

*Godrej* | CONSUMER PRODUCTS

# INVESTOR MEET 2025

May 7, 2025

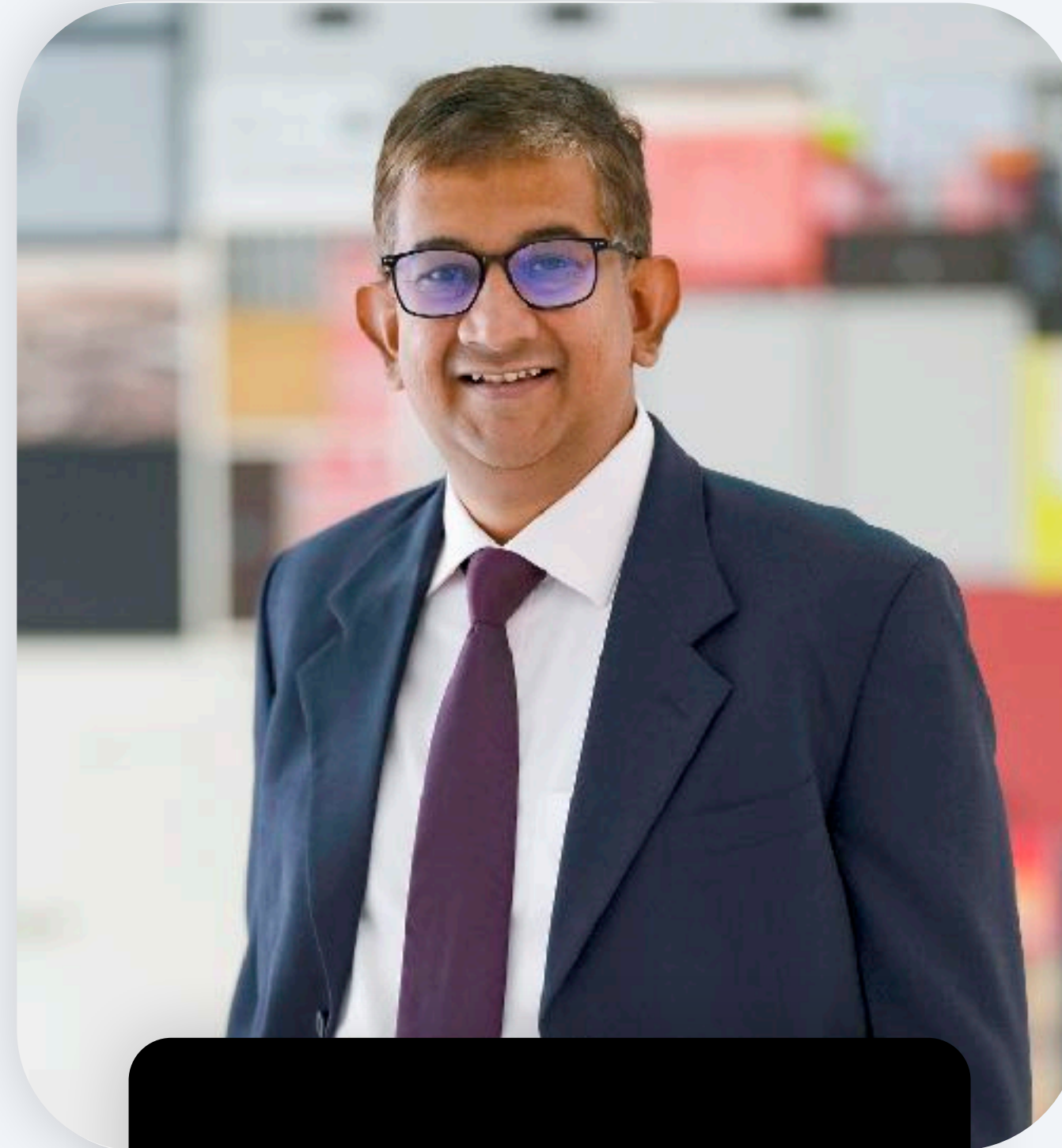
# Disclaimer

Some of the statements in this communication may be “forward looking statements” within the meaning of applicable laws and regulations. These forward-looking statements are based on currently available information, current assumptions and expectations and projections about future trends, which are inherently subject to risks and uncertainties that may cause actual results to differ substantially from those expressed or implied in those statements. Such risks and uncertainties include, but are not limited to, general industry and market conditions, changes in industry structure, changes in Indian and international political and economic environment, domestic and global demand and supply conditions, changes in tax regimes, government regulations, import duties, exchange rate fluctuations, corporate actions including acquisitions, litigation or regulatory proceedings and labour relations. Investors are advised to exercise caution and not place undue reliance on any forward-looking statements. The Company does not undertake to update, amend or revise any forward-looking statement, whether as a result of any new information, subsequent development, future events or otherwise.

Gadmej



**Nisaba  
Godrej**  
Executive  
Chairperson



**Sudhir  
Sitapati**  
MD & CEO



**Aasif  
Malbari**  
Global CFO &  
President, GAUM

# Panel discussion



**Delshad Irani**  
Editor – Storyboard18  
at Network 18 Group



**Swati Bhattacharya**  
Global Head,  
Creative Lab



**Darshan Gandhi**  
Global Head,  
Design



**Harshdeep Chhabra**  
Global Head,  
Media

# Live experiential showcases

## Air Fresheners



## Deodorants and Perfumes



## Godrej Ninja



# Chairperson's address

Nisaba Godrej

# Building Categories of the Future

Sudhir Sitapati



# First, a quick look at Q4 FY25

- Consolidated volume grew 5% (6% organic), sales grew 6% (7% organic) and EBITDA grew 1%. PAT (b.e.i\*) of ₹489 crore (declined by 8%).
- Standalone business recovers sequentially with 4% volume growth (non-soaps at high single digit), 8% revenue growth, led by double-digit volume growth in Household Insecticides
- Indonesia business continues to be stable with 5% volume growth and 9% EBITDA growth
- GAUM recovered on volumes with 12% organic growth and EBITDA growth of 37%
- Operations have commenced at two of our newly inaugurated factories - Chengalpattu in Tamil Nadu and Malanpur in Madhya Pradesh
- In April, we launched 'Godrej Ninja', our Pet Care brand, in the state of Tamil Nadu.

# What did we promise in May 2024?

**Standalone and Indonesia**

**High  
single-digit  
volume  
growth**

**Rest of the World**

**Step-up  
profitability**

**Consol EBITDA growth**

**Mid-teens**

# Our scorecard for FY25

**Standalone and Indonesia**

**High  
single-digit  
volume  
growth**

**Rest of the World**

**Step-up  
profitability**

**Consol EBITDA growth**

**Mid-teens**

# Standalone UVG and EBITDA impacted by Personal Wash

Home Care

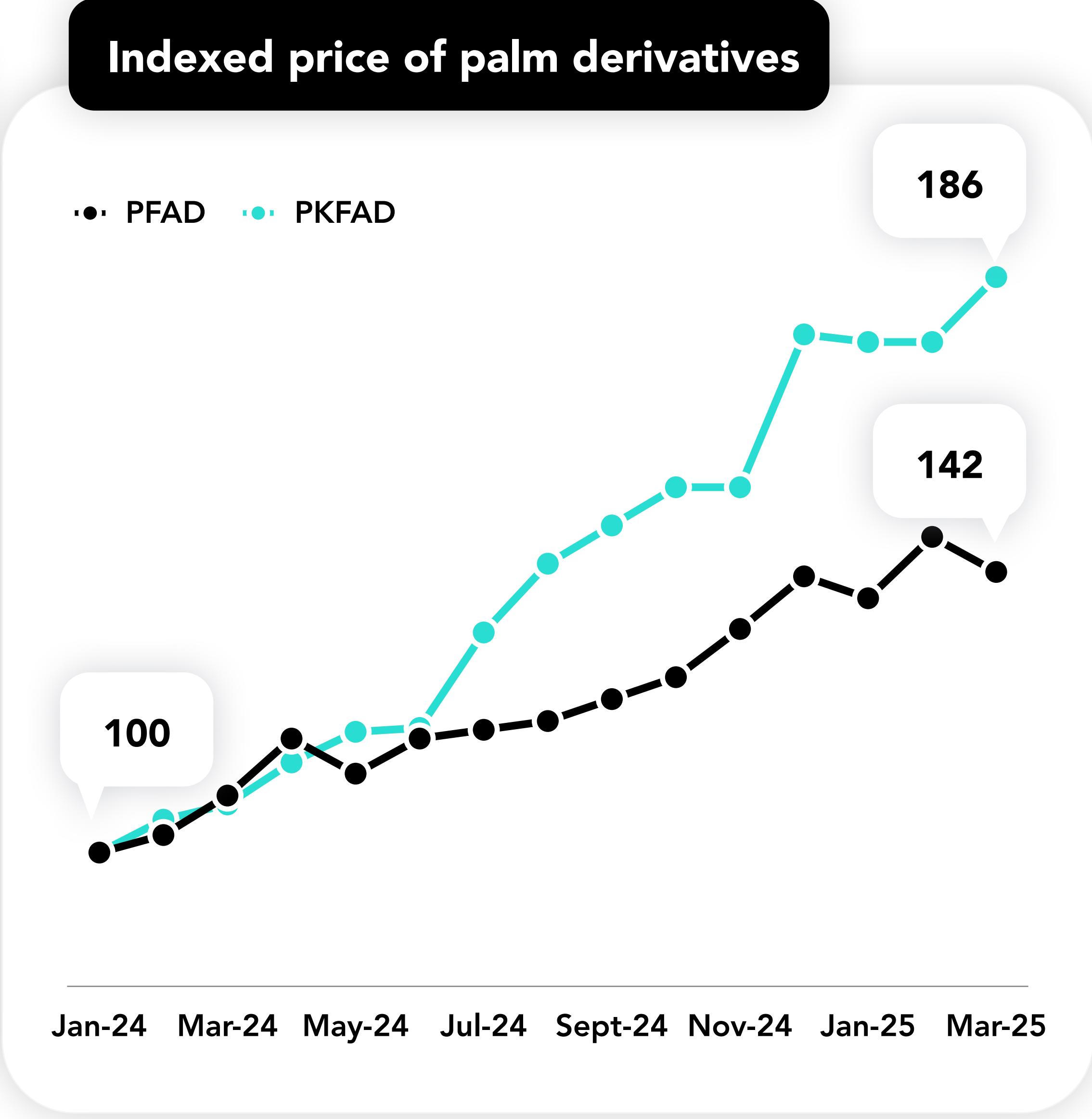


High single digit\*

Personal Care



Low single digit\*



\*UVG

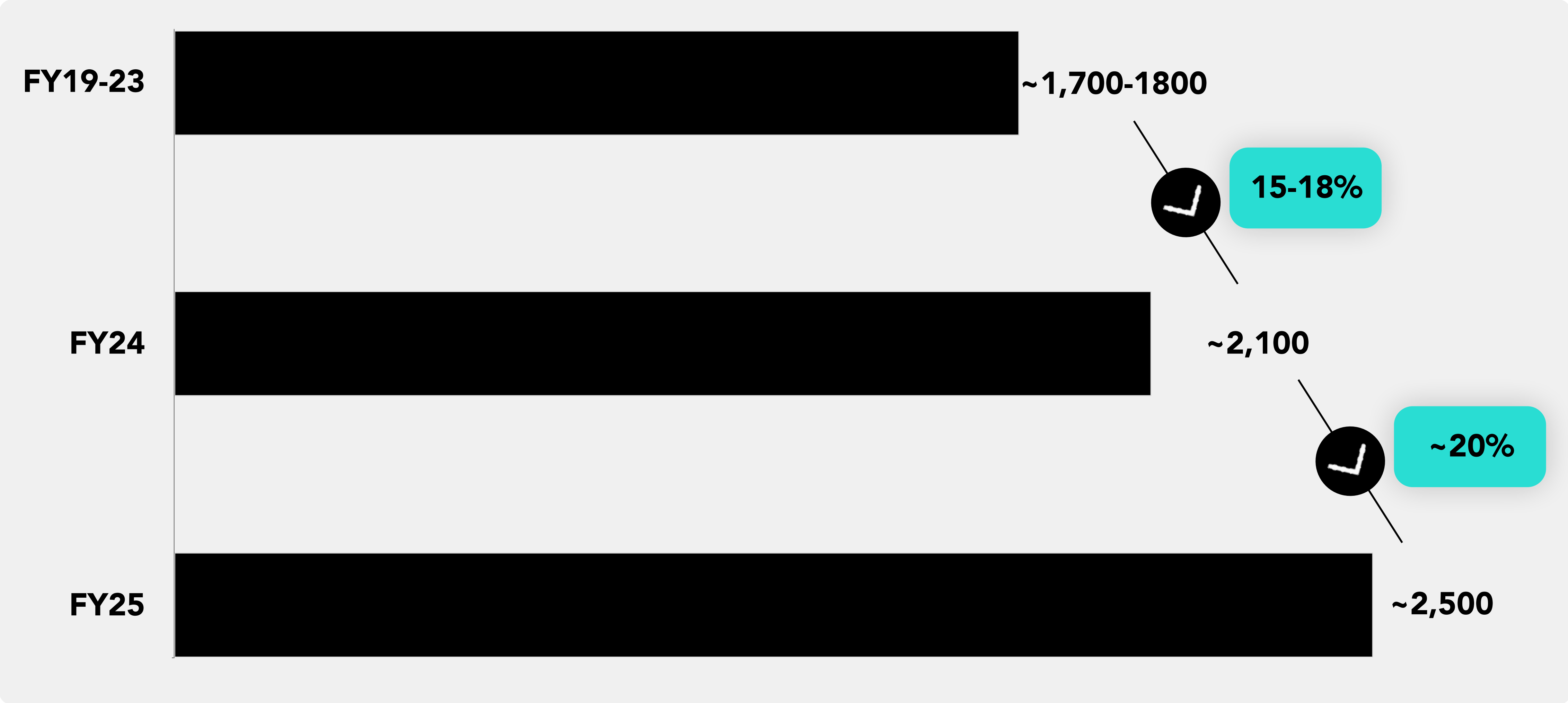
# Significantly stepped-up profitability in International

International\* business EBITDA margin

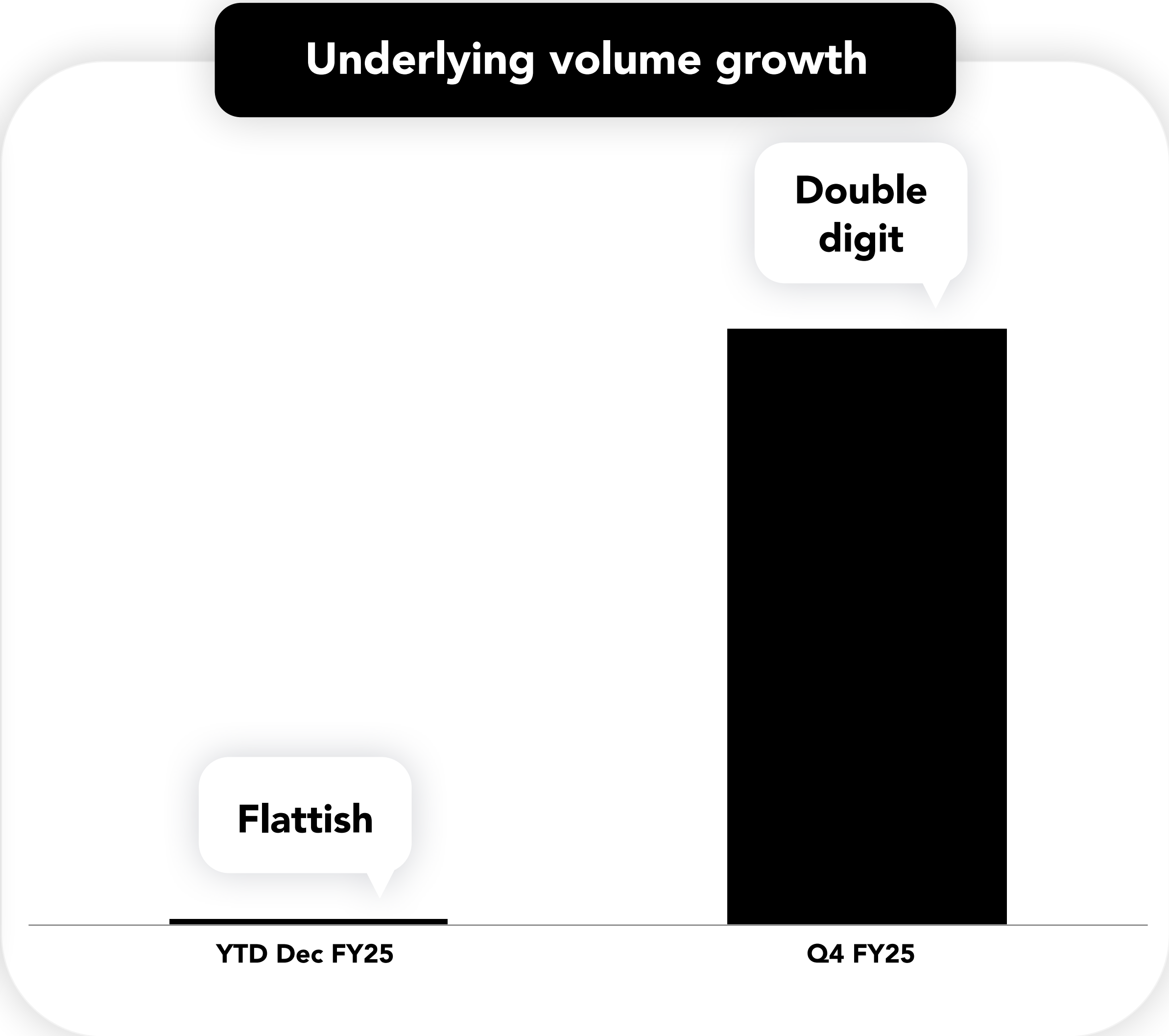


\*Includes Indonesia, Africa, USA & Middle East, Latin America and Others

# Cashflow from operations has shown strong growth



# Green shoots in Household Insecticides in India; committed to deliver stronger growth



## A 3-year perspective: Good, but not great

Consol organic revenue growth

~5%

Standalone organic UVG

~4%

Standalone organic revenue growth

~7%

Gross profit growth

~10%

EBITDA growth

~8%

EBITDA + A&P growth

~12%

Profit after tax (b.e.i) growth

~4%

Cashflow from operations growth

~21%

Penetration and market share growth (key segments)

**Total shareholder return**

**~17%**

# Despite the tough environment, we remain true to our Goodness Manifesto

## OUR PURPOSE

Bringing the goodness of health and beauty to consumers in emerging markets

## OUR VALUES



## OUR STRATEGY

Lead through category development



Funded by simplification



## OUR OPERATING PHILOSOPHY

- 1 Less is more; Much less is much more
- 2 Consumer first, Business second
- 3 Think local, Act global
- 4 Tomorrow before today
- 5 People and planet, alongside profit

## OUR MEASURES

- 1 Industry beating UVG
- 2 More spends on brands, Less on cost to serve
- 3 More automation, Less working capital
- 4 More diversity, Less environmental impact

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# Goodness of health and beauty through innovations



5 blockbuster innovations contributed to ~50% of organic revenue growth

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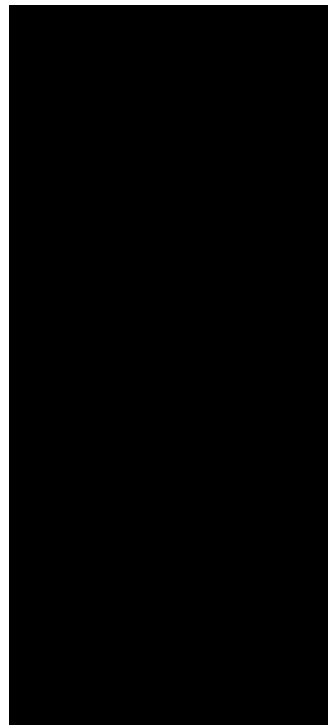
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# Living the Godrej values



