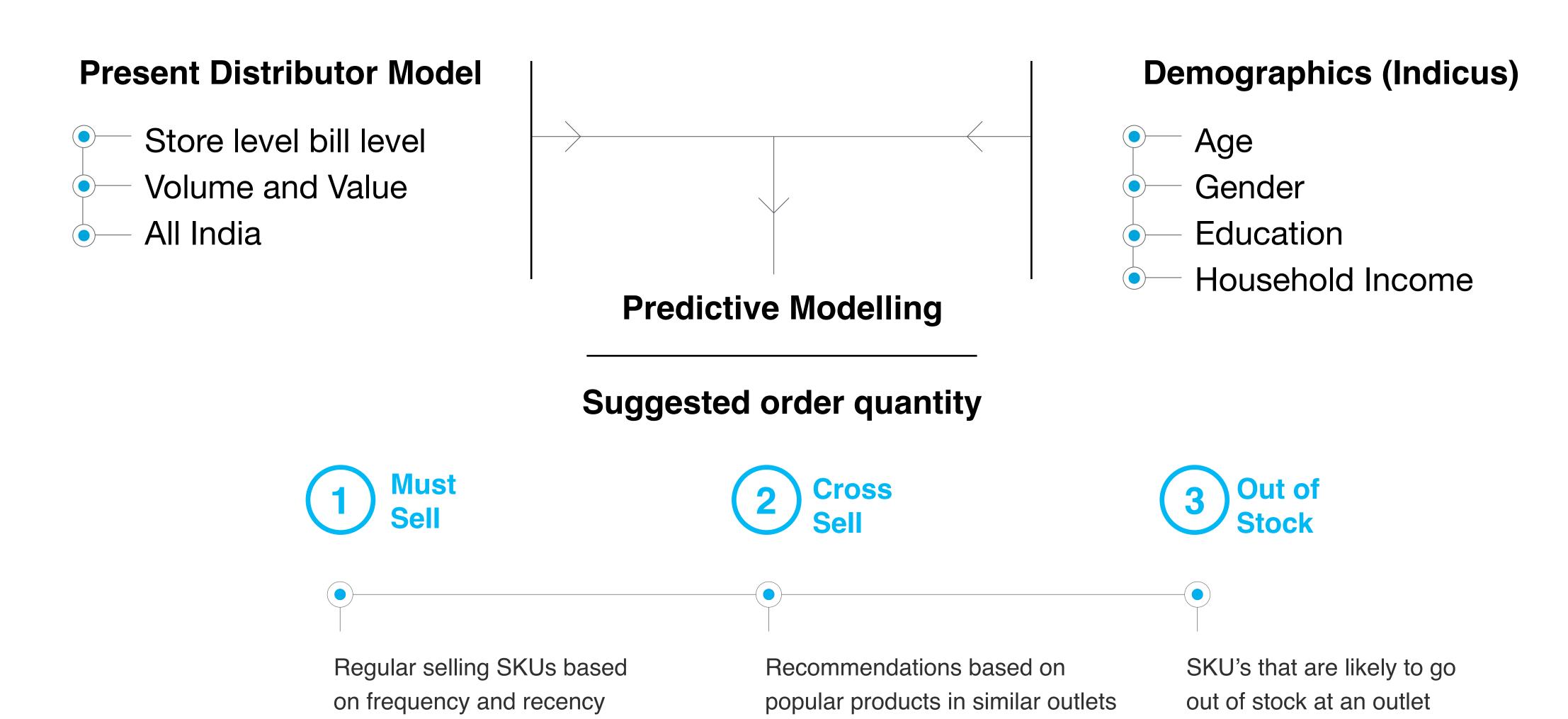
management; trade promotion optimisation

Enhance Go To Market platform



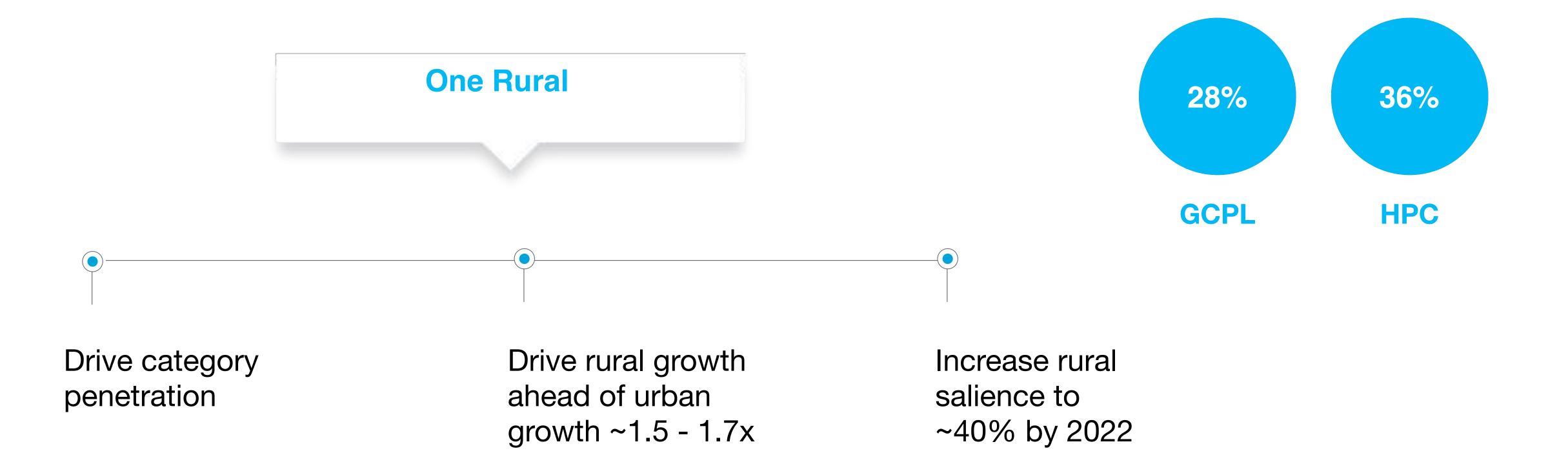
Enhance Go To Market platform

Project Optimus - Suggested Order Quantity



Enhance Go To Market platform

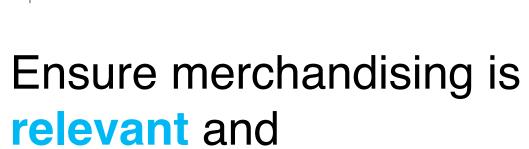
One Rural - Strengthening our presence in rural





Enhance Go To Market platform

Shopper visibility programme



relevant and customised to category channel differences

Drive our key category hero propositions throughout the year

Increase shopper engagement (via consideration and purchase) in store

Use range, POS messages and visibility to influence shoppers

Invest in Future Now capabilities



Revenue Growth

Management

Invest in Future Now capabilities

Advanced analytics



Trade Promotion

Management



Ajna, a Sanskrit word, is defined as the third eye chakra of the human body. The third eye chakra connects people to their intuition, gives them the ability to communicate with the world, and helps them receive messages from the past and insights about the future.

