

PRESS RELEASE

Godrej Consumer Products appoints Aasif Malbari as Managing Director & CEO

Mumbai, August 11, 2026: The Board of Directors of Godrej Consumer Products Limited (GCPL) today announced the appointment of Aasif Malbari, currently Global Chief Financial Officer and President Godrej Africa, as Managing Director & Chief Executive Officer of GCPL, effective immediately. He will succeed Sudhir Sitapati, who will be stepping down as MD and CEO.

Aasif has spent three decades in the FMCG and auto industries, at GCPL, Tata Motors, and Hindustan Unilever. As Global CFO, he directly oversees business strategy and has played a critical role in partnering leadership teams across geographies to advance growth and strengthen performance. Aasif has delivered an outstanding transformation of GCPL's Africa business. The business has rapidly grown its margin-accretive FMCG portfolio, headlined by the highly successful launch of our air care category, while strengthening the legacy Hair Fashion business. This has resulted in EBITDA margins growing significantly, from ~9% in FY24 to ~15% in FY26.

Prior to joining GCPL, Aasif served as Chief Financial Officer at Tata Passenger Electric Mobility and Director at Tata Motors Passenger Vehicles, where he played a key role in scaling the business significantly, including its reorganisation and a USD 1 billion fundraise in the electric vehicle business. Earlier in his career, he worked at Hindustan Unilever across a range of finance and business roles. Aasif is a Chartered Accountant and Company Secretary who secured the All India First Rank in both the CA Intermediate and Final examinations.

Nisaba Godrej, Executive Chairperson of GCPL, said *"As Global CFO, Aasif brings deep command of GCPL's strategic and operating rhythm. He has also led an outstanding transformation of our Africa business and I believe it's exactly the kind of ambitious, disciplined execution rigour GCPL needs across all our businesses for our next chapter. Aasif leads with humility and integrity, and the Board and I have complete confidence in him to accelerate GCPL's growth alongside our very strong team."*

I want to thank Sudhir for the bold thinking he has brought to GCPL over the last five years, and we wish him success in what comes next."

Aasif Malbari, said, *"GCPL has always stood for trust, innovation, and boldness. I'm very grateful that Nisa and the Board have entrusted me to carry that forward. Our fantastic team and I are committed to meeting their high expectations; elevating performance in our core while accelerating new category growth. We have iconic brands and significant category development opportunities ahead of us, and I'm very excited to get started in my new role."*

About Godrej Consumer Products Limited

At Godrej Consumer Products, part of the Godrej Industries Group, we craft the goodness of health and beauty for consumers in emerging markets. We serve over 1.4 billion consumers across more than 85 countries and are a leading emerging markets FMCG company. With revenues of USD ~1.6 billion and a market capitalisation of USD 11 billion as of 31 March 2026, we continue to strengthen our leadership across home, personal, hair, and air care.

We drive category development by expanding access and addressing real consumer needs with greater relevance and reach. People and Planet are at the heart of how we operate, shaping our decisions, partnerships, and everyday actions. In 2025, we were ranked number one globally in the Personal Products category on the Dow Jones Best-in-Class Sustainability Indices, recognising our integrated and long-term approach to creating shared value.