~200 bps



FY23

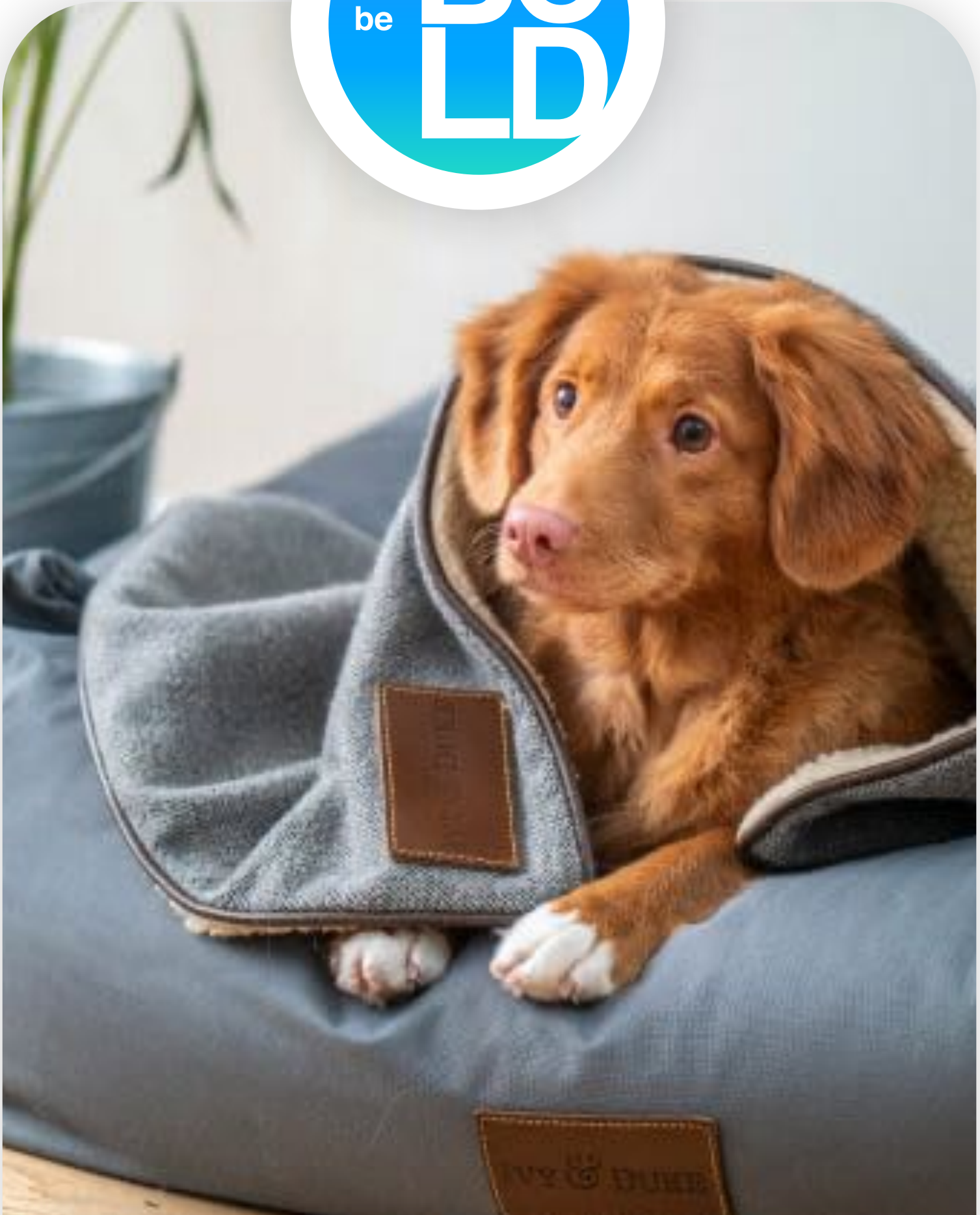


FY25

Continued media scale-up



New factories in record time



Expand TAM\*

\*TAM - Total Addressable Market



Our new manufacturing facility in Tamil Nadu

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**Lead through category  
development**

# Category Development

## Our 4-fold model



Relevance



Access



Availability



Trials

# Case study: HI Electrics in Indonesia and Bangladesh

## Relevance



## Access

### Indonesia

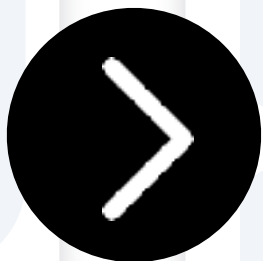
33% 

Price reduction

## Trials



~3 mn households



**HI Electrics**  
Indonesia & Bangladesh

**+200**<sub>bps</sub>  
Penetration delta

### Bangladesh



~2 mn households

**High  
double  
digit**  
Volume growth





# Case study: Air Care in India

## Relevance



## Access

First branded hanging car freshener at ₹99



## Trials

~11 mn households



Aer India	
2 YR UVG CAGR	~20%
Penetration delta	~250 bps
Market share delta	~700 bps

Full Moon  
Jazz Fest





# Case study: Shampoo Hair Colour global scale-up

## Relevance

Coloured hair in just 5 mins



## Access

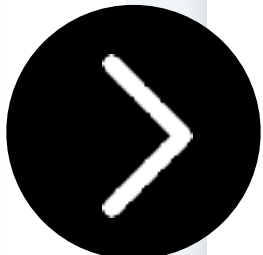


## Trials

Distribution scale up and visibility



## Market share delta in 2 years



India ~200 bps

Indonesia ~100 bps

Argentina ~450 bps

ISSUE









**Funded by  
simplification**

# **Simplification**

## **Our 4 key levers**



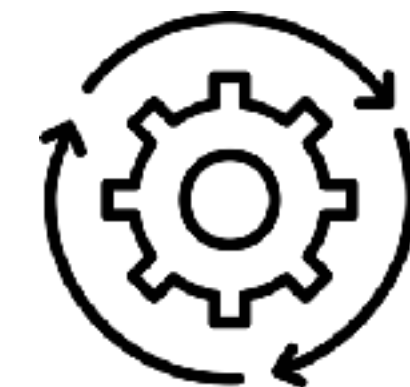
Fewer SKUs



Fewer People



Fewer  
Operations



Simpler  
Processes

# Simplification in GAUM



Fewer SKUs

**~20%**  
Reduction



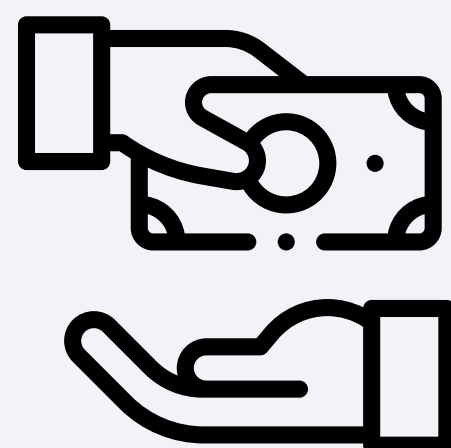
Fewer People



**Agile and  
delayed  
structure**



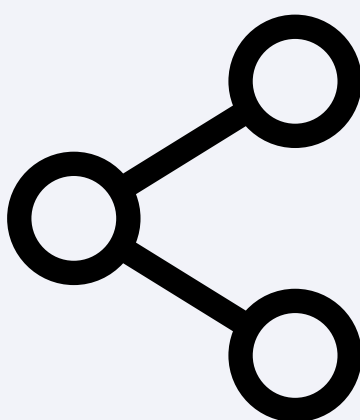
Fewer  
Operations



**Exit loss  
making  
operations**



Simpler  
Processes

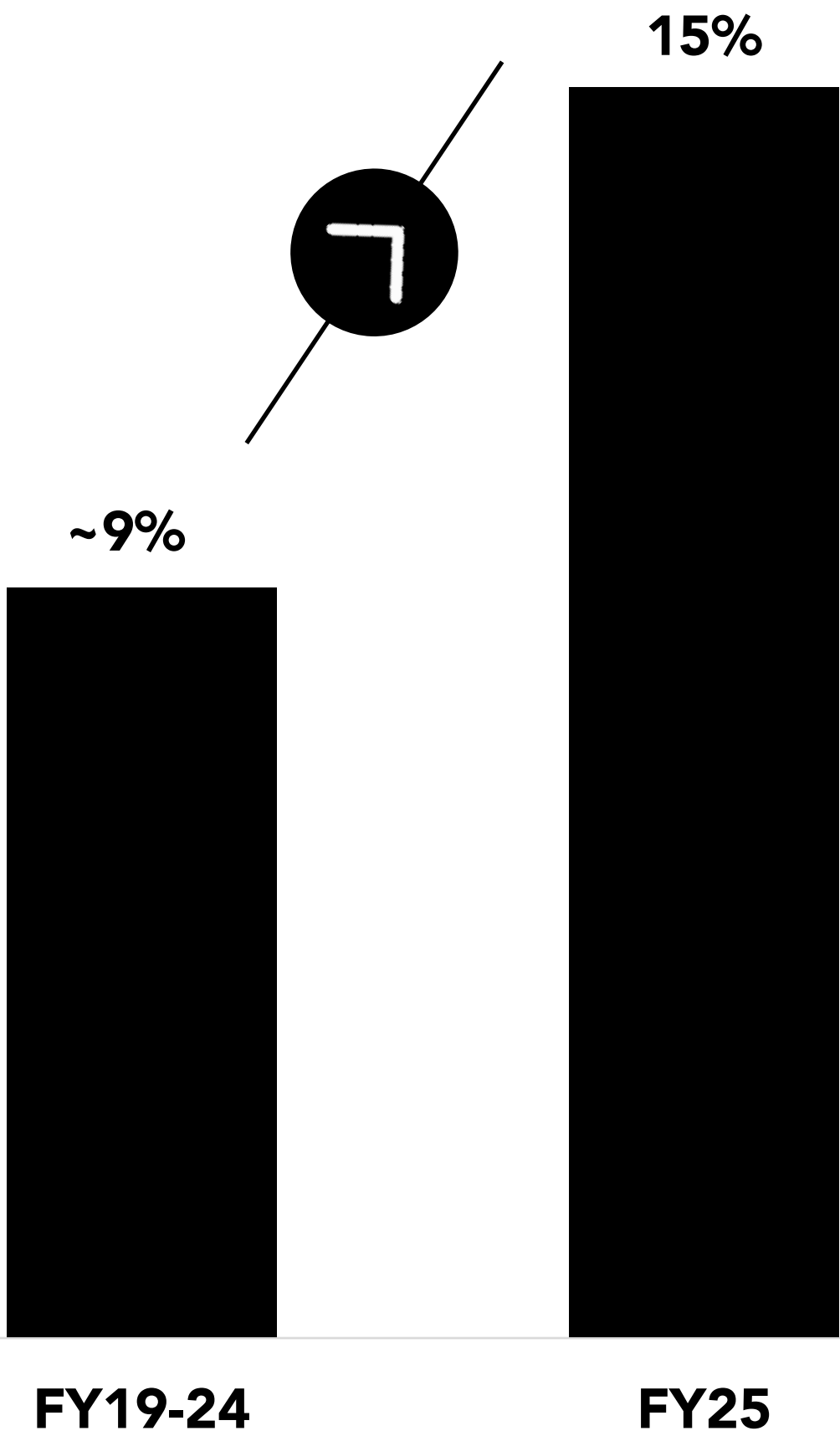


**Shared  
service  
centre**



## Result

EBITDA margin %



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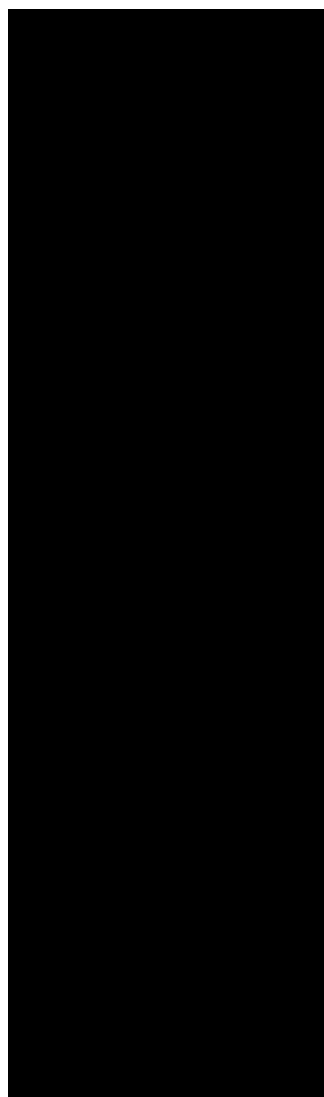
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# Our operating philosophy

Less is more;  
Much less is much more

42



29

FY22

FY25

Inventory  
Standalone

Consumer first,  
Business second



Aer Spray @ ₹99  
Shifted value from  
trade to consumer

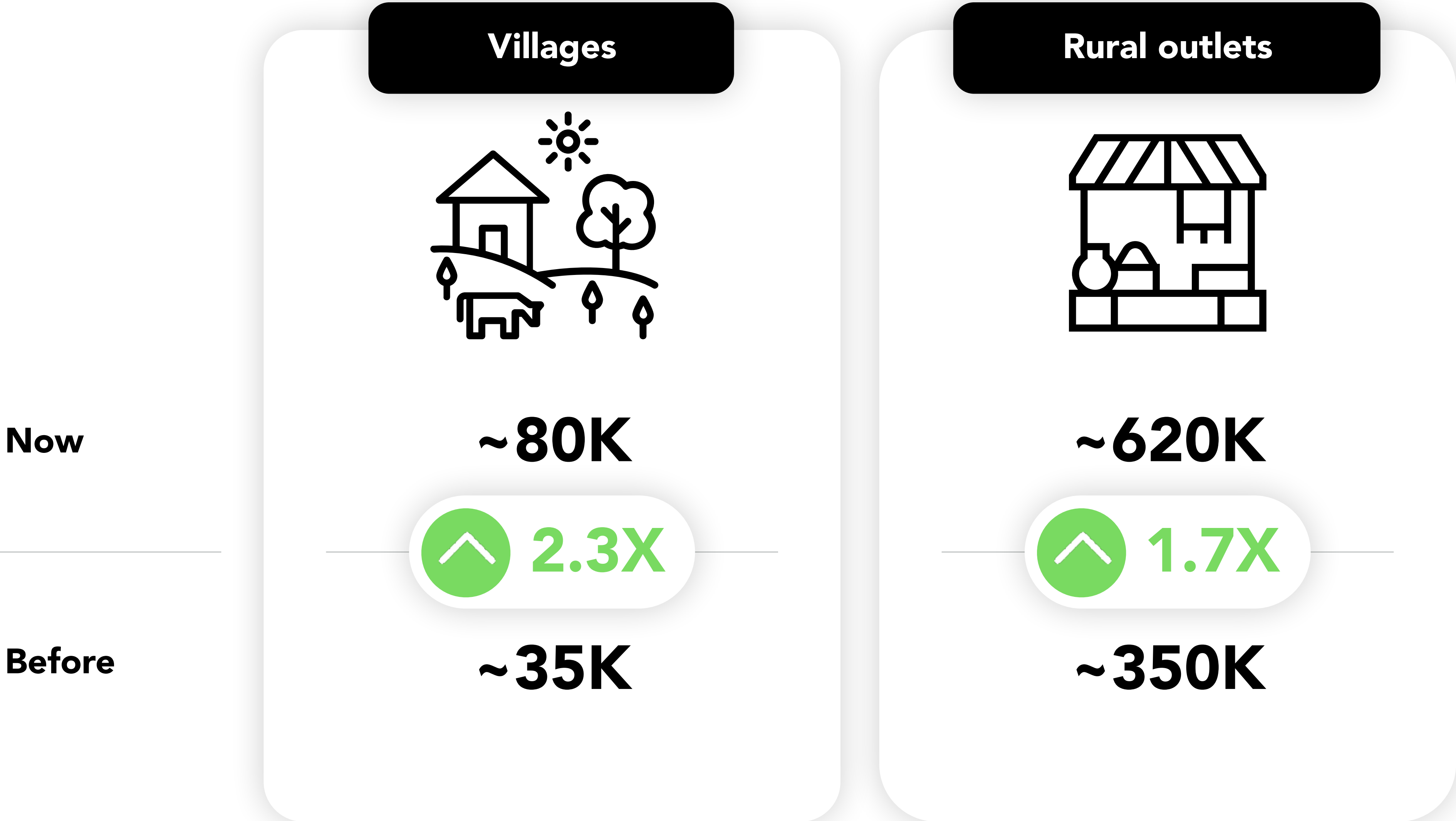
Think local,  
Act global



Global scale up of  
Indian blockbusters  
~60% CAGR



# Tomorrow before today: Investment in van distribution model for deep rural reach





# People and planet alongside profit: Dow Jones Sustainability Index (DJSI)

83 points (FY24)  
67 points (FY23)

22% reduction in plastic packaging in FY24, surpassing the FY26 target a full year ahead of schedule

12x water positive

100% waste from manufacturing diverted from landfills

## GCPL is among top FMCGs on DJ Sustainability Index



New Delhi: Godrej Consumer Products Ltd (GCPL) has been ranked among the top three FMCG firms globally on the Dow Jones Sustainability Index 2024. The index is for corporate sustainability, ranking firms on economic, environmental and social responsibility criteria. It was selected after an assessment conducted by S&P Global in which over 13,000 companies were globally evaluated, placing GCPL at the forefront with the highest score among Indian FMCG firms and the second highest globally in the category, as per a GCPL statement.

GCPL was recognised on the Dow Jones Sustainability Index 2024 for Emerging Markets

## How This Company Is Setting Global Sustainability Benchmarks With a People & Planet Focus

Godrej Consumer Products' leadership position in the Dow Jones Sustainability Index is a landmark moment. But what does this milestone reveal about the company's commitment to people, the planet, and progress? Discover what makes this recognition so significant and how the company is pushing the boundaries of sustainability.



BY TB TEAM  
December 20, 2024 - 4 Min Read



GCPL was also ranked #2 among global consumer goods companies on the DJSI World Index 2024

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# Market share gains in key cells