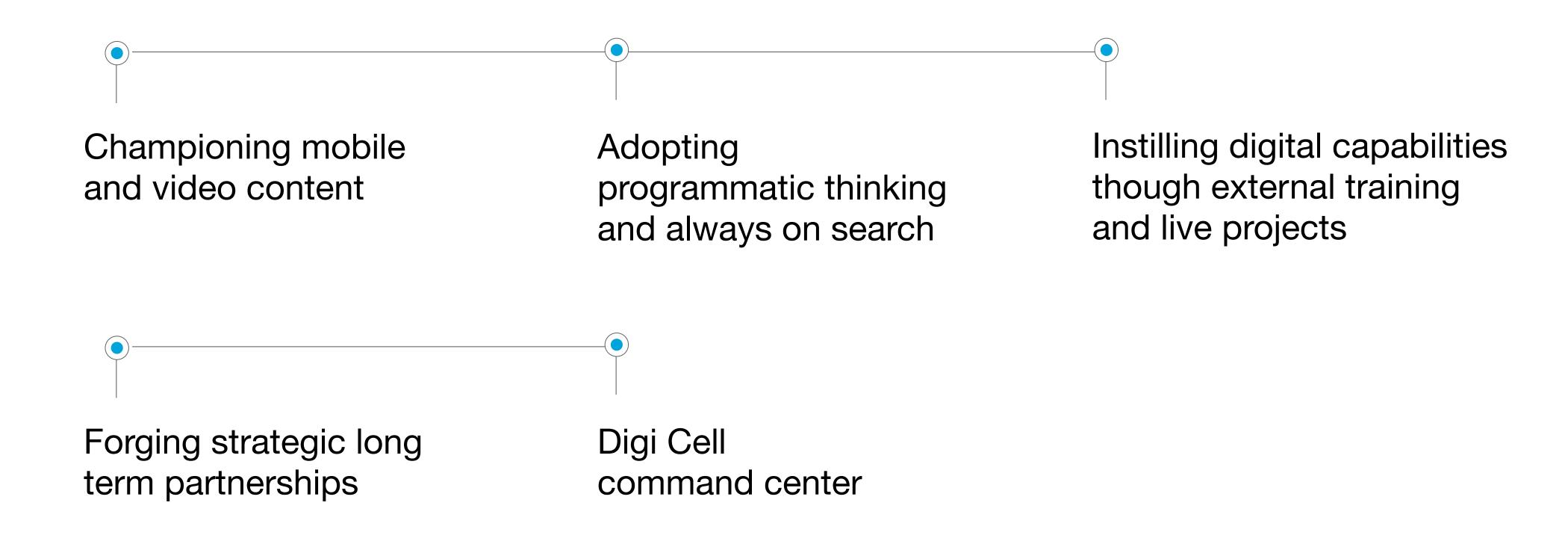
Invest in Future Now capabilities

Consumer Marketing Intelligence



Invest in Future Now capabilities

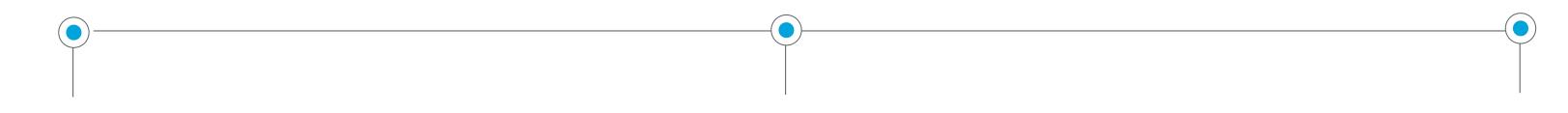
Building a DigiFit organisation



Deep Dive - Indonesia



Key messages



Mixed sales growth in FY17; sustained high EBITDA margins

Maintain ahead of category, profitable growth in FY18

Exciting pipeline of innovations

Performance Overview - FY17

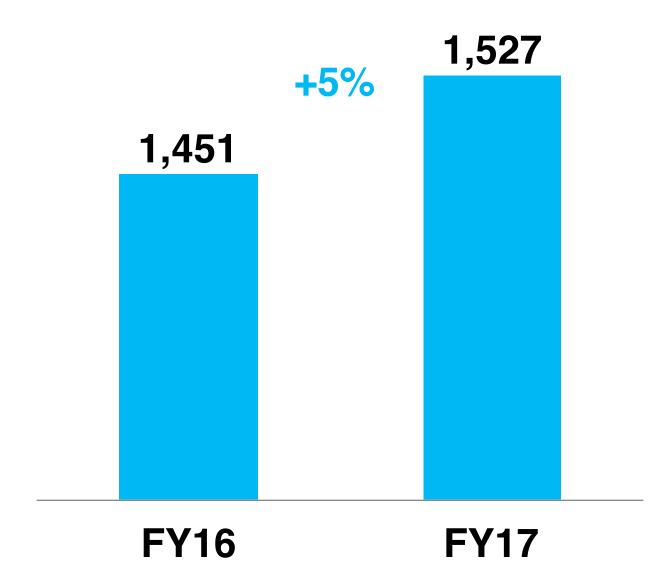
Mixed sales growth

Unfavourable weather impacts
Household Insecticides sales

by rest of portfolio

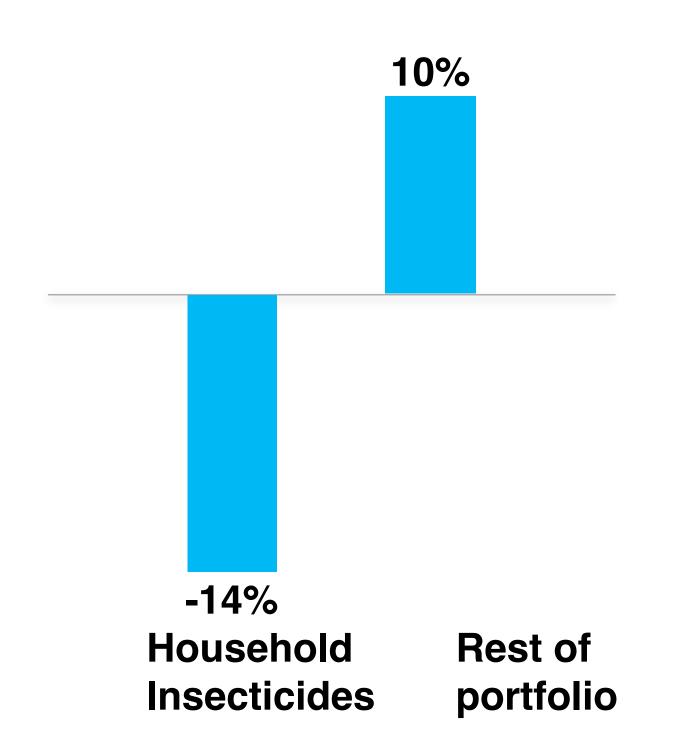
Strong double-digit growth

Indonesia Sales (INR Cr)