HI Electrics  
India



Crème, Shampoo  
Hair Colour  
India



Liquid Detergent  
India



Soaps  
India



HI  
Indonesia



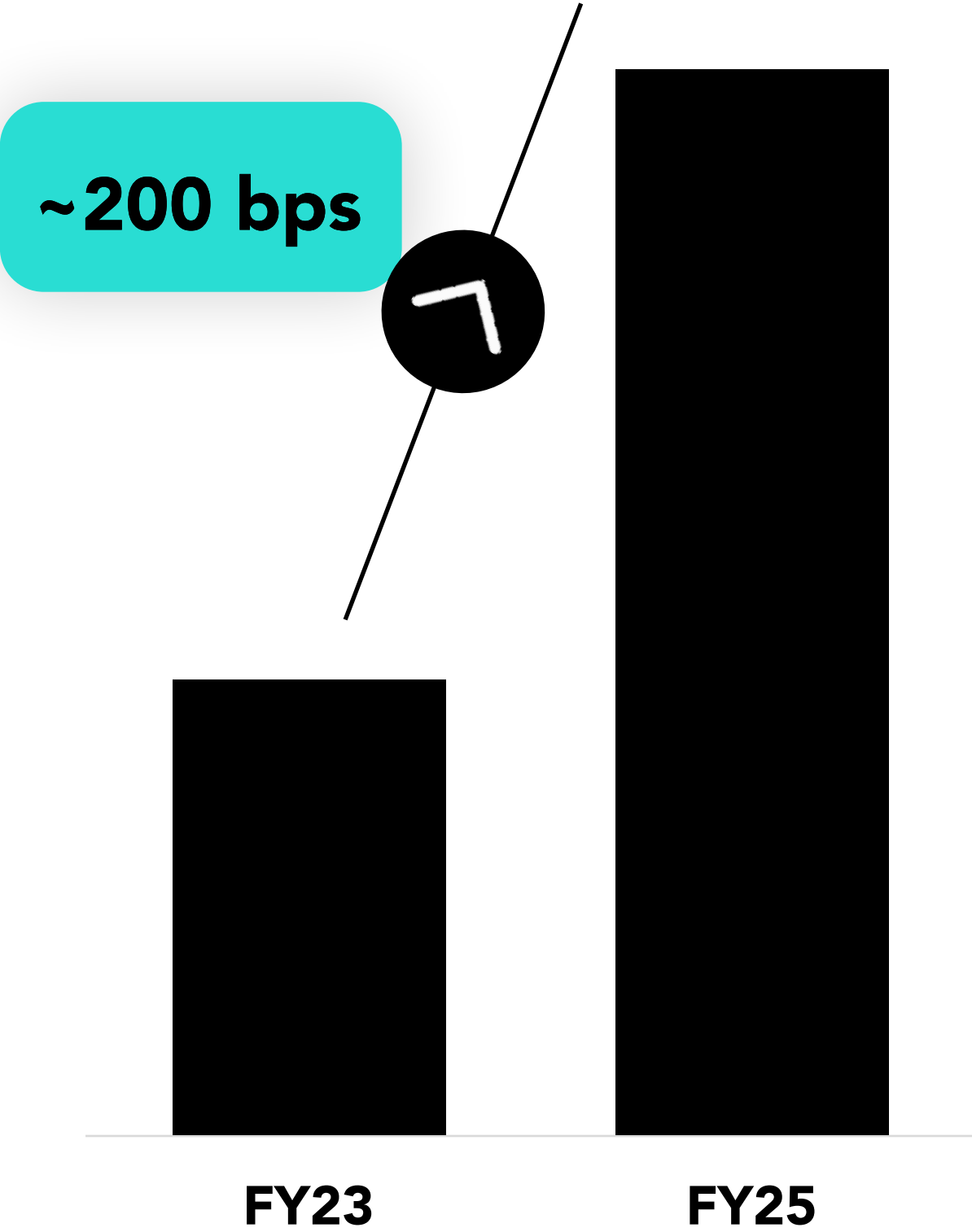
Air Fresheners  
Indonesia



# Consistently improving metrics that matter

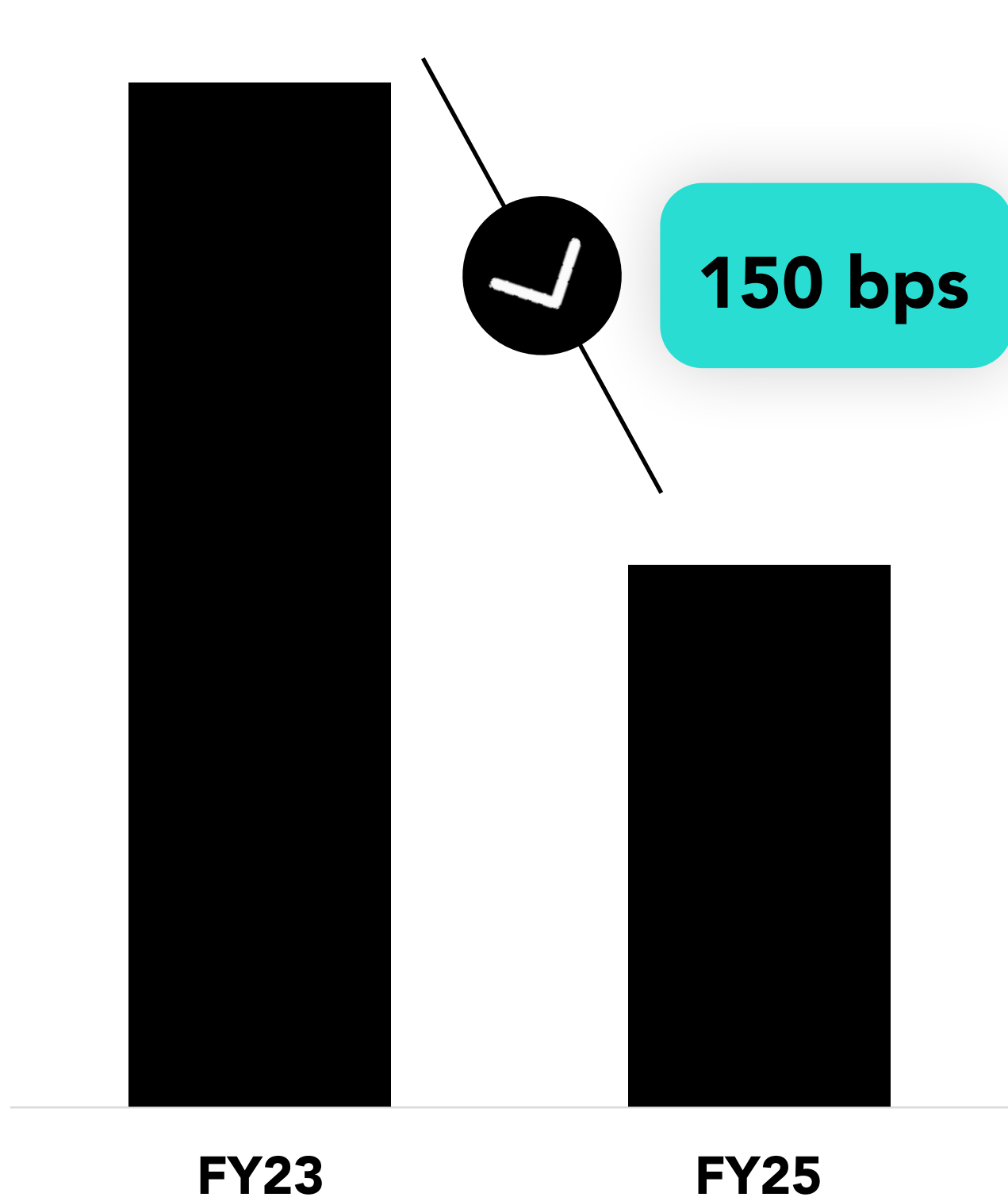
## More spends on brands

A&P  
as % of revenue



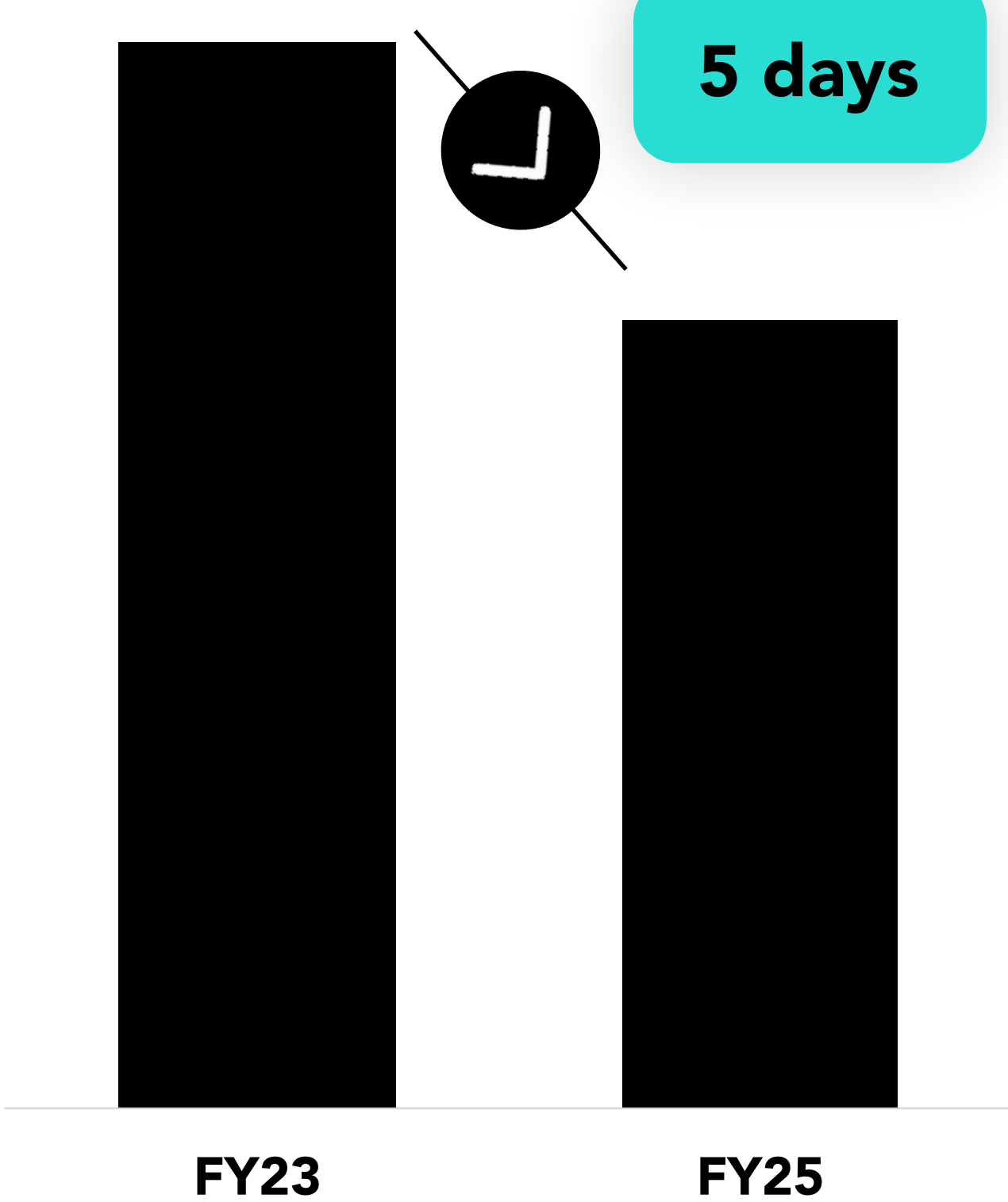
## Lower costs to serve

Supply chain costs  
as % of revenue



## Less working capital

Inventory days\*



\*Average inventory for the the year

# More diversity and inclusion



## Women

**44% FY24** | **47% FY25**

All types of employment

**50%**

Board  
representation

**67%**

Two thirds of leadership  
hires in FY25 were women

## PwDs & LGBTQIA+

**~50**

All types of employment

# A report card of our strategy

## What went well?

Category development

---

Structural profitability

---

Cashflow from operations

---

Sustainability and diversity

## What could be better?

Volume growth

## What can be even better in FY26?

HI India

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Deodorants

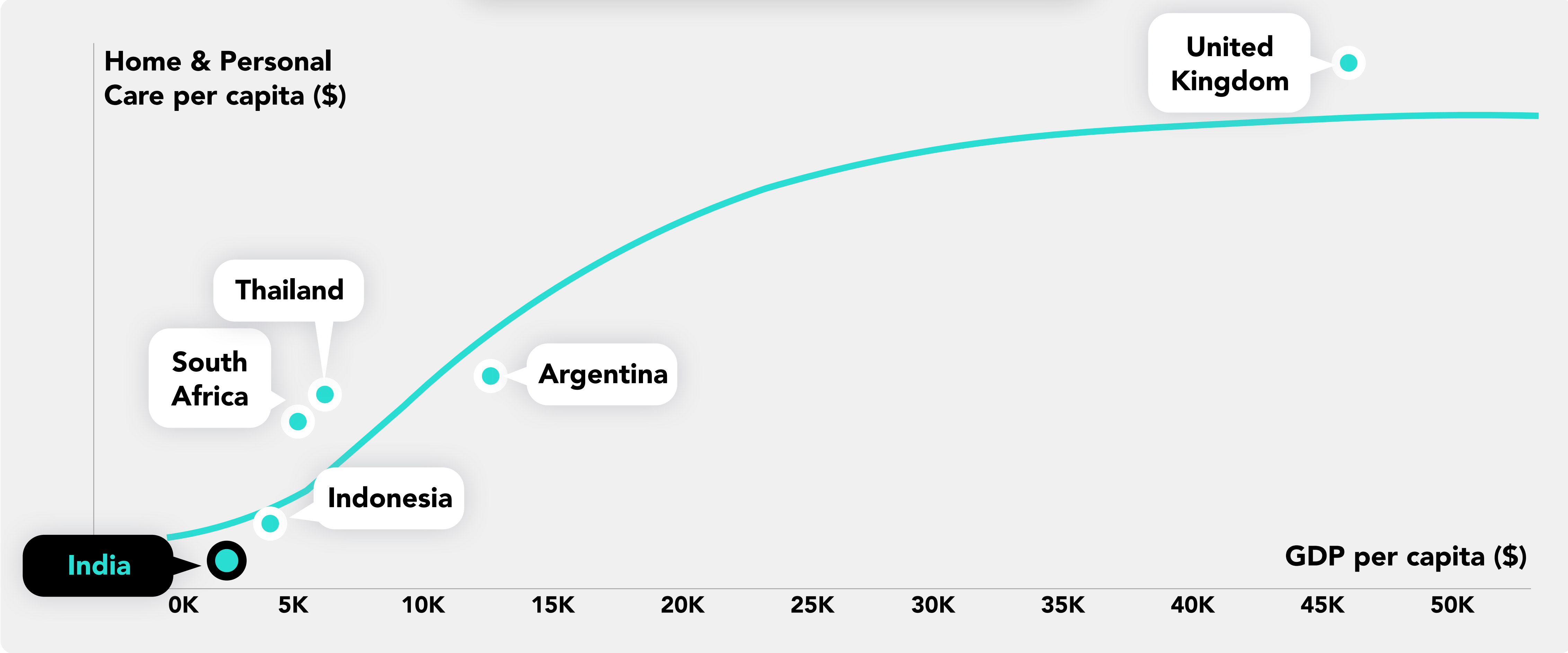
# India: Building a growth engine

Sudhir Sitapati



# Home and Personal Care is set for strong growth in India

HPC per capita vs. GDP per capita



# GCPL's path to tap into the HPC growth opportunity

## Soaps



Profitably grow shares

## Household Insecticides



Turnaround volumes

## Categories of the Future



Expand

# GCPL's path to tap into the HPC growth opportunity

## Household Insecticides



# Household Insecticides category is growing, led disproportionately by incense sticks

Growth in nights of usage		7 YR CAGR	
Total HI		Mid single digit	
Incense		Very strong double digit	
Other formats		Flattish	

# This has resulted in lower UVG for our Household Insecticides portfolio

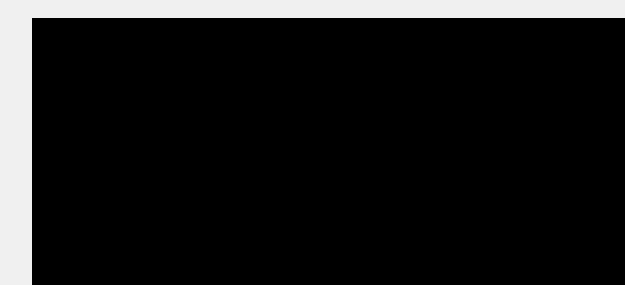
## Household Insecticides UVG\*

10-15%



FY10-17

0-5%



FY17-24

# Launched the exclusive RNF\* molecule across the portfolio in 2024

2x

More effective



GCPL exclusivity  
for medium term

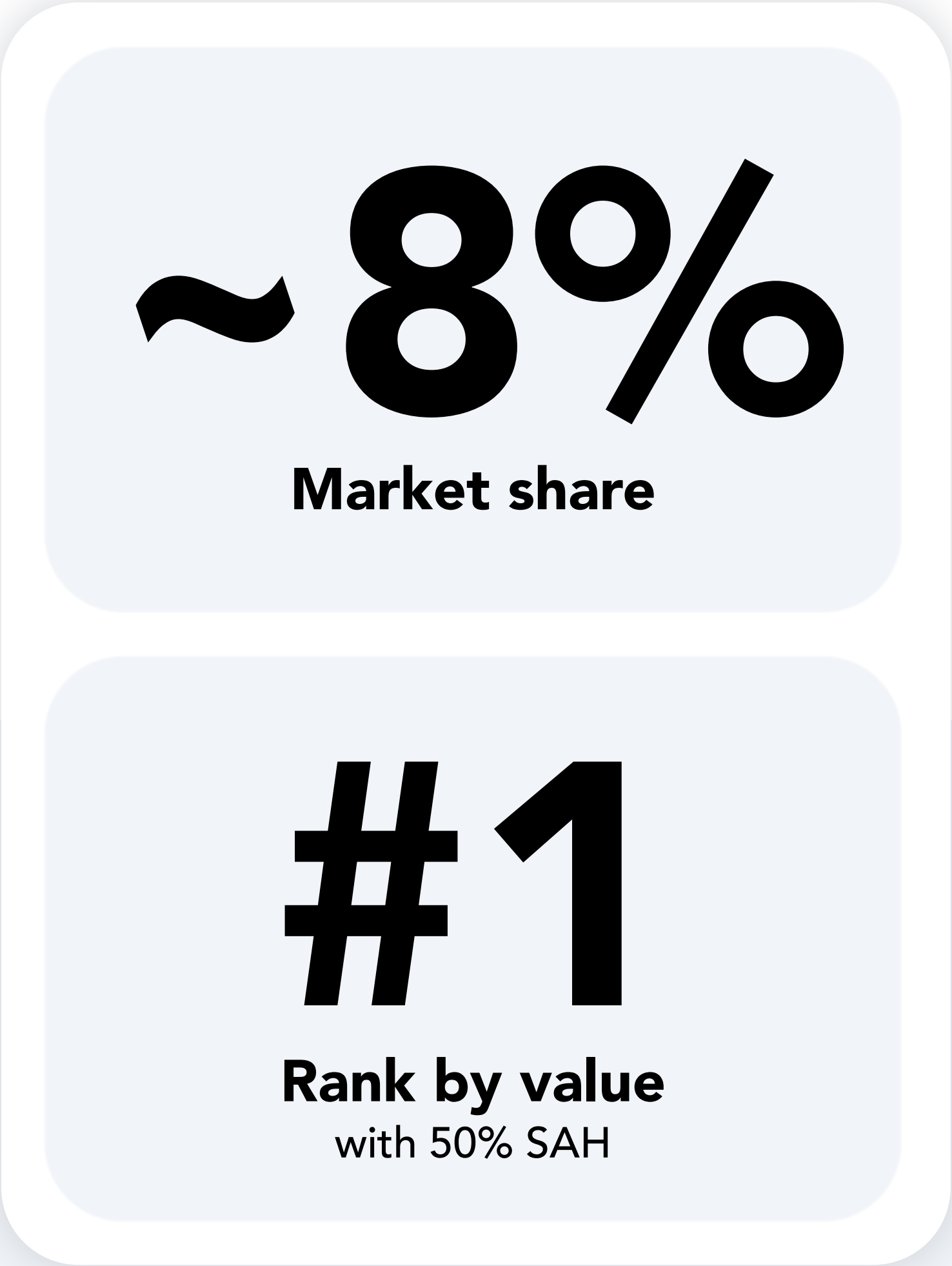
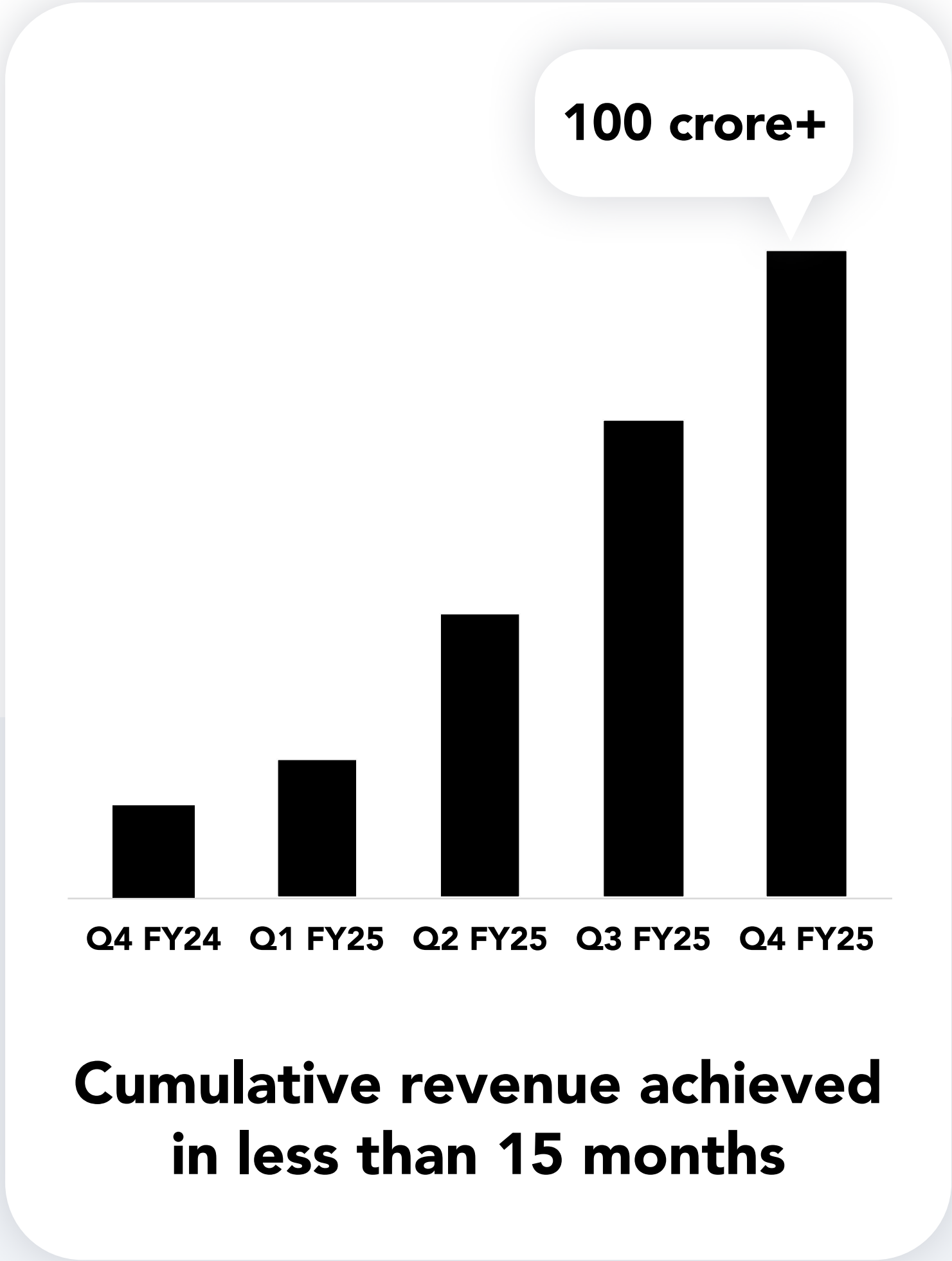