Constant currency sales growth flat

FY17 Constant Currency Growth



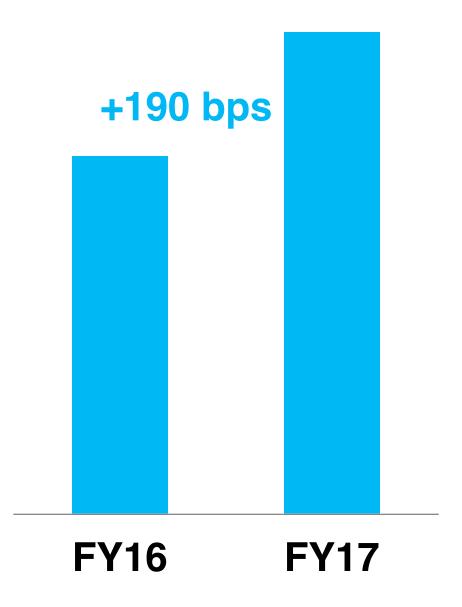
Sustained historic high EBITDA margins

Product mix and cost saving initiatives deliver superior margins

Maintained competitive brand investments

Sustained high EBITDA Margin

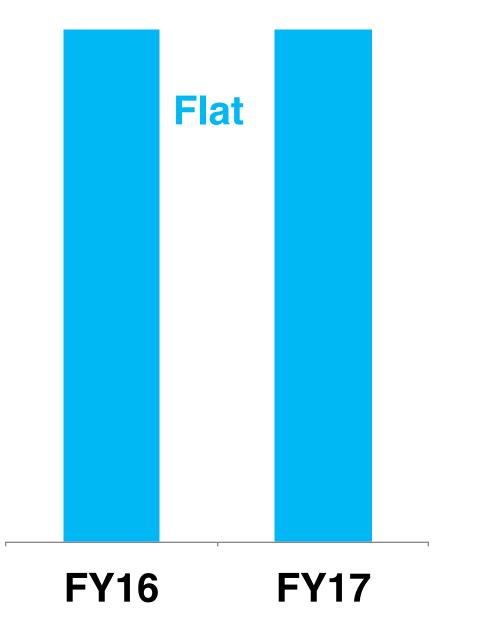




Advertisement & Sales Promotion as % of Sales



Adjusted EBITDA Margin



Market share gains across the portfolio

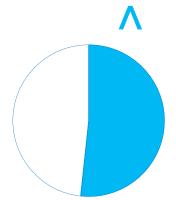


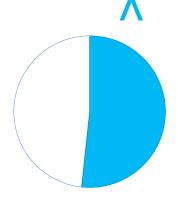




Market Position

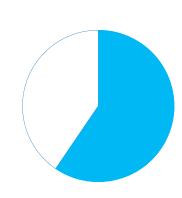








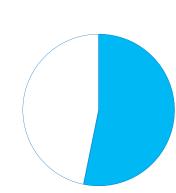






Share Gain







Actively cross pollinating innovations









Increasing our digital presence



Reached 80%+ SoDV

Touched 2 mn+ consumers

Online views of 695 mn+



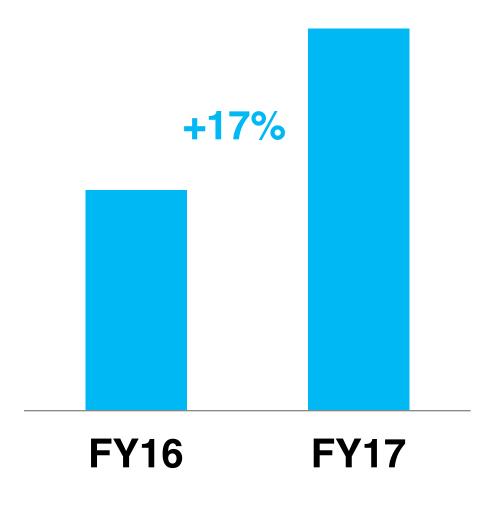
Expanding our Go To Market model

Robust distribution expansion

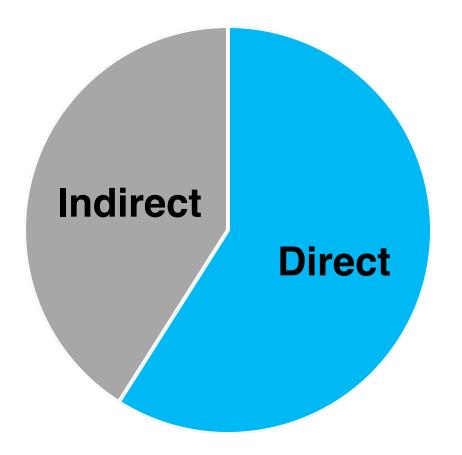
Competitive edge with high share of direct coverage