Made in India  
molecule



\*Renofluthrin

# Goodknight Agarbatti is now the largest branded incense sticks

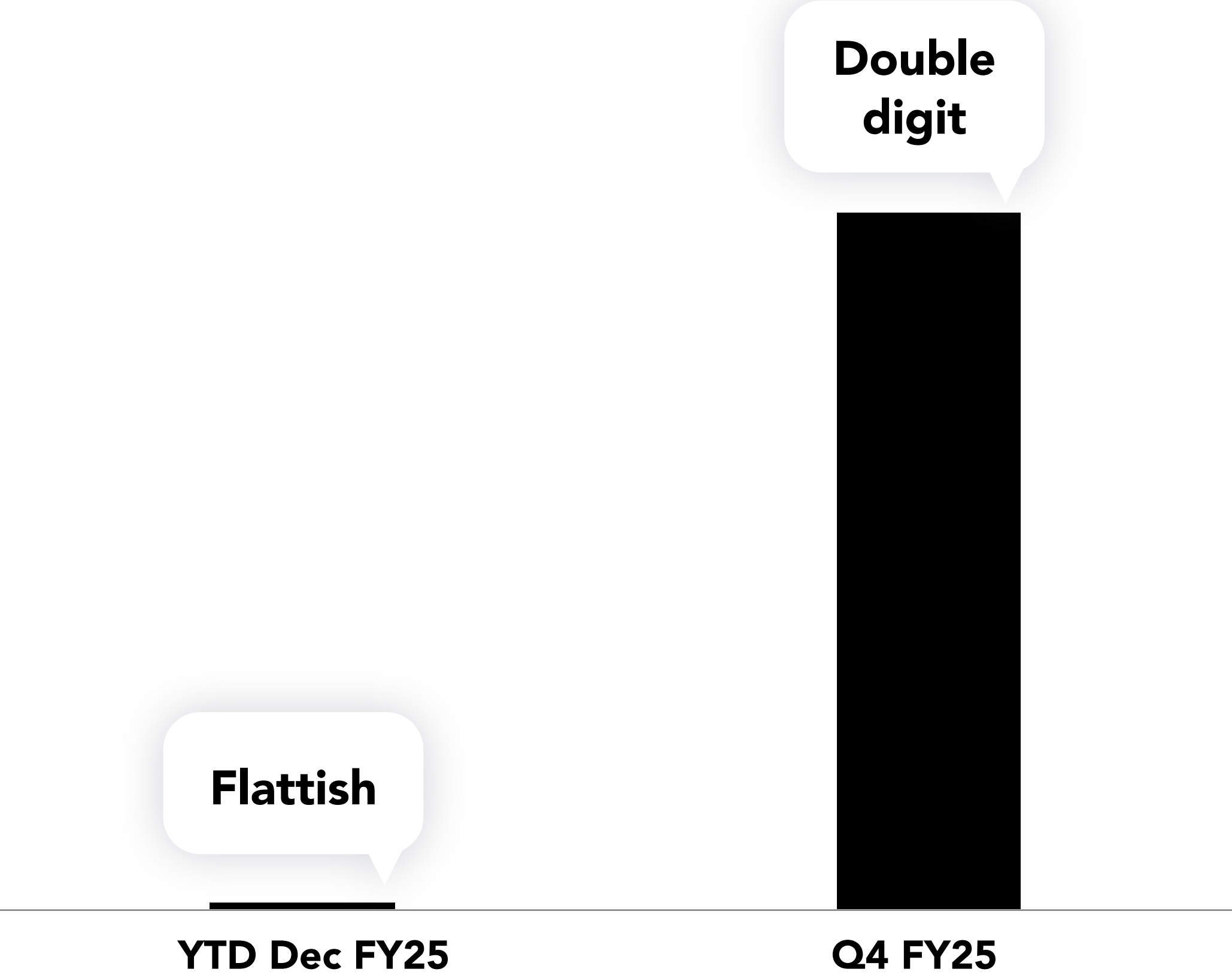


Going ahead, focus on balancing growth with profitability

# Goodknight Electrics is showing positive momentum

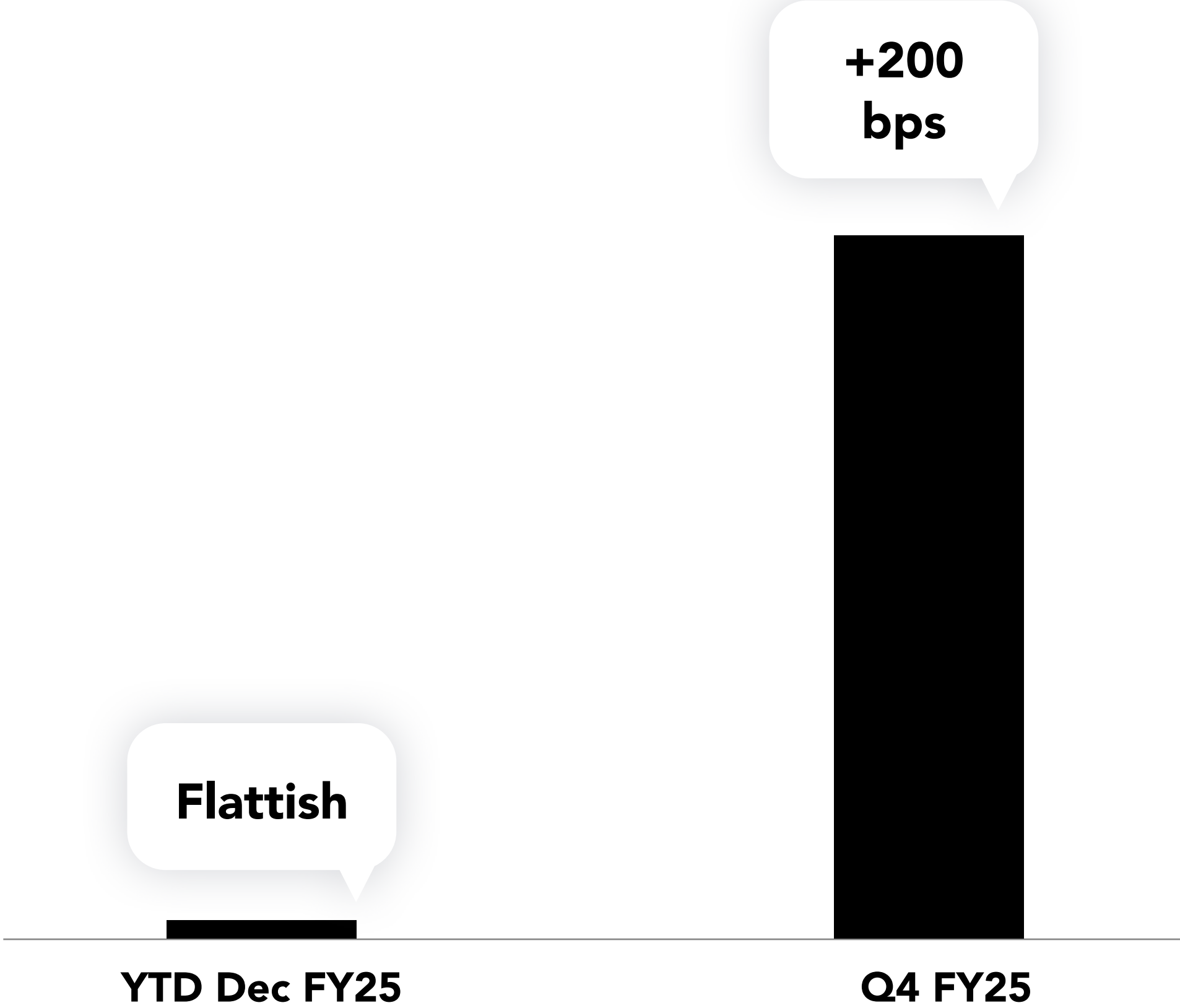
## Shift in volume trajectory

Underlying volume growth of GK Electrics



## Solid market share gains

Delta market share of GK Electrics vs last year



# Winning shares across formats in Household Insecticides

## Electrics



## Aerosols



## Coils, Cards



## Incense sticks



Our innovations are driving premiumisation in the category

**HIT FIK**  
(Formulation change)

**NEW HIT**

NEW EXTRA POWER

ANTI MOSQUITO

KILLS DENGUE & MALARIA SPREADING MOSQUITOES

4X Faster action

Powerful design

Improved fragrance

Big can at only ₹250

**HIT Matic**

INTRODUCING NEW

**HIT Spray Matic**

KILLS MOSQUITOES AUTOMATICALLY INSTANTLY

**HIT ARG**  
at ₹99

**HIT Anti Roach GEL**

₹99

नया  
**HIT**



#रचनात्मक चित्रण

But not anymore, because the NEW HIT is here

हर 2 घंटे में  
स्प्रे करे #



#6 घंटे तक स्प्रे करे

a machine that sprays every 2 hours.



HIT Anti-roach Gel, brings the cockroach out.

# GCPL's path to tap into the HPC growth opportunity

## Categories of the Future



# Categories of the Future

## Air Fresheners



## Liquid Detergents



## Hair Colours



## Body Wash



## Deodorants and Perfumes



## Sexual Wellness

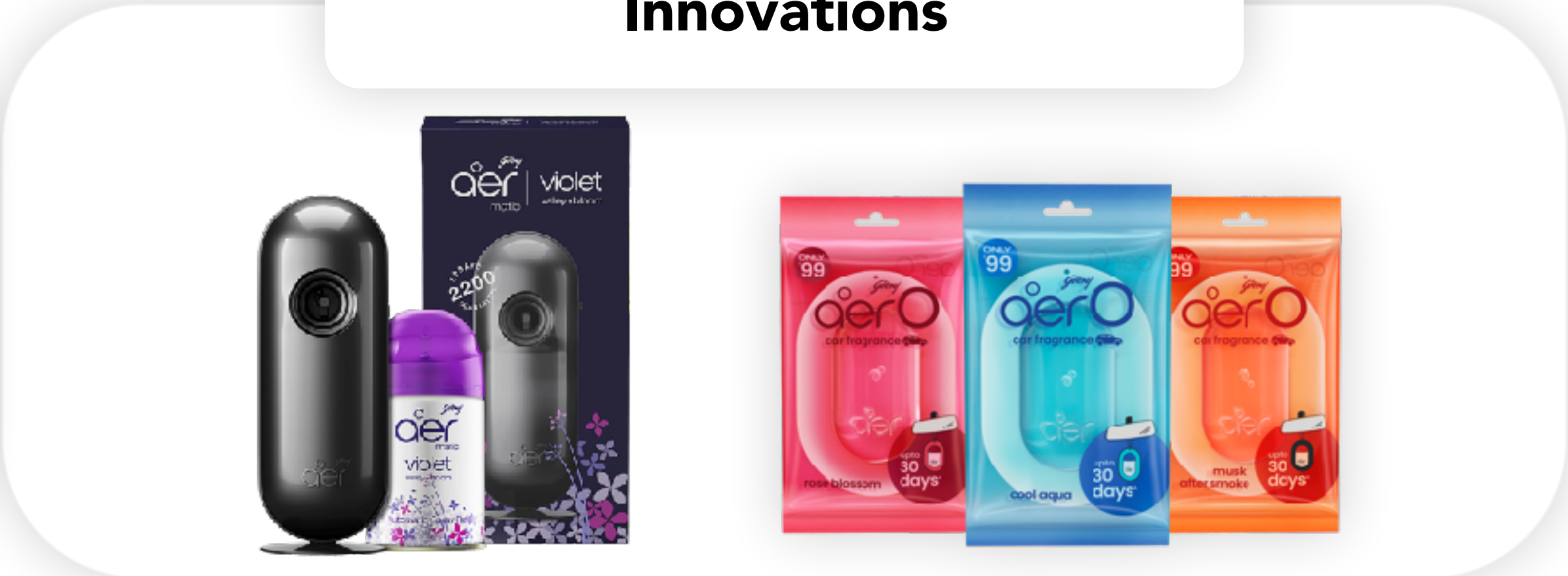


# Air Fresheners: Strong growths driven by innovations and media

## Media

	FY22-25
Media as % of revenue	~25%
UVG CAGR	~25%
Penetration delta	~350 bps

## Innovations



## Market shares



Source: Nielsen, internal analysis

# Continuing to build for the future





Get Godrej aer Mini Pocket for instant freshness.



"I've been smelling this fragrance all day..."

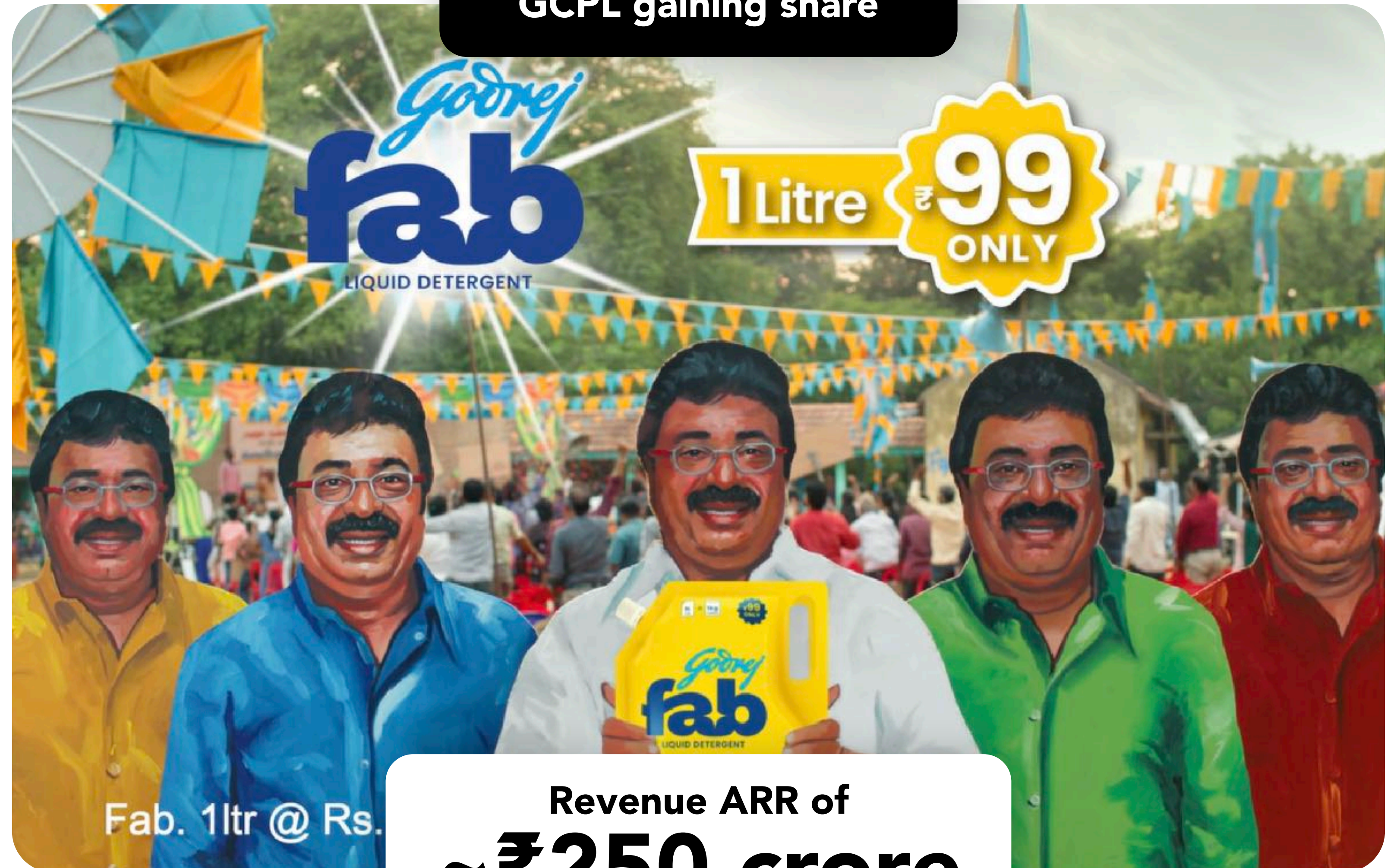
# Liquid Detergents: Godrej Fab - Solid pillar of future growth

Explosive growth

2 YR category CAGR

**30-35%**

GCPL gaining share

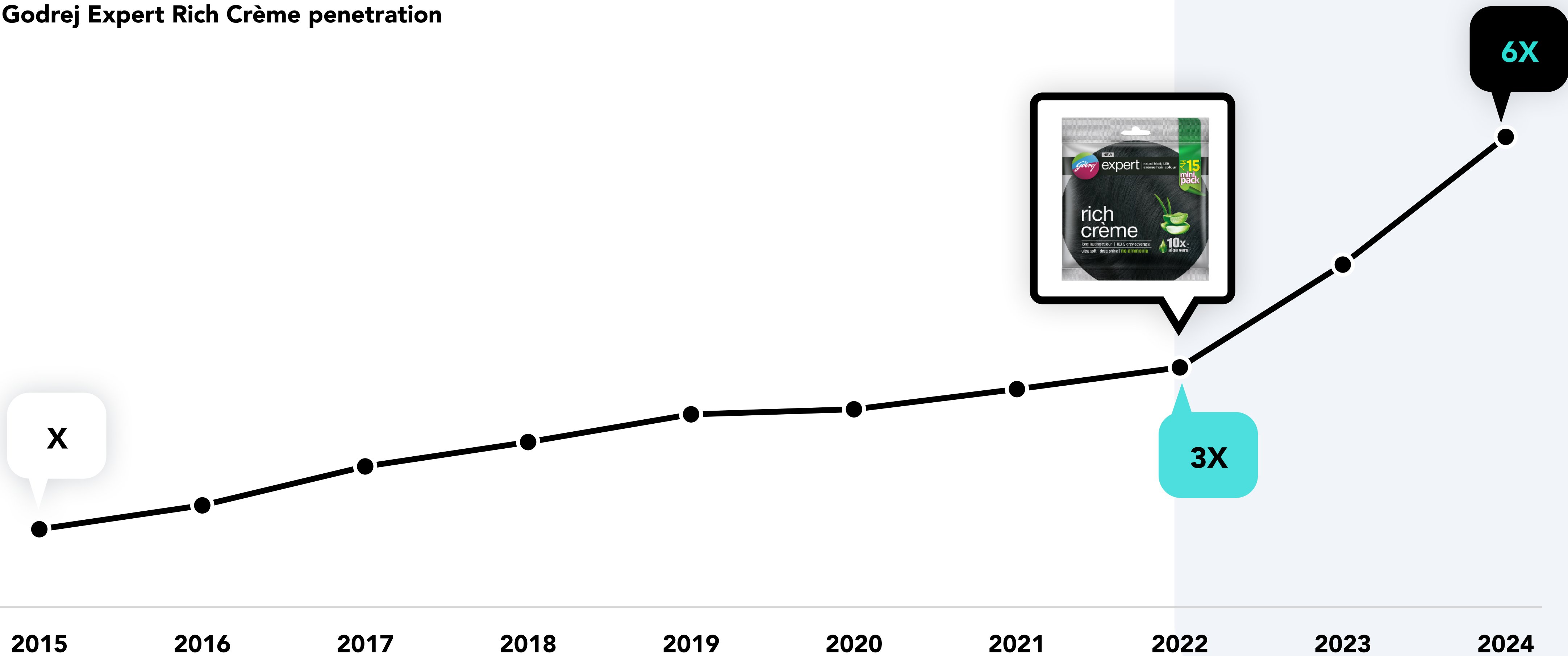


Fab. 1ltr @ Rs.

Revenue ARR of  
**~₹250 crore**

# Hair Colours: Penetration boomed with the introduction of Mini Crème

Godrej Expert Rich Crème penetration



Continue driving upgrades from powder formats to Crème and Shampoo Hair Colour



# Body Wash: Strategically critical category; scale up underway

Category upgrading  
to liquids

2 YR category CAGR

**5%**

Soaps

**30-35%**

Body Wash

## Scale up of Cinthol Foam Body Wash

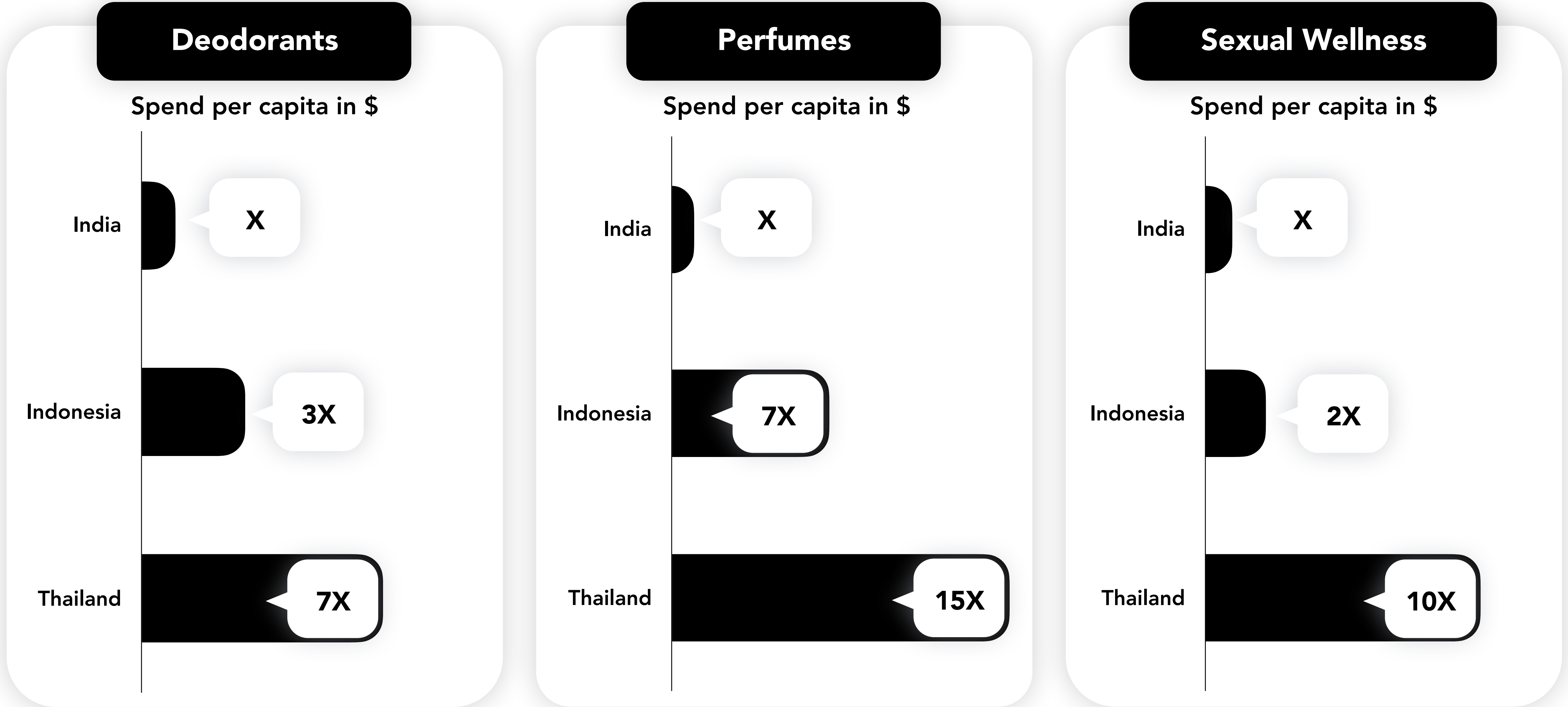


Few new states and quick commerce



# Park Avenue and Kamasutra

# Park Avenue and Kamasutra operate in attractive categories with multi-decadal growth runway

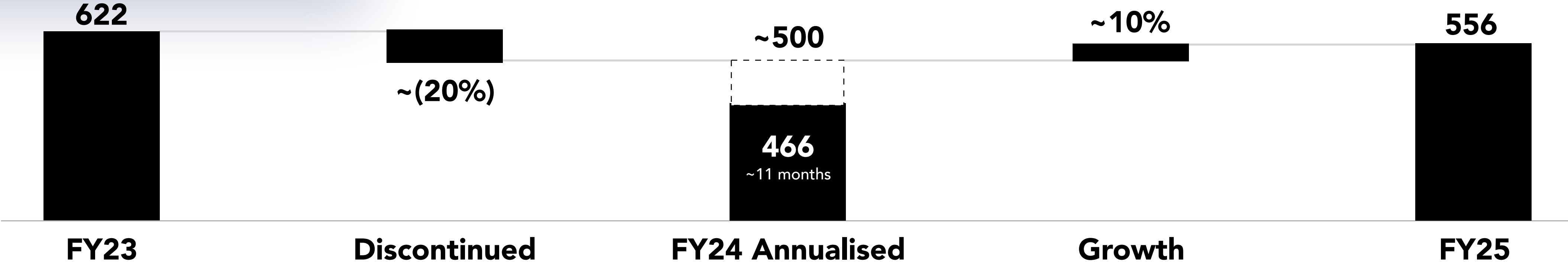


Source: Euromonitor, internal analysis

# Report card: Good progress on profit; some way to go on topline

In ₹ crore

## Revenue



## ATL



## EBITDA



# What has worked and what hasn't?

## Sexual Wellness



Double-digit growth

## Fine fragrances



Revenue scaled to ~3X

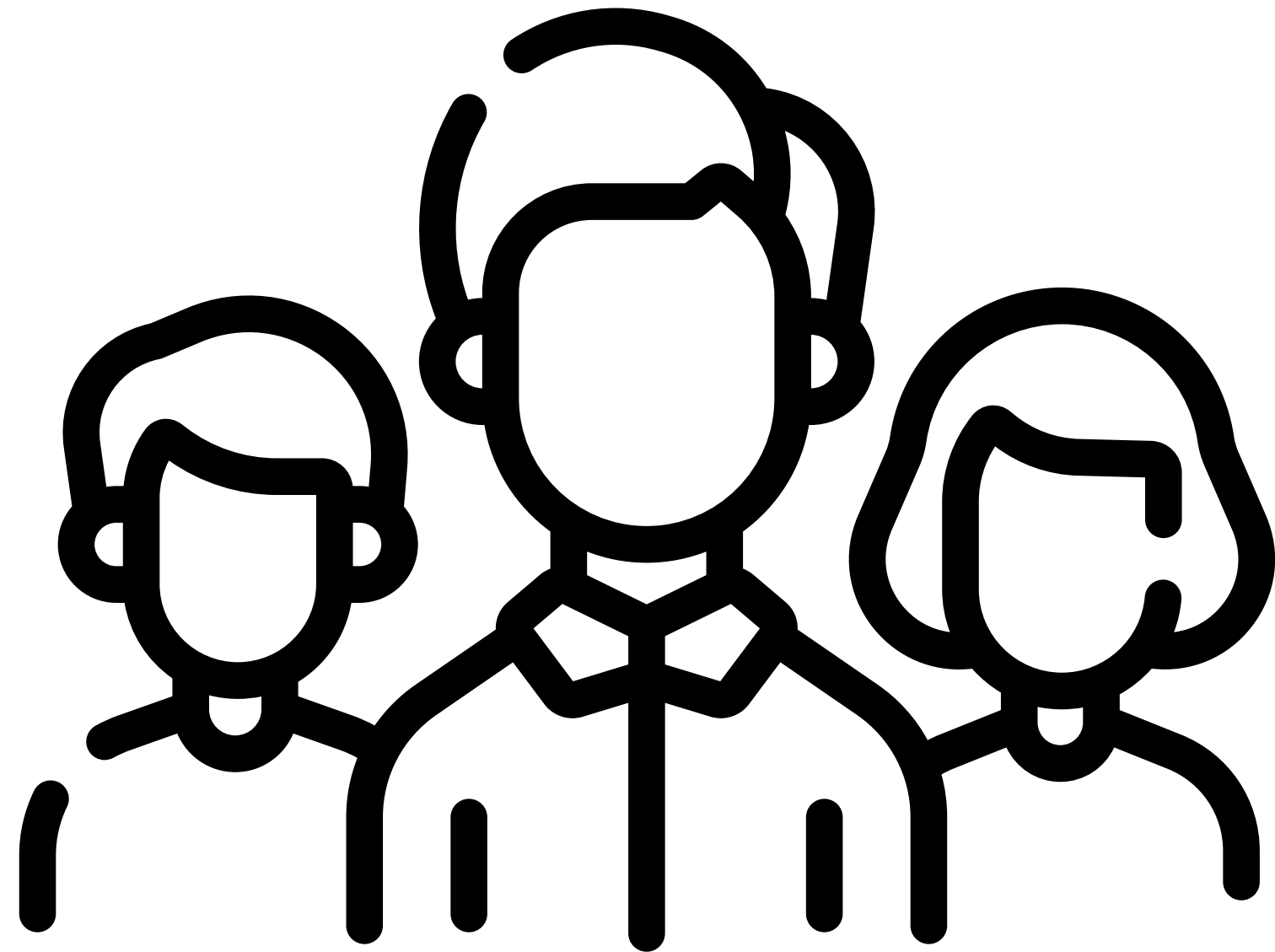
## Deodorants



Impacted by product and GTM issues

# GTM issues being addressed through structural interventions

**Dedicated Sales Team**



**Outlet expansion**

**Chemist and cosmetic outlets**

**1.5X**

# Creating access: Shifting value from trade to consumer



	Market today	KS Spark pilot
MRP	230	99
Retailer margins	X	0.2X

# Building relevance through product innovations

## Amazon Woods



## Bloq Anti-perspirant



## Park Avenue EDP





# NEW GODREJ BLOQ

The scenes, characters and names are fictional.\*Clinically tested, results may vary.

Its advanced roll-on cream gives 48-hour sweat protection with just one use.

# Our aspiration remains strong on Park Avenue and Kamasutra

**Volume growth**

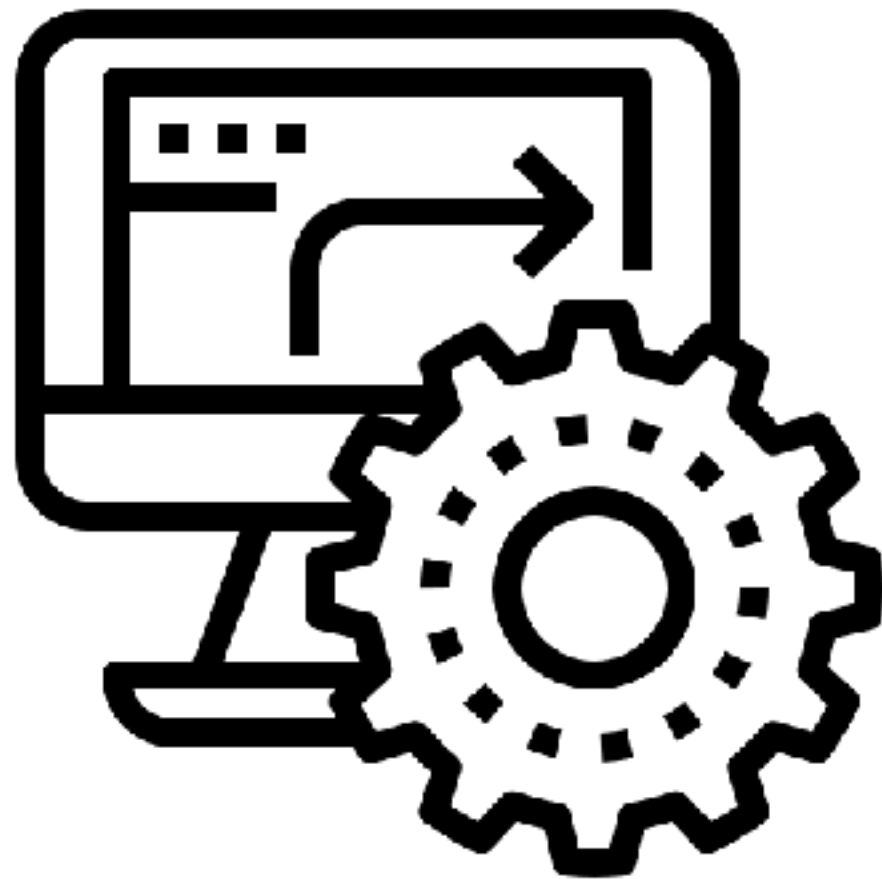
**Double  
digit**

**EBITDA margin**

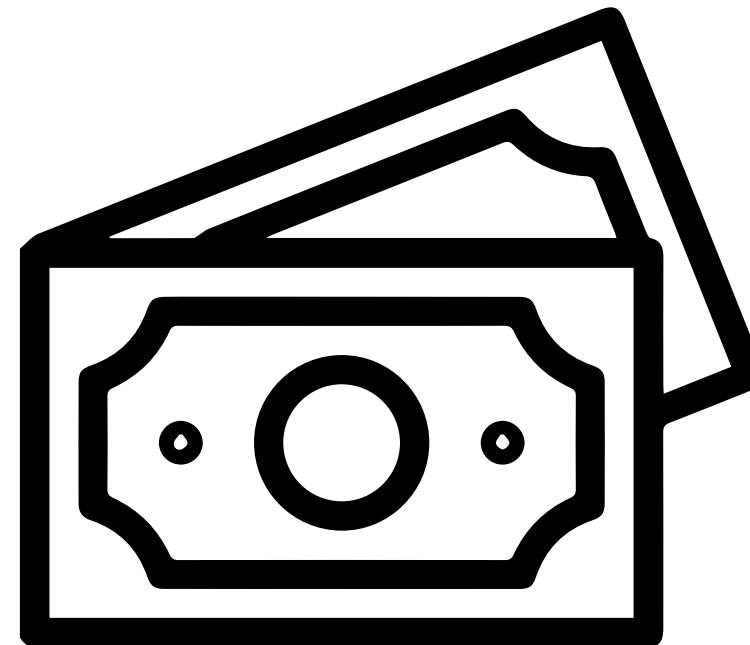
**In line with  
Standalone  
margins**

## Cost efficiency in media

**Automated  
in-house tools**



**Media scale-up,  
direct digital buying**



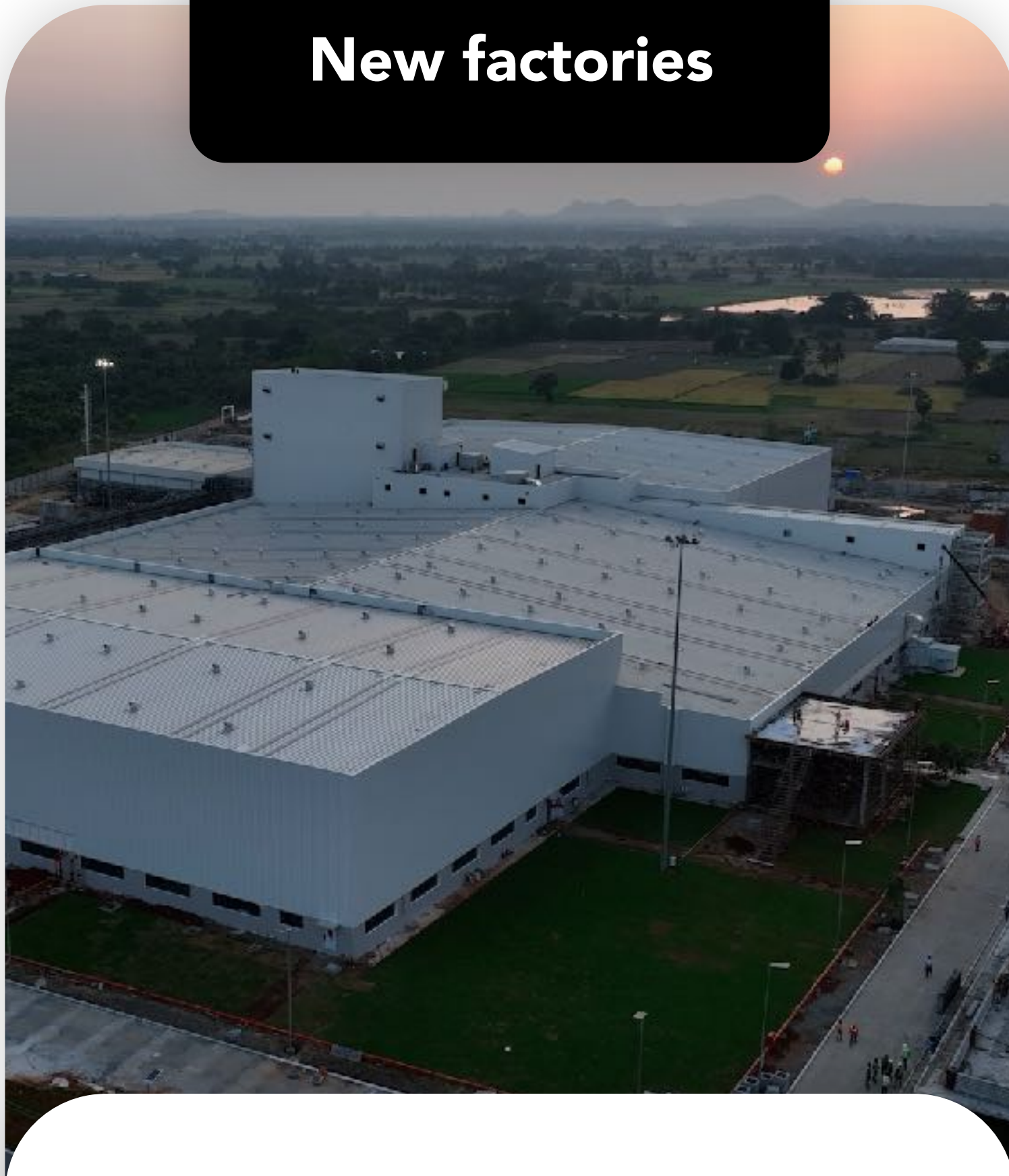
**New agency**



**Initiatives to yield ~150 bps of savings in A&P spends**

# Cost efficiency in supply chain

## New factories



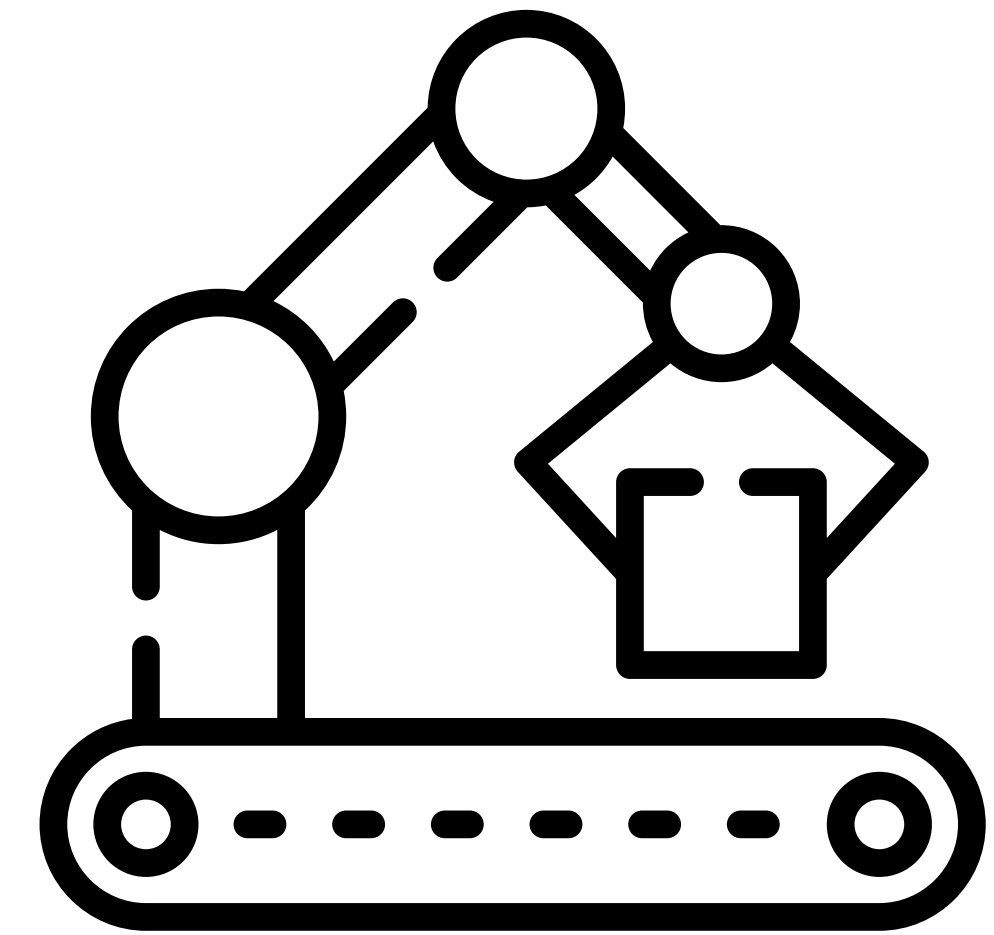
Ramp up of production at newly opened facilities

## Procurement savings



Efficiencies in sourcing

## Automation



Savings in conversion cost

# Pet Care



# Pet Care in India has huge growth potential

	Dog ownership (% of Households)	Pet Food Calorie Conversion*
India	9%	4%
China	17%	25%
Brazil	52%	44%

\*Calorie conversion = Calories consumed by a pet from packaged food out of the total calories consumed by a pet

# Introducing Godrej Ninja

*Godrej*  
**NINJA**

## MORE GUT POWER LESS SICK DAYS



# Launched in Tamil Nadu



Godrej

**NINJA**



Creative Visualization

That's why there's Godrej Ninja Dog Food.