Richer product mix with high share of Modern Trade

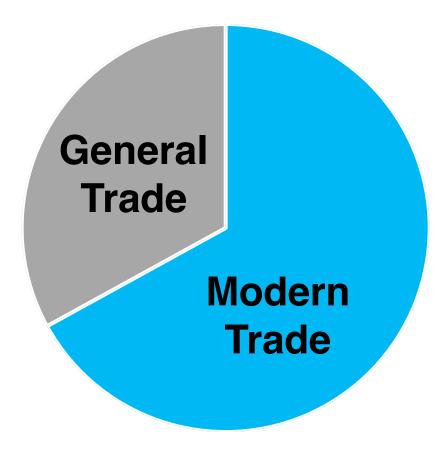
GCPL Indonesia distribution reach



Revenue salience by quality of coverage



Revenue salience by channel



Focusing on capability building through an engaged and inspired workforce



Learning and Development

Engagement and Employer Branding

Plans - FY18

Our Plans for FY18



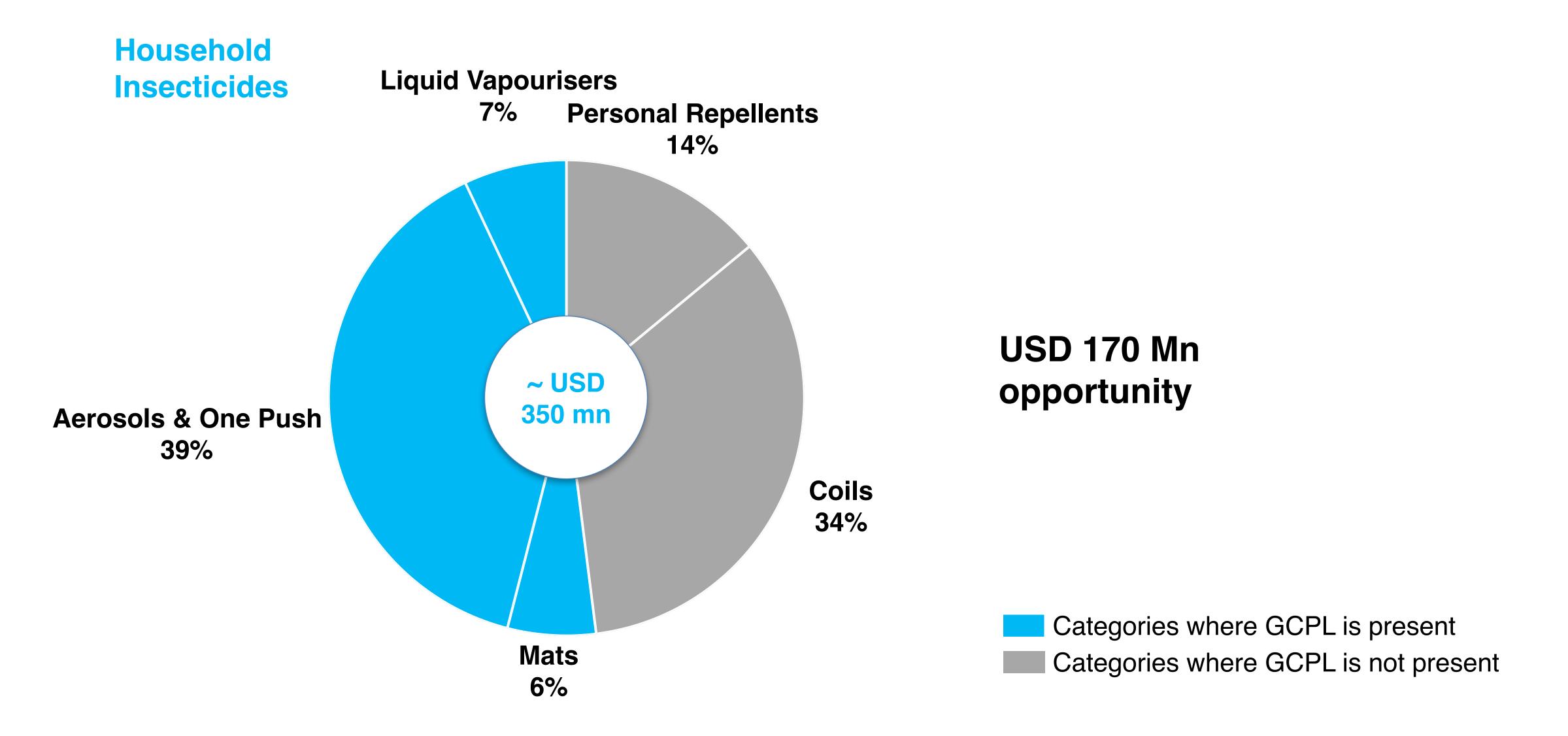
Aim for low double-digit, ahead of category growth

- Innovation to be the key growth driver
 - Foray into untapped Household Insecticides formats
 - Launch new innovations in core categories
 - Scale up recent launches in Hair Colours and Air Fresheners

Recovery in Household Insecticides growth

• Continue to rigorously drive the core categories with sharper product propositions

Huge opportunity in untapped segments in Household Insecticides



Launch in Bathroom Air Fresheners category to deepen home penetration

Significant headroom to drive for penetration

Unpenetrated (71%)

Air Fresheners Penetration STELLA
BATHROOM PERFUME

POCKET



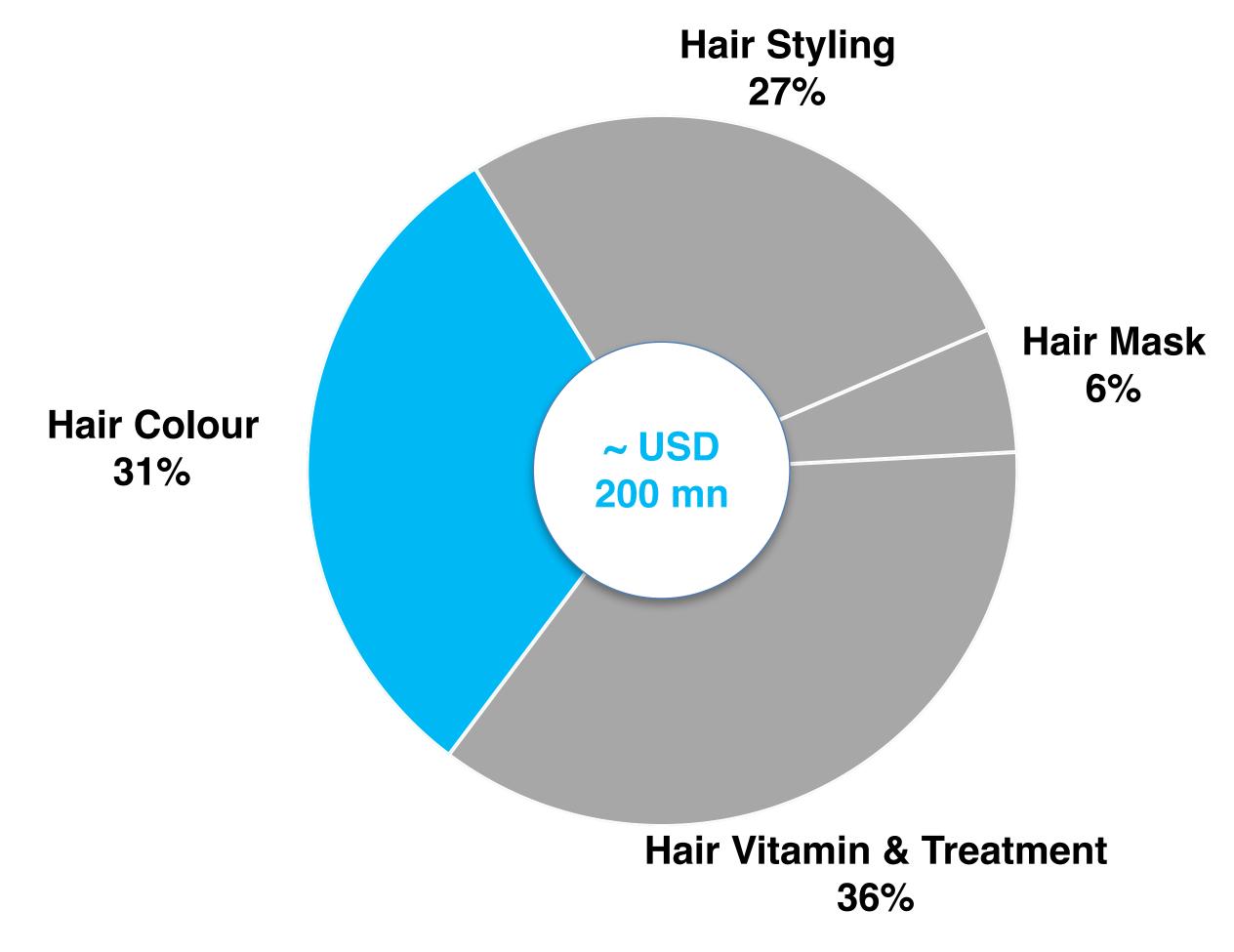


Indonesia Air Fresheners Market

Stella Penetration is >23%

Scale up NYU Hair Colour and extend the play to the larger Hair Care market

Hair Care Category (ex-shampoo and conditioner)



USD 200 Mn category to play in for NYU



Categories where GCPL is present

Categories where GCPL is not present

Drive profitable growth led by productivity improvement



Realised savings of IDR 63 Bn in FY17; annualised savings of IDR 110 Bn

Deep Dive - Africa



Key messages



Performance Overview - FY17

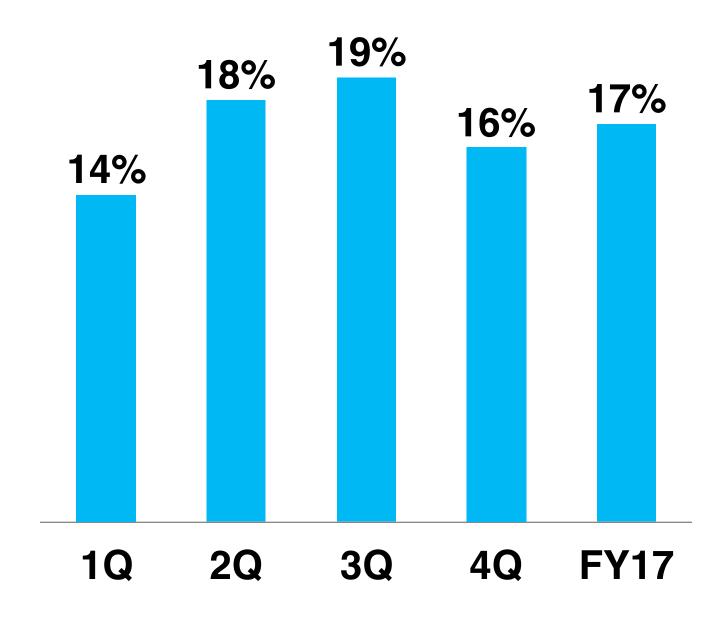
Sustained robust sales growth

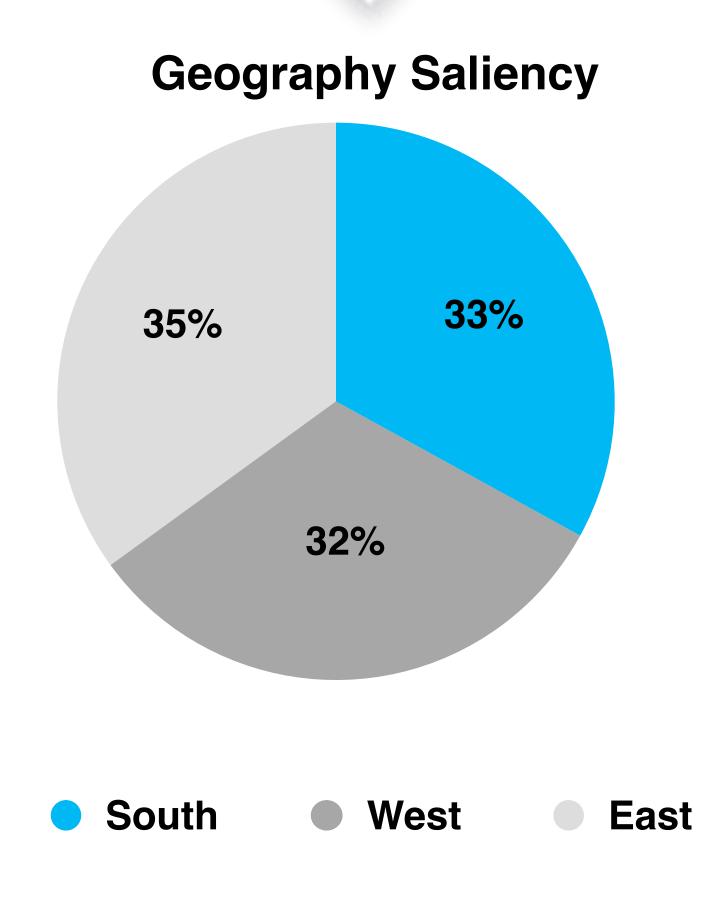
Consistently delivering strong growth

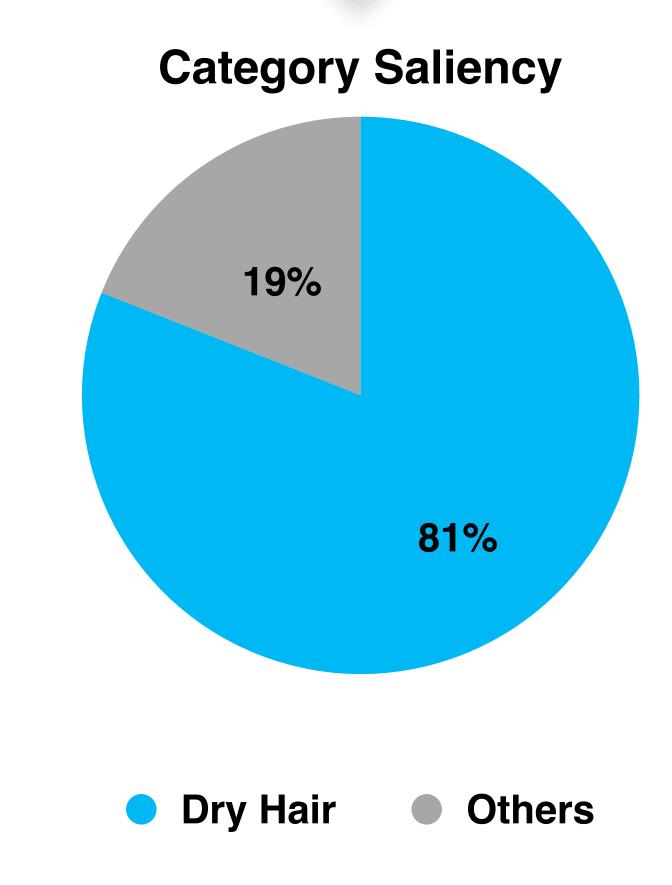
Geographically diversified business

Increasing salience of Non-Hair Extensions portfolio