# Live experiential showcases

## Air Fresheners



## Deodorants and Perfumes



## Godrej Ninja



# **Panel discussion: Building in-house Design and Marketing capabilities**

# Panel discussion



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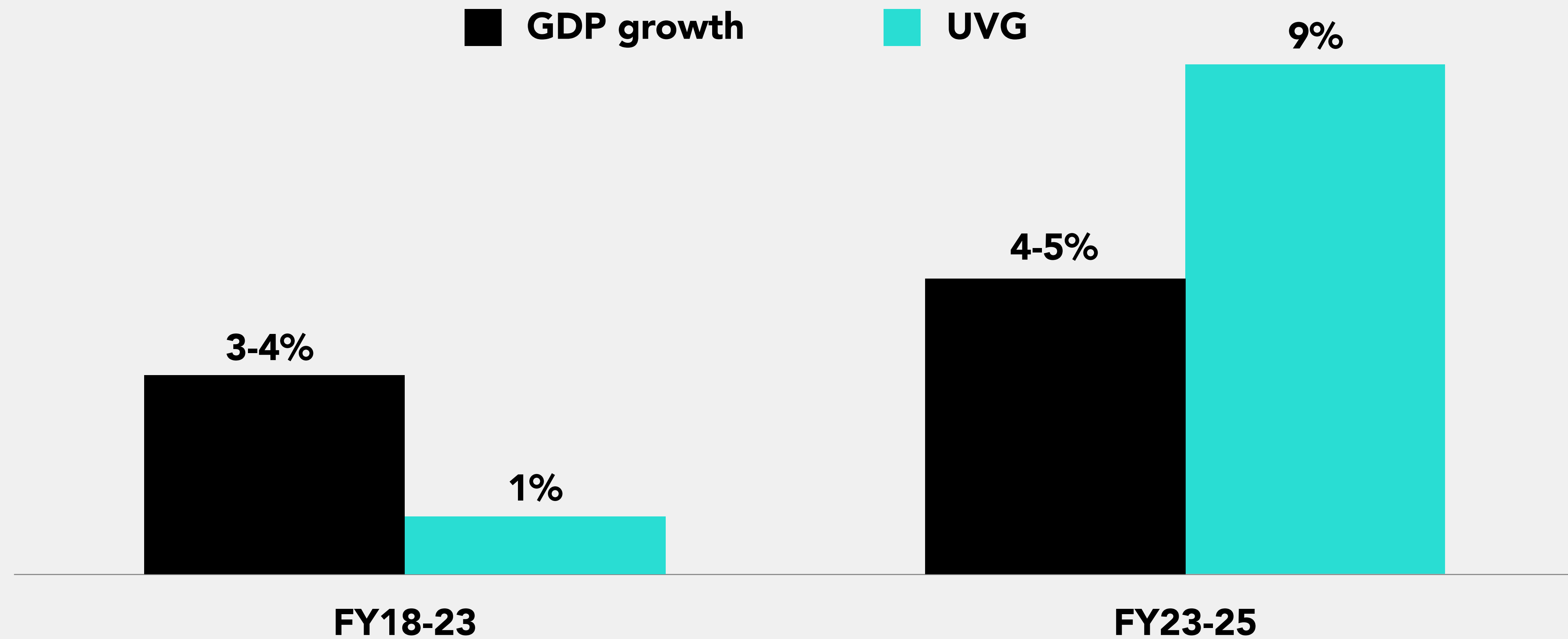
# **Strengthening Rest of the World**

Aasif Malbari

# Indonesia



# Volume growths in Indonesia have stabilised since FY24



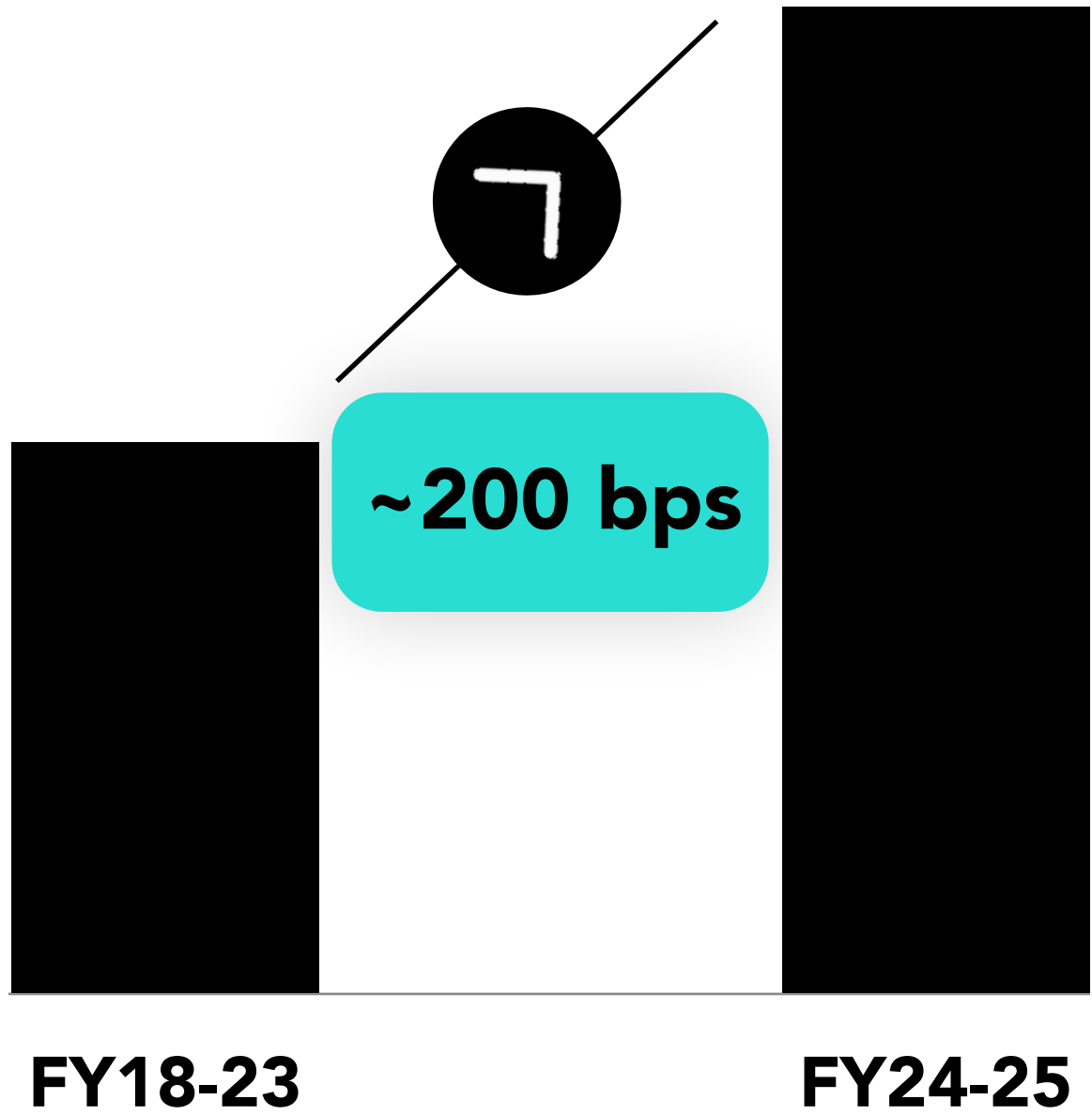
# Volume growths a result of doing the right things: Solid product, media investments and distribution scale-up

## Competition beating products

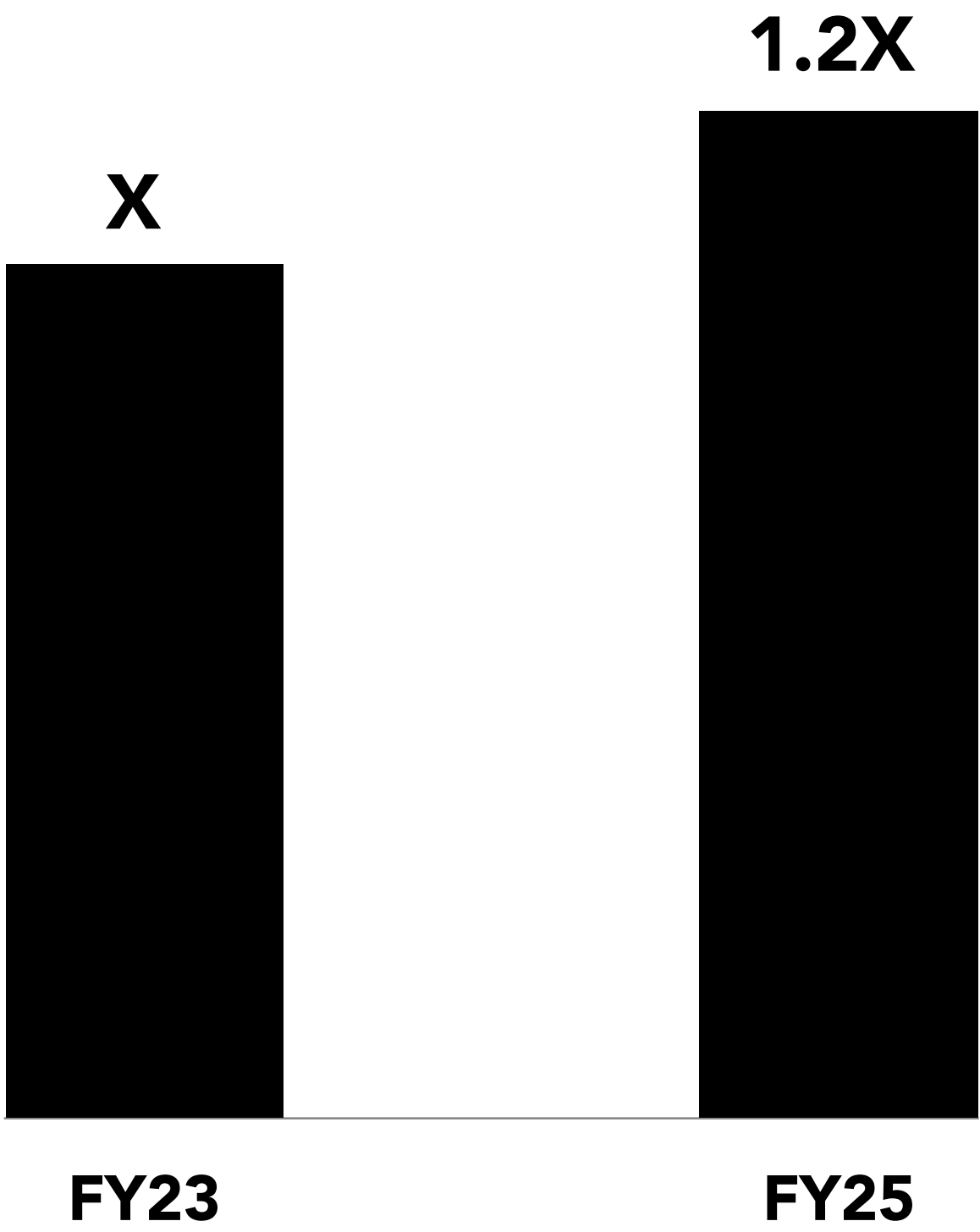


## Media investment

ATL investments as % of revenue



## Distribution scale-up



# Strong performance on the back of 3 successful bets seeded from India

## HI Electrics



~2.5X

## Shampoo Hair Colour



~3X

## Air Fresheners - Pocket



~1.5X

NSV growth (FY23 - FY25)