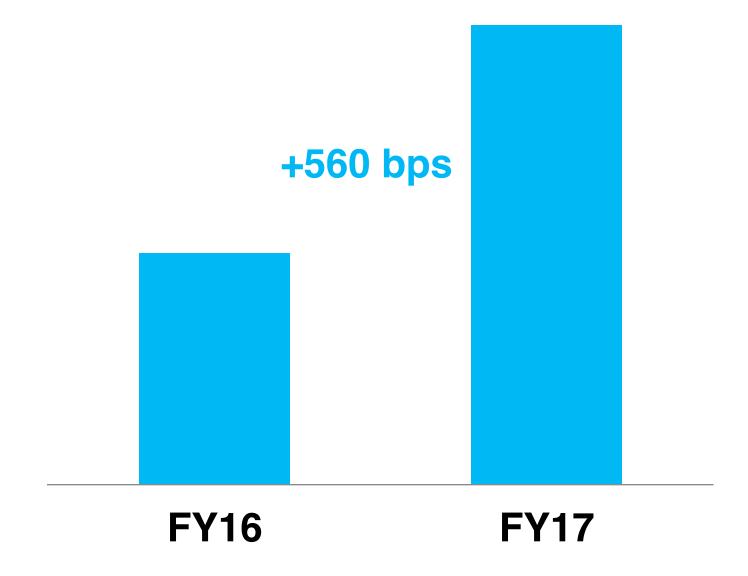


Delivered profitable growth

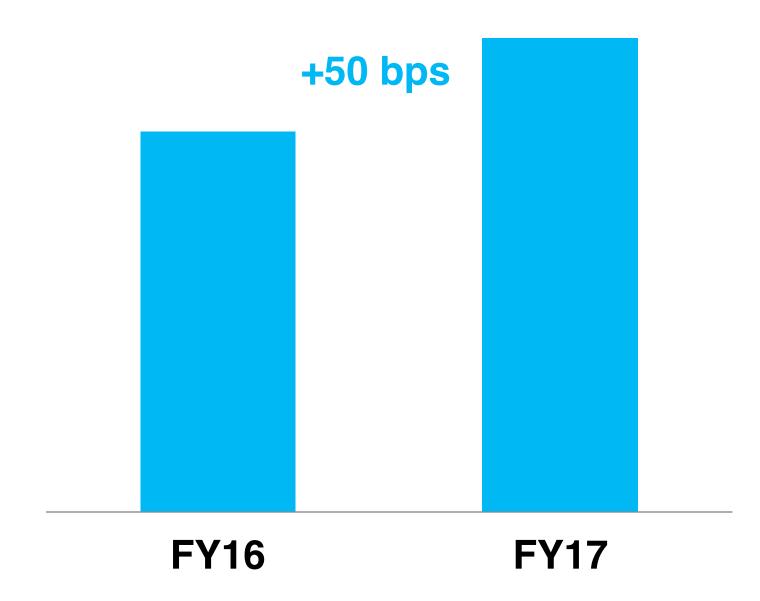
Healthy Gross Margin expansion led by mix and price increases

Profitable Growth



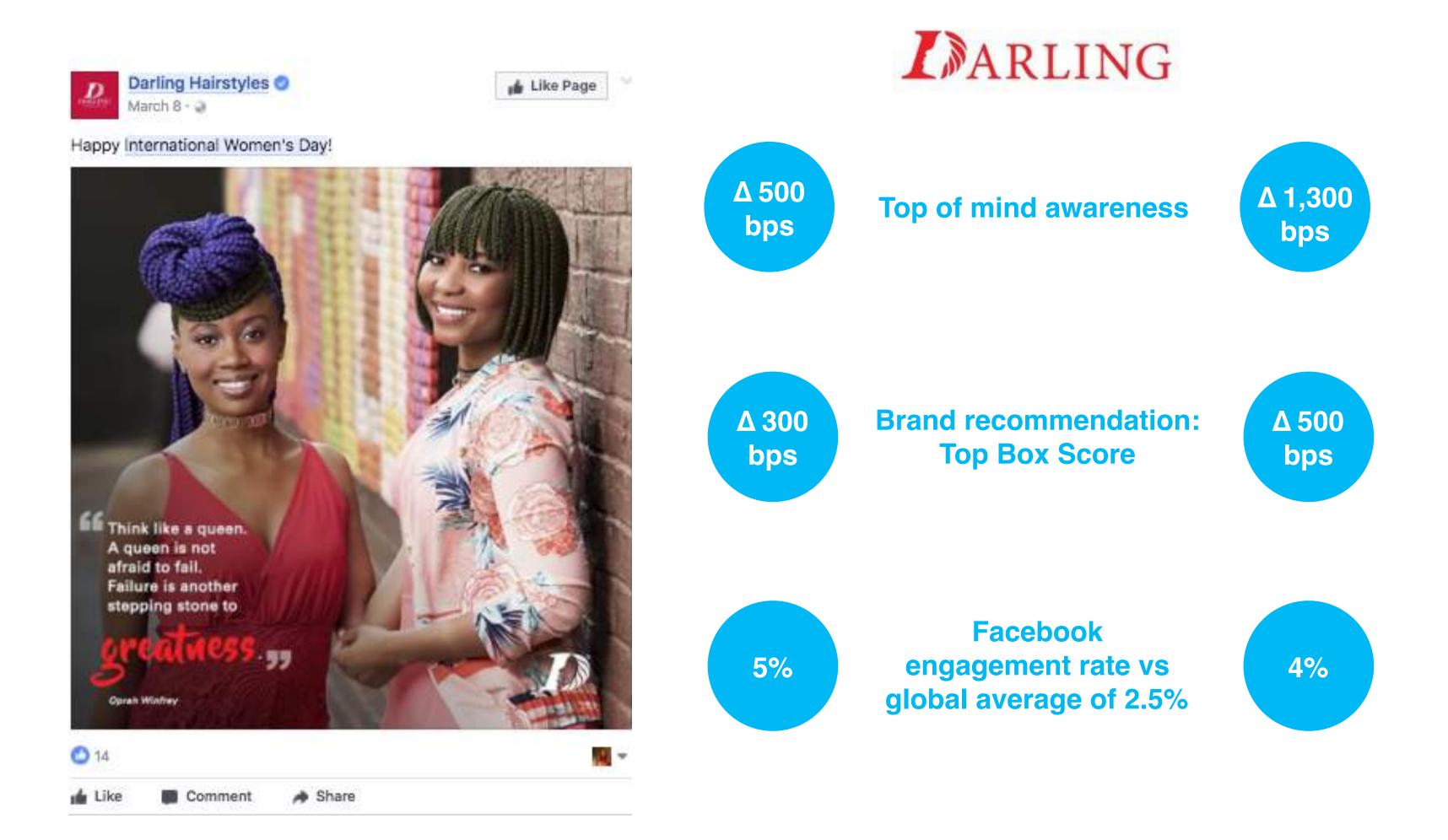


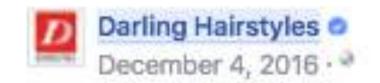
Adjusted EBITDA Margin



Note: Margins for Africa incl. SON business

Significant improvement in brand health

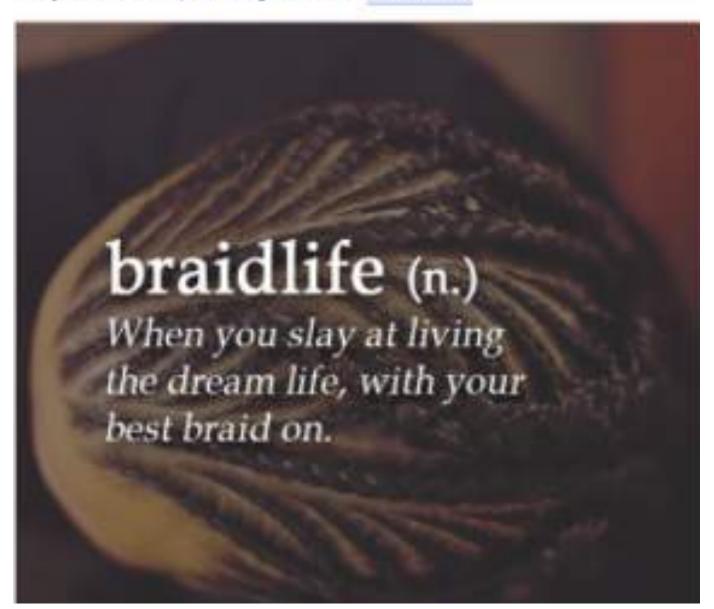




₁ Like Page

Introducing #BraidLife! A unique concept where all braidloving Darlings come together and celebrate a life full of dreams, aspirations and of course lots of attitude!

If you are a #braid lover like us, keep an eye on this page for tons of fun in the next few weeks (and lots of surprises too!). #StayTuned #BraidLife



South Africa

Kenya

Distinctive category development initiatives

Seeding NPDs



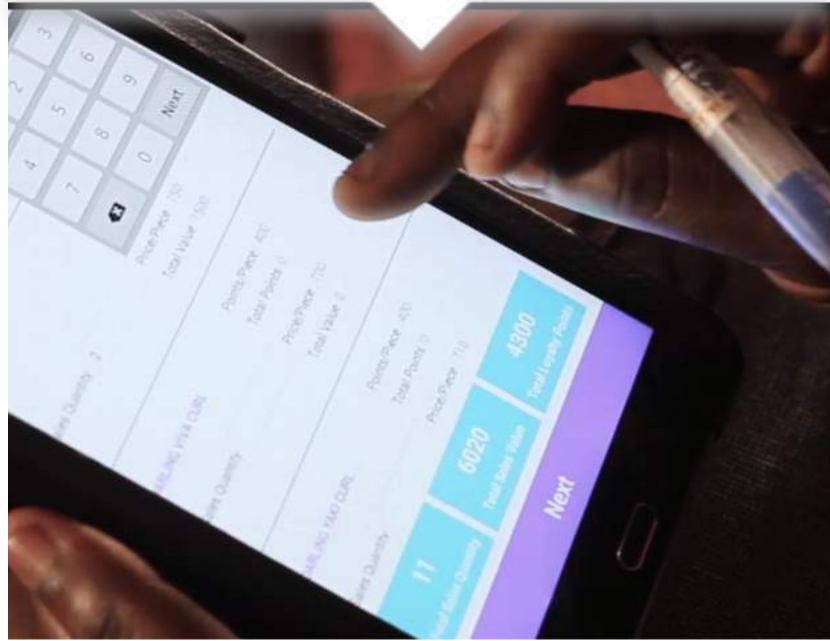
Bantu Knots are making a comeback. Get the perfect Olive-Green Bantu Knots with a step-by step tutorial from our Darling hair stylist. Will you be rocking this trendy style?



Darling Booth



Salon Servicing



SON integration progressing well

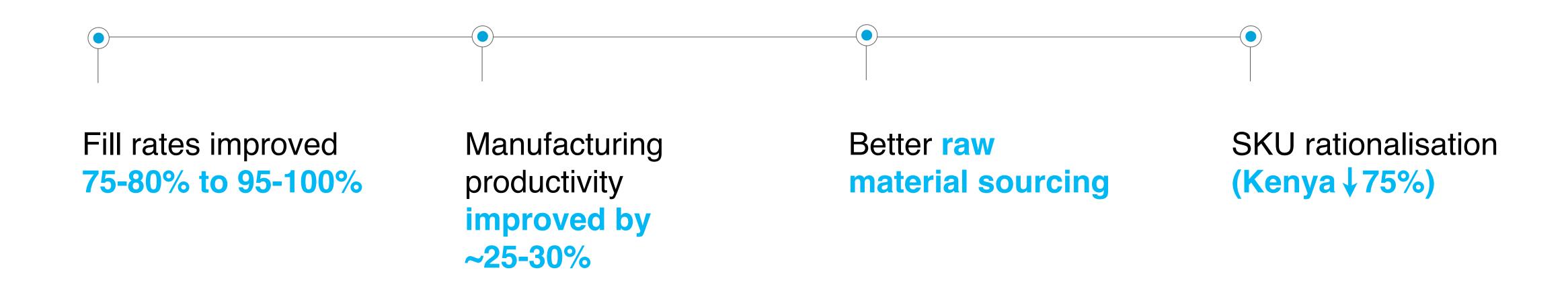
Sales commenced through local teams in 4 markets; plans to open up 11 markets in FY18



Local manufacturing hubs to be operational by end of 1HFY18

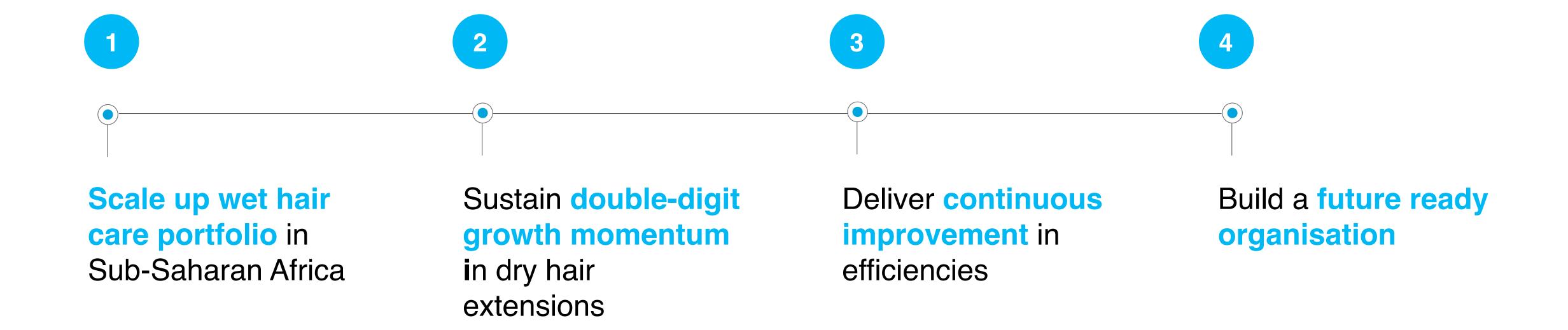


Continuous improvements in Supply Chain



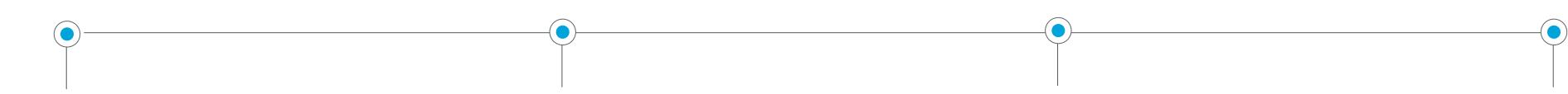
Plans - FY18

Our Plans for FY18





Scale up wet hair care portfolio in Sub-Saharan Africa



Product and pack innovations Democratise the category

Maximise customer base Portfolio play to tap customers across

income strata

Localised manufacturing Agility and pricing power (marquee foreign brands at local prices)

Leverage hair extensions learnings Distribution, activation and advocacy programmes



Scale up wet hair care portfolio in Sub-Saharan Africa

Brand refresh



Driving brand advocacy and activation



Sustain double-digit growth momentum in dry hair extensions

Product strength

- Consumer and stylist benchmarking
- In-house stylist panels
- Pack and product disruptions

Brand strength

- Darling relaunch to build a modern, fashion-forward brand
- Advocacy through industry leading salon programme

Digital first demand generation

- Social listening converts early trends to NPDs and campaigns
- Drive consideration and trial through social media