# Plan to continue the growth trajectory with new launches in FY26

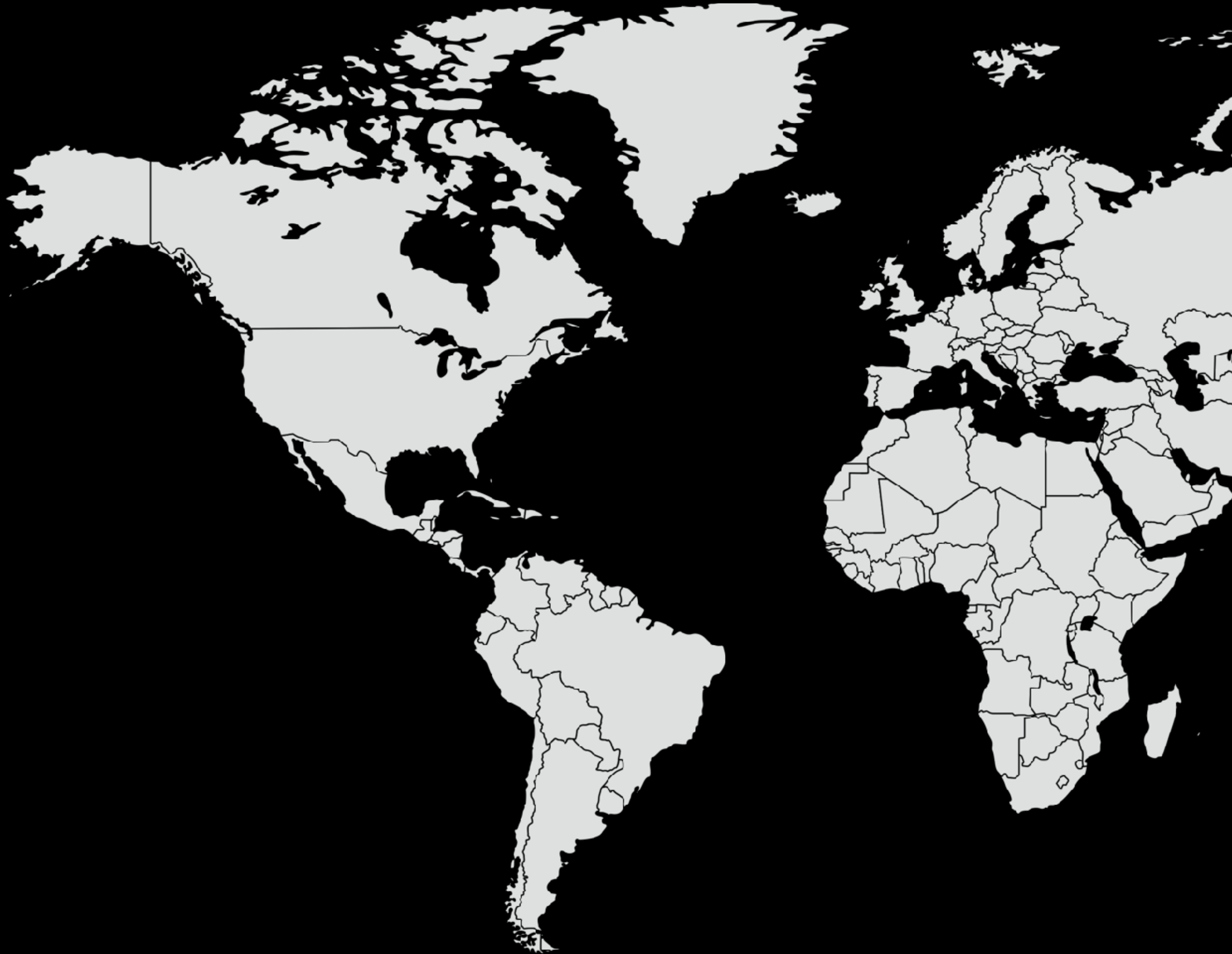
## HIT CIK



## Stella Car Freshener



**Rest of  
the World**



**Historically volumes have been range bound and profitability has been poor**

**UVG**

**~4%**

**EBITDA margins**

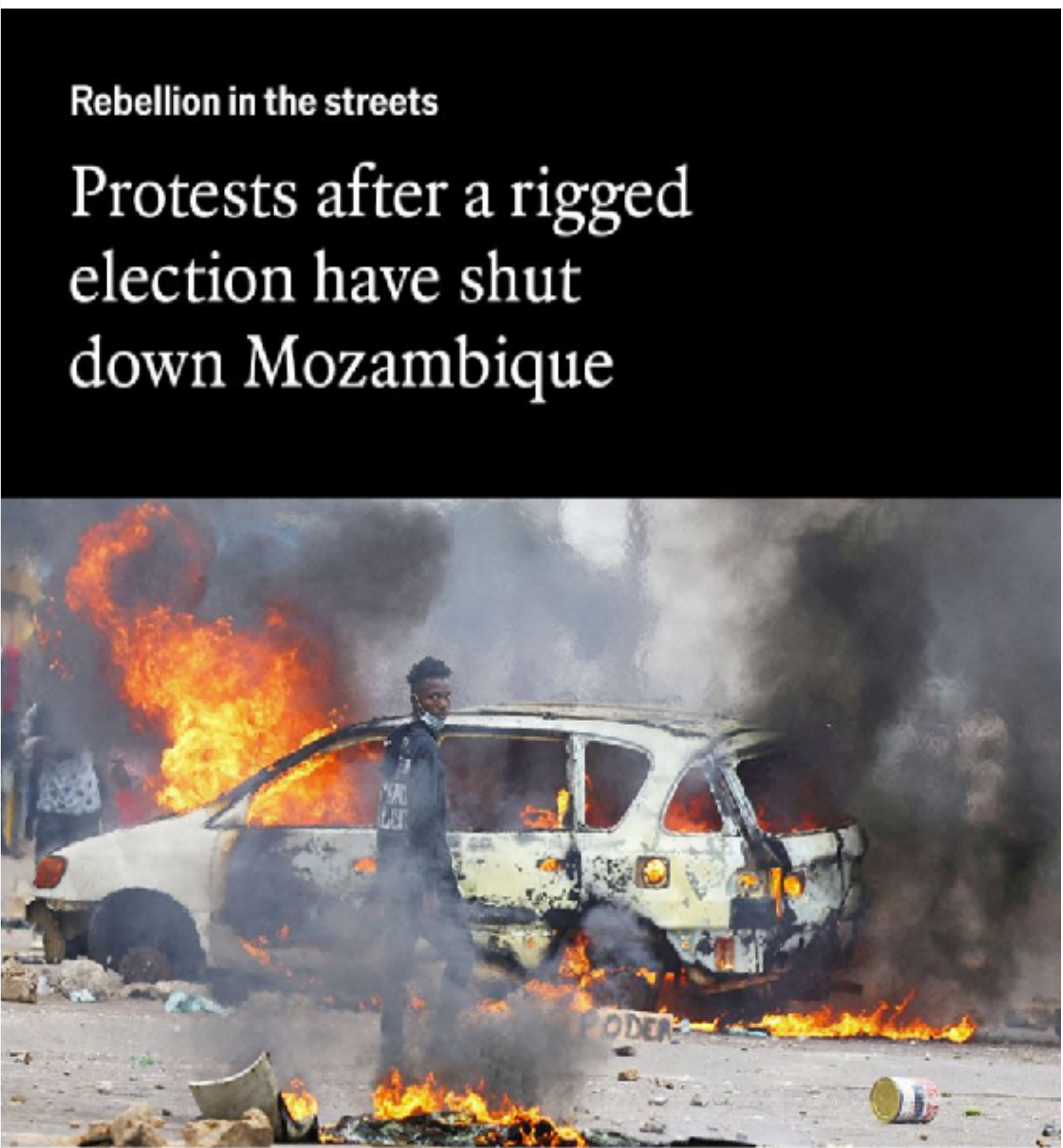
**~8%**

# External volatility continues to be high

## Forex volatility



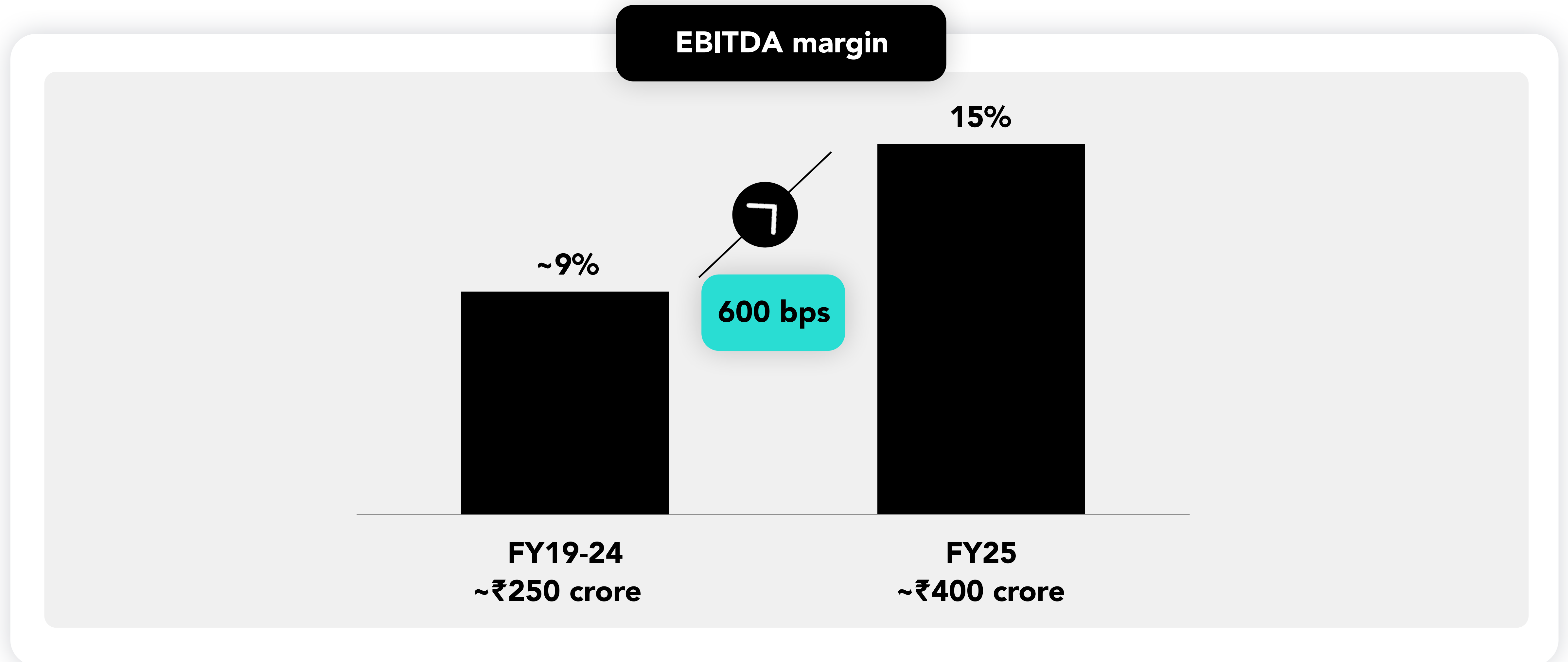
## Geopolitical issues in Mozambique



## Spaza in RSA

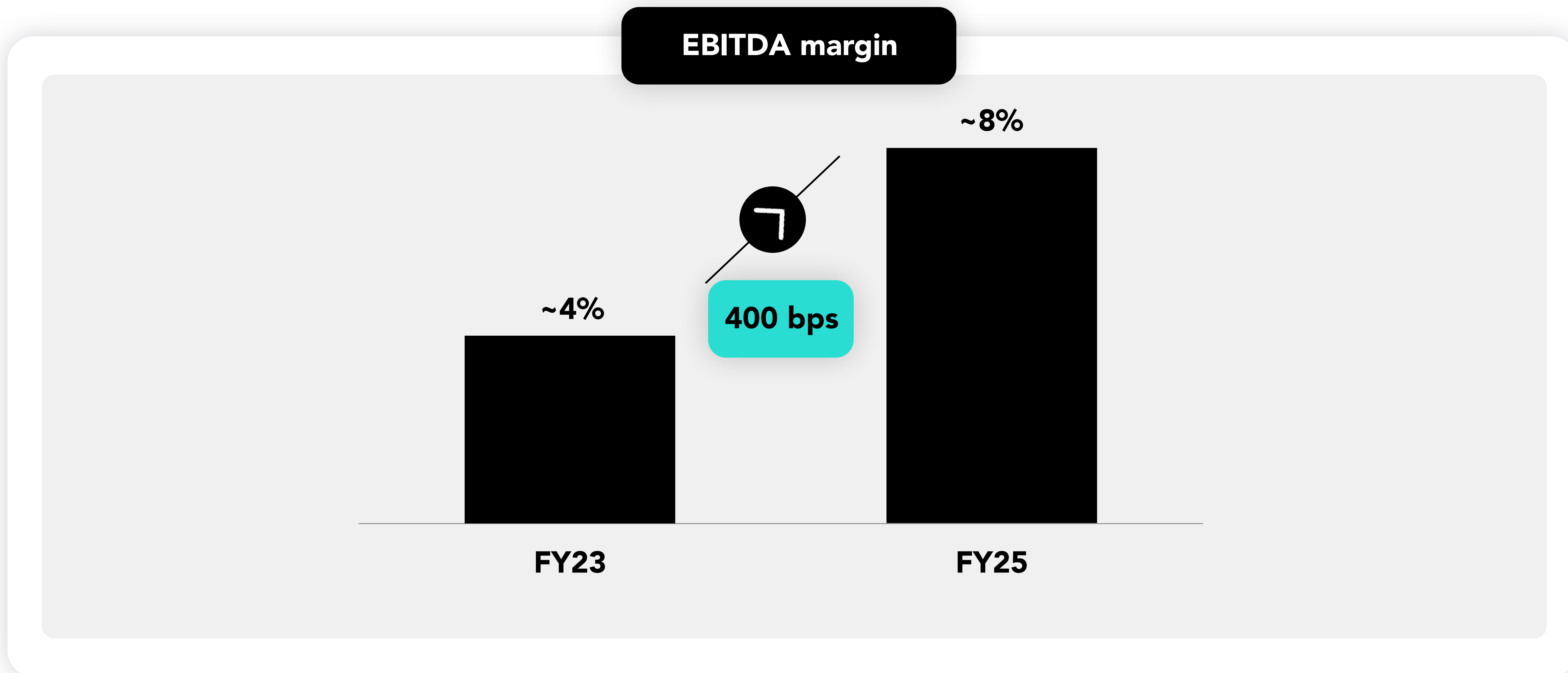


# Despite volatility, FY25 has been the year of a “profitability reset” for GAUM



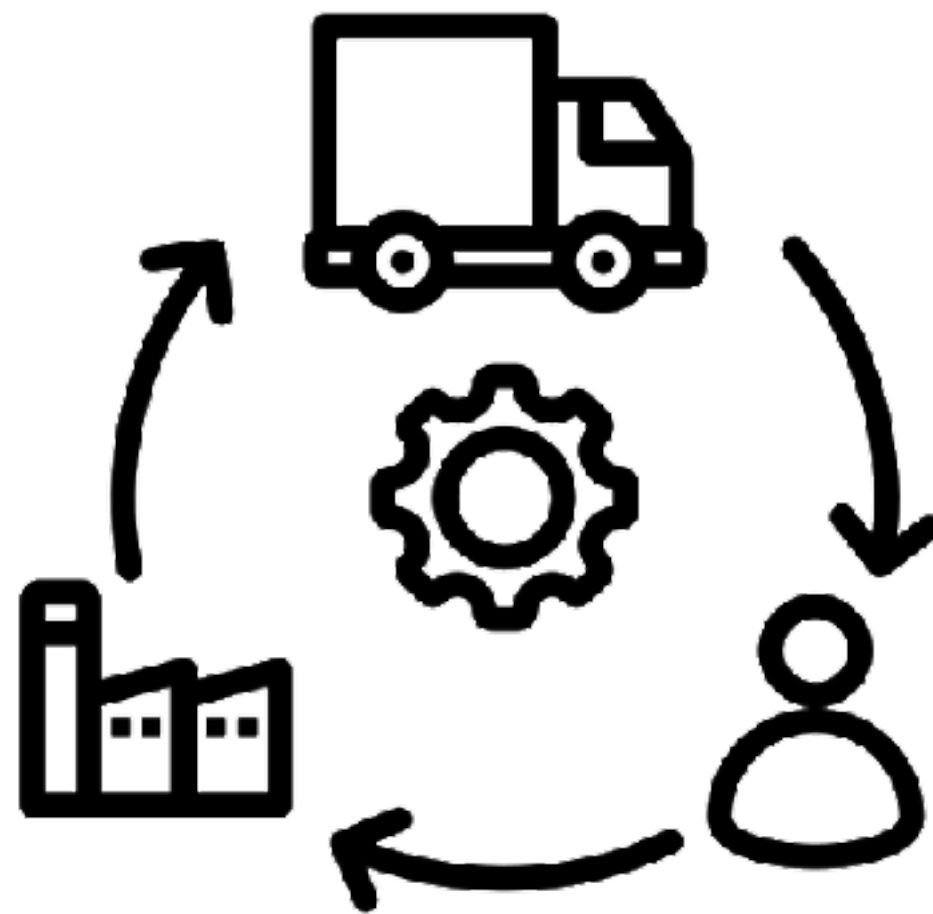
**Delivered the financial turnaround 1 year prior to the promised timeline**

# LATAM + Others have also improved profitability significantly



# Profits coming on the back of structural actions undertaken across three key buckets

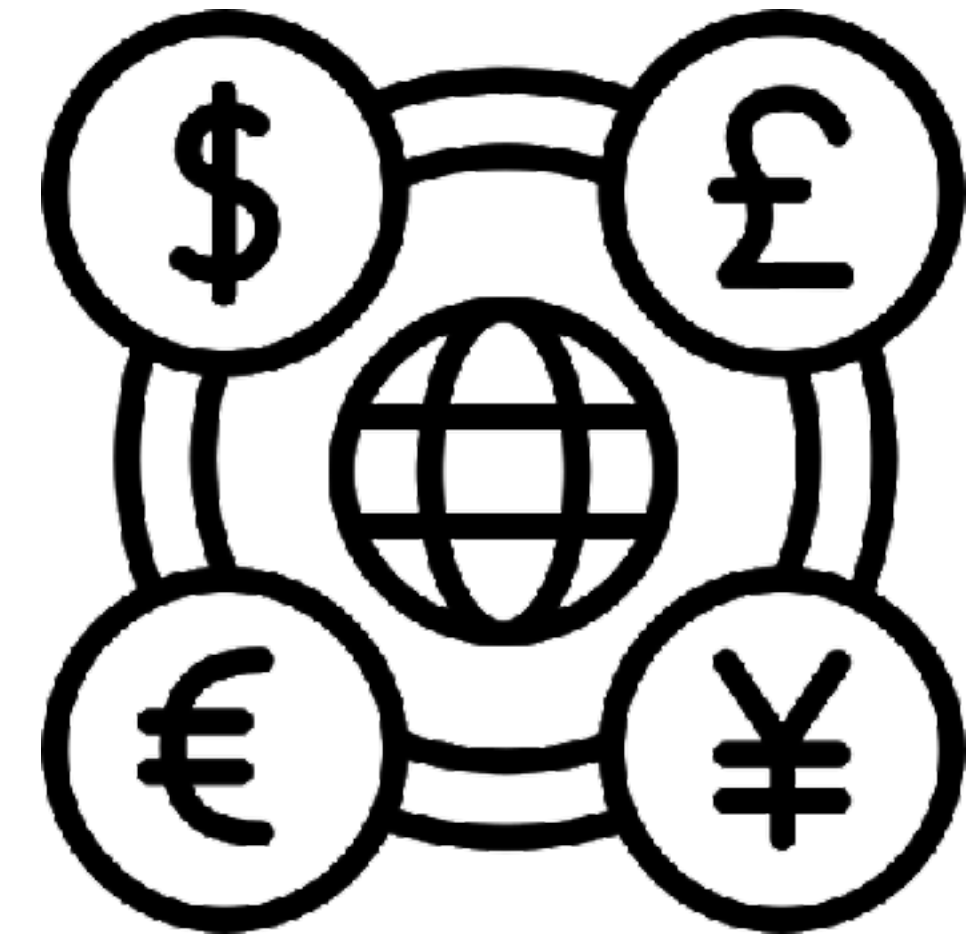
**Optimising  
supply chain**



**Optimising fixed  
overheads**



**Strategic pricing  
basis forex**

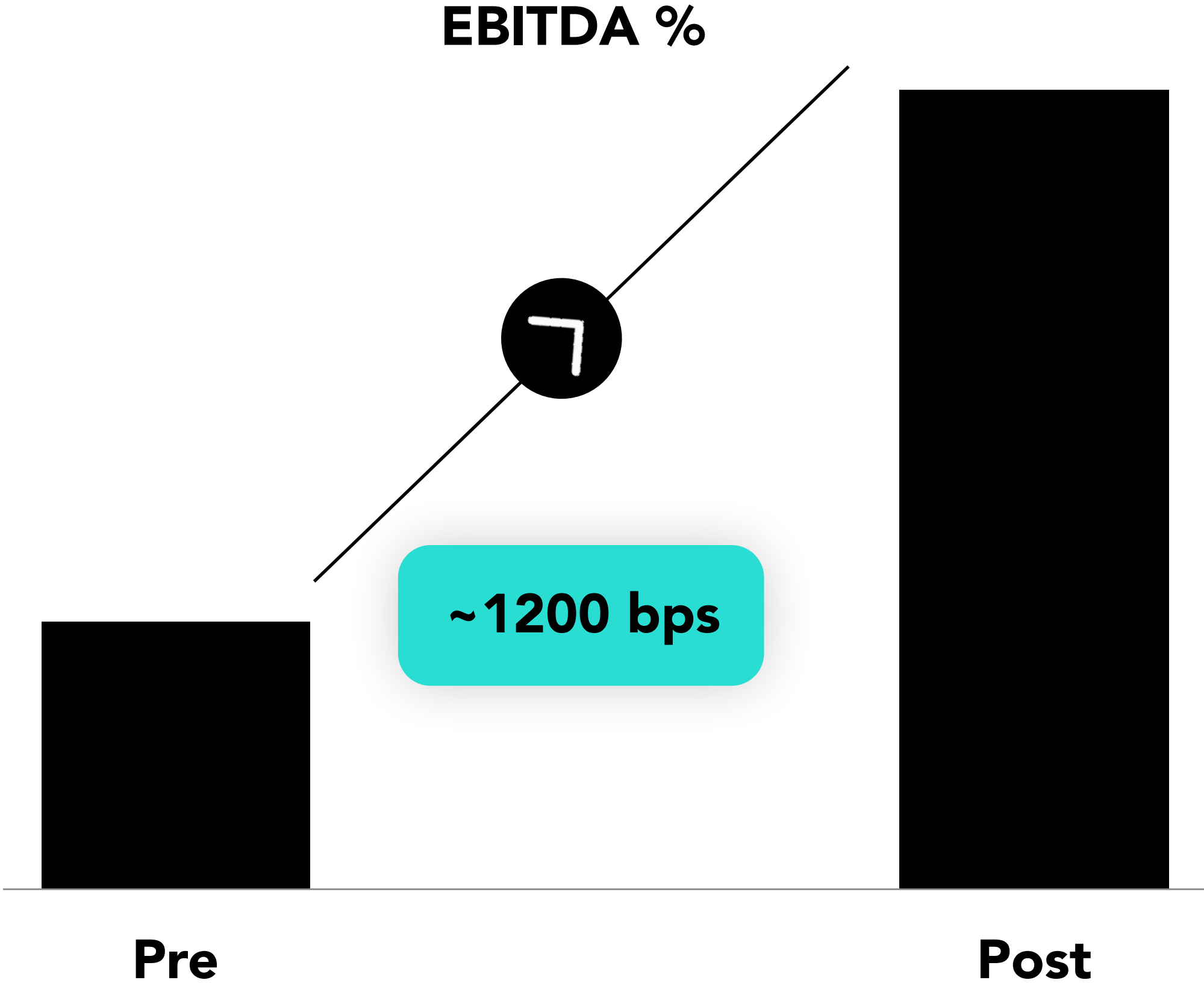


# Supply chain transformation for international geographies underway

Factory shifted from Chile to India



Likely jump in Chile profitability

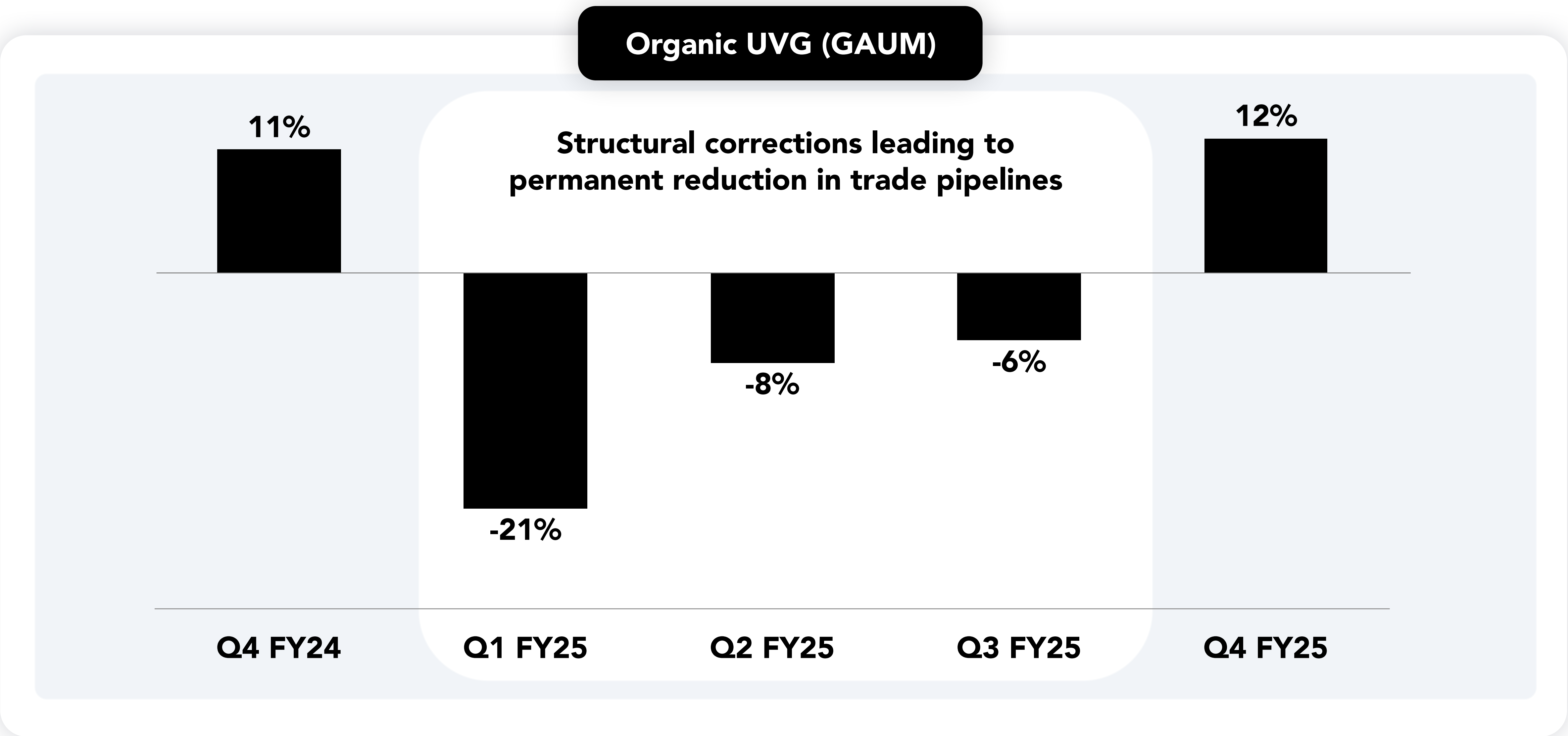


# Significant fixed overheads reduction across GAUM

**Fixed overheads**  
as % of revenue



# Topline optically poor; fundamentals strengthened



# Continue to scale hero products in Hair Fashion

DARLING™

2X One Million Braids

2x Volume  
2x Length



 **South Africa's  
#1 Braid Brand**

AVAILABLE NOW

AT LEADING CASH & CARRY'S AND SELECTED RETAILERS.

#FindYourBeautiful

 @DarlingSouthAfrica  @DarlingSouthAfrica

AND AND SELECTED RETAILERS.

DARLING

 **Natural  
Twist**



20"

Colour/Cor:

NATURAL HAIR FEEL  
APARÊNCIA NATURAL

109

# Significant success in scaling up global blockbusters



NSV growth (FY23 - FY25)

~5X

~2X

~4X

Issue

# Launched Godrej Aer across multiple global markets

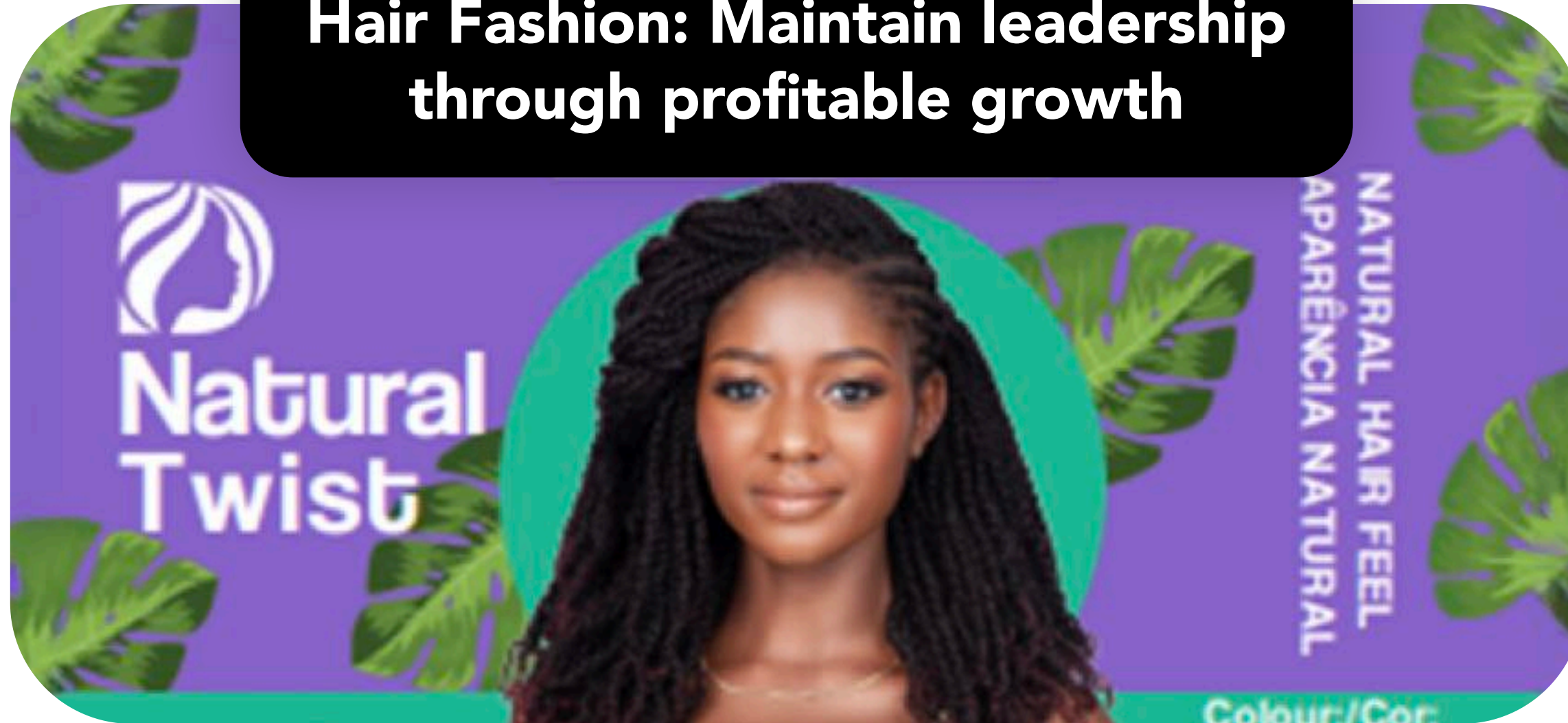




created especially for the native South African woman.