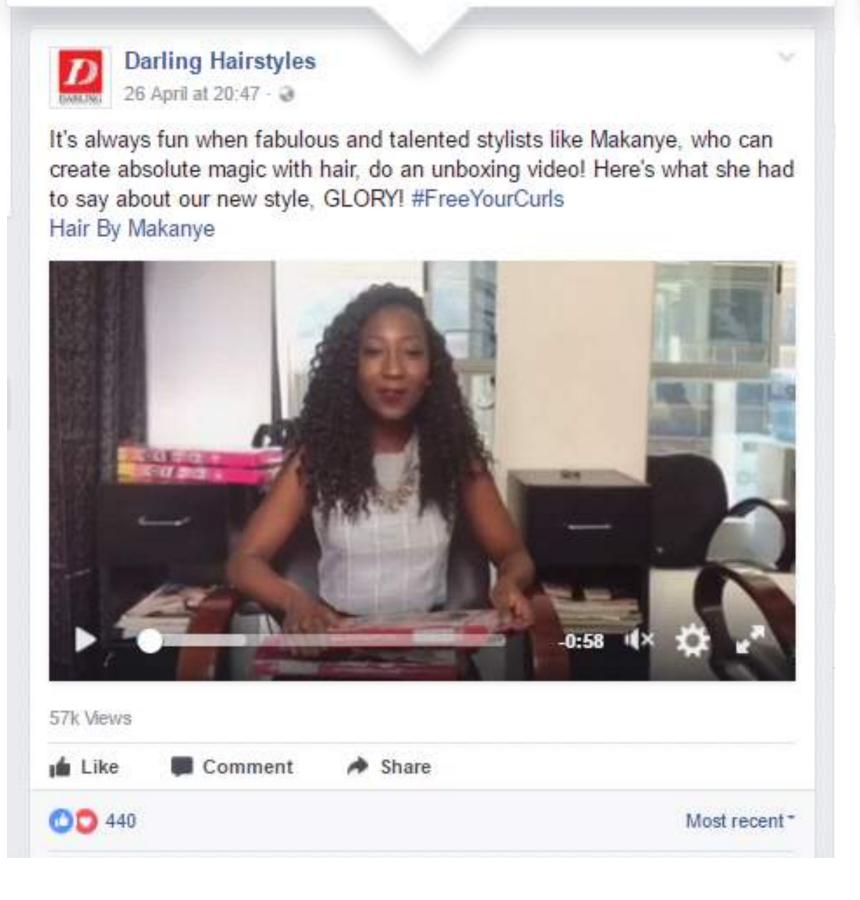
Sustain double-digit growth momentum in dry hair extensions

Digital first demand generation model for hair extensions

facebook

You Tube

Pioneer brand advocacy program with stylists

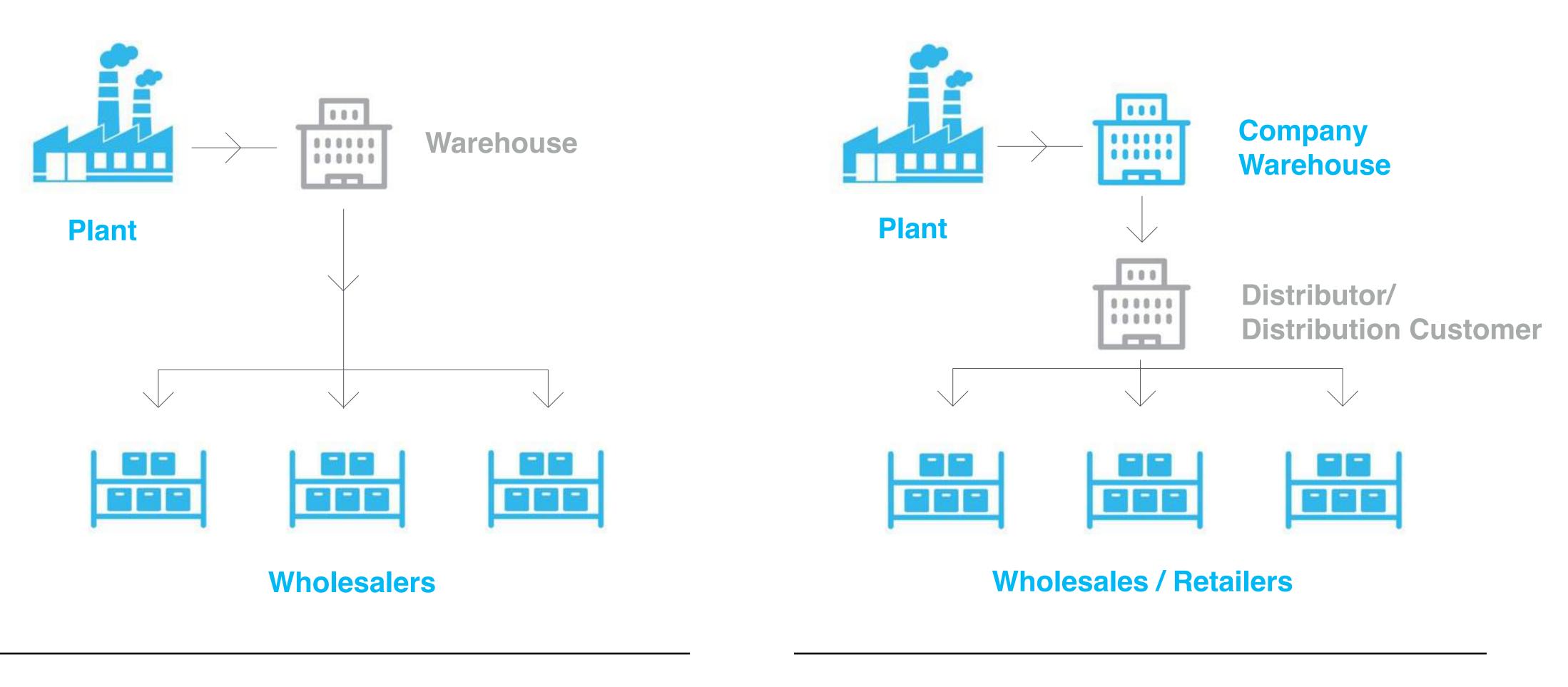


Co-create winning products with stylists



Sustain double-digit growth momentum in dry hair extensions

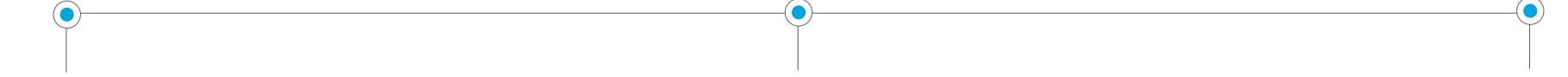
Piloting distributor led GTM model in Kenya and Nigeria



Present distributor model

Pilot distribution model

Deliver continuous improvement in efficiencies



Right pricing products
calibrated price
increases to offset forex
impact

Manufacturing efficiencies
greenfield project in
Mozambique and integration
of South Africa plant

Project Pl in Kenya focus on labour and overheads efficiencies



Build a future ready organisation



Improve employee engagement levels



Strengthen our employer brand



Build talent and capability



Build a future ready organisation

Naveen Gupta (currently Head - Indonesia) to take over from Omar Momin as Head - Africa cluster

- Transition to be smoothly phased out over the next 12 months
- New organisation structure in place
- Omar Momin to continue as Head M&A
- Set up new Africa central office in Dubai

Thank You!