# Strategy going forward

**Hair Fashion: Maintain leadership through profitable growth**



**Optimise manufacturing footprint**



**FMCG: Scale up global blockbuster portfolio**



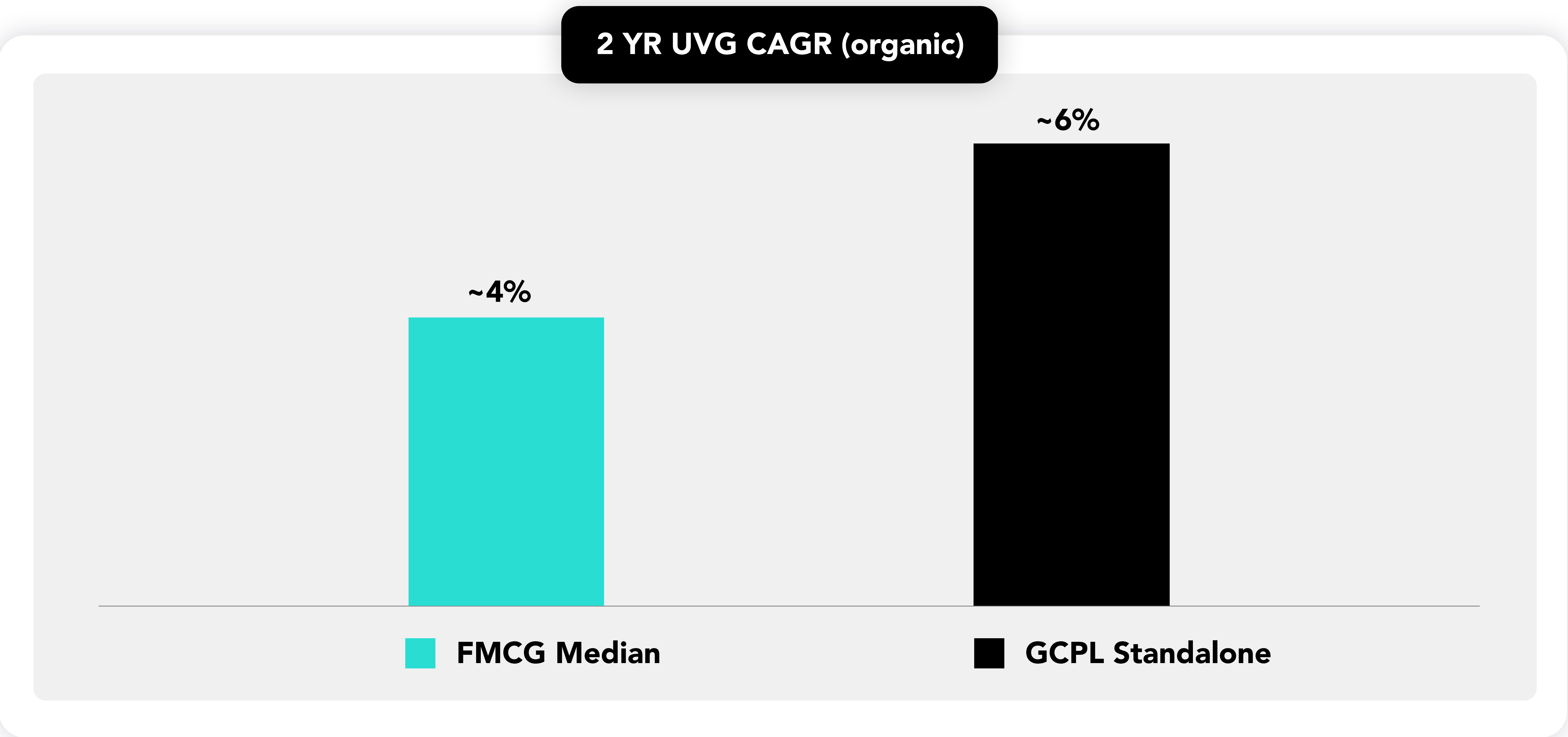
**Drive cost efficiencies**



# Financials

Aasif Malbari

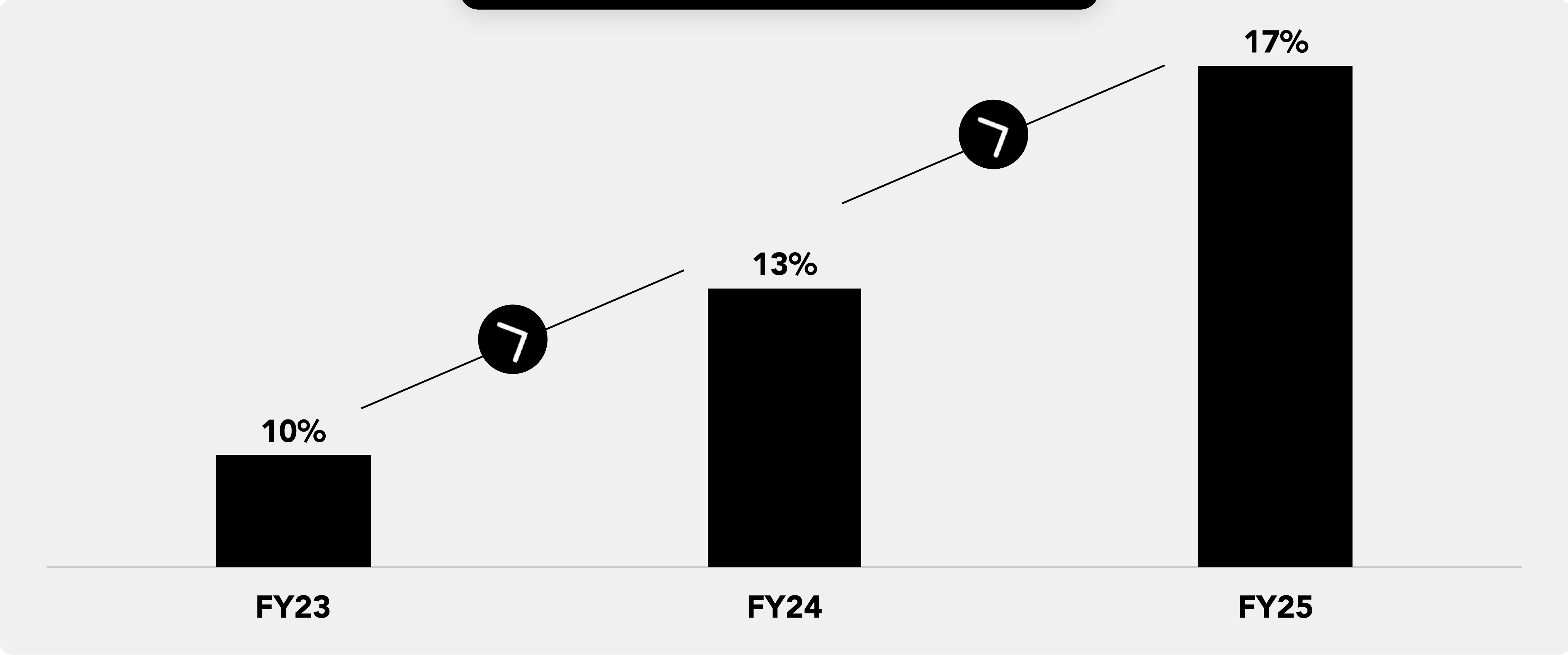
# GCPL continues to outperform the market over the last 2 years



Note: Only relevant peers considered for median

# Significantly stepped-up profitability in International

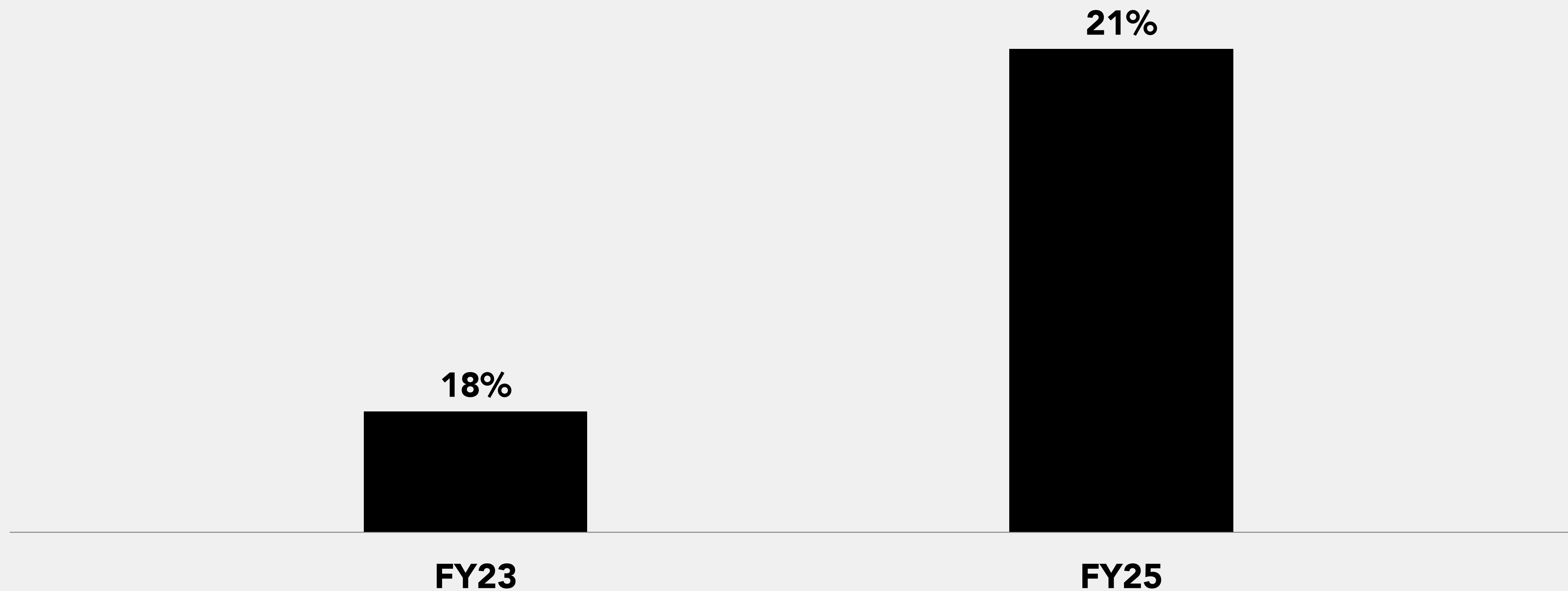
## International\* business EBITDA margin



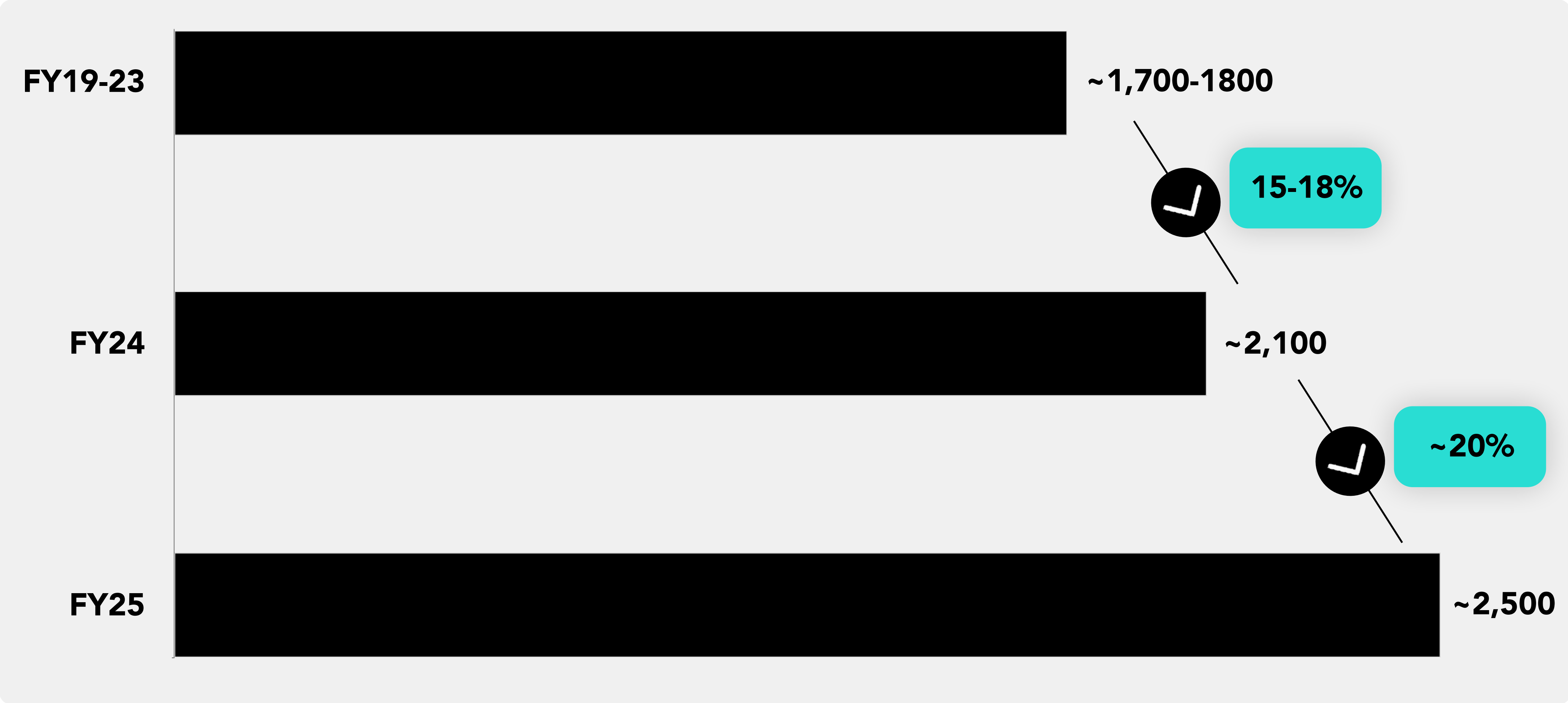
\*Includes Indonesia, Africa, USA & Middle East, Latin America and Others

**This has resulted in robust profitability improvement**

**Consol EBITDA margin**



# Significantly improved cash from operations



# Clear capital allocation strategy

## Dividend in FY25

Dividend paid

**₹2,500 crore**

## Dividend policy

Expect the dividend  
payout ratio to average

**~50%**  
**(range +/- 20%)**

of the annual Profit After  
Tax of the Company

## Capex

We plan to invest

**~₹700 crore**

in organic  
manufacturing capex  
over the next 18-24  
months

# Guidance for next year: Performance to improve sequentially

**Standalone volume  
growth**

**Mid-high  
single digit**

**Consol revenue growth**

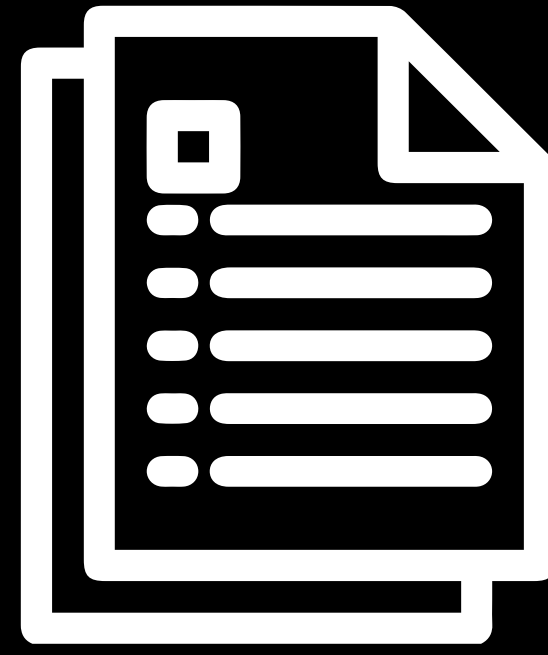
**High  
single digit**

**Consol EBITDA growth**

**Double  
digit**



Q&A



# Appendix

# FY25: All round financial performance

Growth (year-on-year)	Consolidated Business	India Business
Underlying Volume Growth	2% (4%#)	5% (5%#)
Net Sales	2% (4%#)	7% (6%#)
Net Sales (Constant Currency)	5% (8%#)	-
EBITDA*	2%	-6%
Net Profit (Reported)	NA	109%
Net Profit (without exceptional and one-off items)	-1%	-13%

#Organic | \*EBITDA (incl. Forex)

# Cluster-wise sales growths

Geography		Sales (₹ crore)	Growth (Year-on-year)	Constant Currency Growth (Year-on-year)
India	Reported	8,814	7%	-
	Organic	8,766	6%	
Indonesia		1,989	5%	8%
Africa, USA and Middle east	Reported	2,647	-17%	-9%
	Organic	2,647	-7%	1%
Latin America and SAARC		954	28%	46%
Total Net Sales	Reported	14,285	2%	5%
	Organic	14,237	4%	8%

Note: Total Net Sales includes the impact of contra and inter company eliminations

# Volume growths and margin expansion across clusters

		Consolidated	India	Indonesia	Africa, USA & Middle East	Latin America & SAARC
UVG	Reported	2%	5%	6%	-13%	26%
	Organic	4%	5%		-6%	
FY25 Operating EBITDA Margin#		21.0%	23.5%	22.8%	15.1%	7.8%
Change in EBITDA Margin (bps) (y-y)		—	(330)	+190	+490	+690

#After adjusting business support charges, royalty and technical fees

# Net profit reconciliation statement

Consolidated Business	FY2025	FY2024
(A) Net Profit (Reported)	1,852	-561
(B) Exceptionals (Post tax):		
GAUM – Q4 – FY 24	-	2,389
Restructuring costs	54	
Others	51	145
(C) Net Profit (Without exceptional and one-off items) (A+B)	1,958	1,974

Note: All values are in ₹ crore and rounded off | ^This pertains to the deferred tax liability created on acquired brands

# Our ESG targets for FY2025-26 and Q3 FY2025 performance



Vision	Goals for FY2025-26	Performance update
Influence sustainable consumption	Ensure efficient waste management systems for 7 municipalities in India diverting over 8,000 MT of waste from landfills	Ongoing community waste management projects in 6 municipalities Over 11,004 MT waste diverted including 2,589 MT of plastic waste since inception of the initiative
	20% reduction in packaging intensity. 80% of plastic used to be recyclable. Rigid plastics to be replaced by 30% recycled plastic by the fiscal year 2025-26. Flexible plastics to be replaced by 10% recycled plastic by the fiscal year 2026-27 and multi-layer plastics to be replaced by 5% recycled plastic by the fiscal year 2026-27.	Reduced plastic intensity by 20% Plastic recyclability is at 63%
	Ensure one-third of all products are greener than in 2020 by carrying out lifecycle assessments (LCA) for major products (80% coverage by revenue)	Completed LCAs coverage of products covering 60% of our revenues
	<ul style="list-style-type: none"><li>Cover 75% of GCPL suppliers in India (by procurement spends), and 50% for our other geographies, under our sustainable supply chain policy.</li><li>Source 100% of paper packaging from sustainable sources.</li></ul>	70% of India suppliers (by spend volume) covered under our Sustainable Supply Chain Policy and assessed for FY25  Developed and rolled out new assessment and supplier engagement plan for BRSR value chain disclosures and beyond

Note: \*India targets reported. We have similar targets for international locations.

# Our ESG targets for FY2025-26 and Q3 FY2025 performance



Vision	Goals for FY2025-26	Performance update
Lead in sustainability action	45% reduction in GHG emission intensity and carbon neutrality for Scope 1&2 from FY11 baseline	41% reduction in GHG emission intensity
	40% reduction in specific energy consumption from FY11 baseline	35% reduction in specific energy consumption
	Achieve 80% renewables in energy mix	27% of energy is from renewables
	Achieve 40% reduction in water intensity while maintaining water positivity	39% reduction in water intensity and continuing to be water positive
	Achieve zero liquid discharge and maintain zero waste to landfill	Continue to be zero waste to landfill and zero liquid discharge
	Announce our commitment towards the global Science Based Targets initiative (SBTi) and publish our roadmap and targets for emissions reduction	Re-evaluating Scope 3 emissions and resubmitting for SBTi validation and committed to internal Scope 1 and 2 Net-zero by 2035, inline with SBTi.
	Achieve 100% EPR compliance	Plastic neutral and on track to be 100% EPR compliant

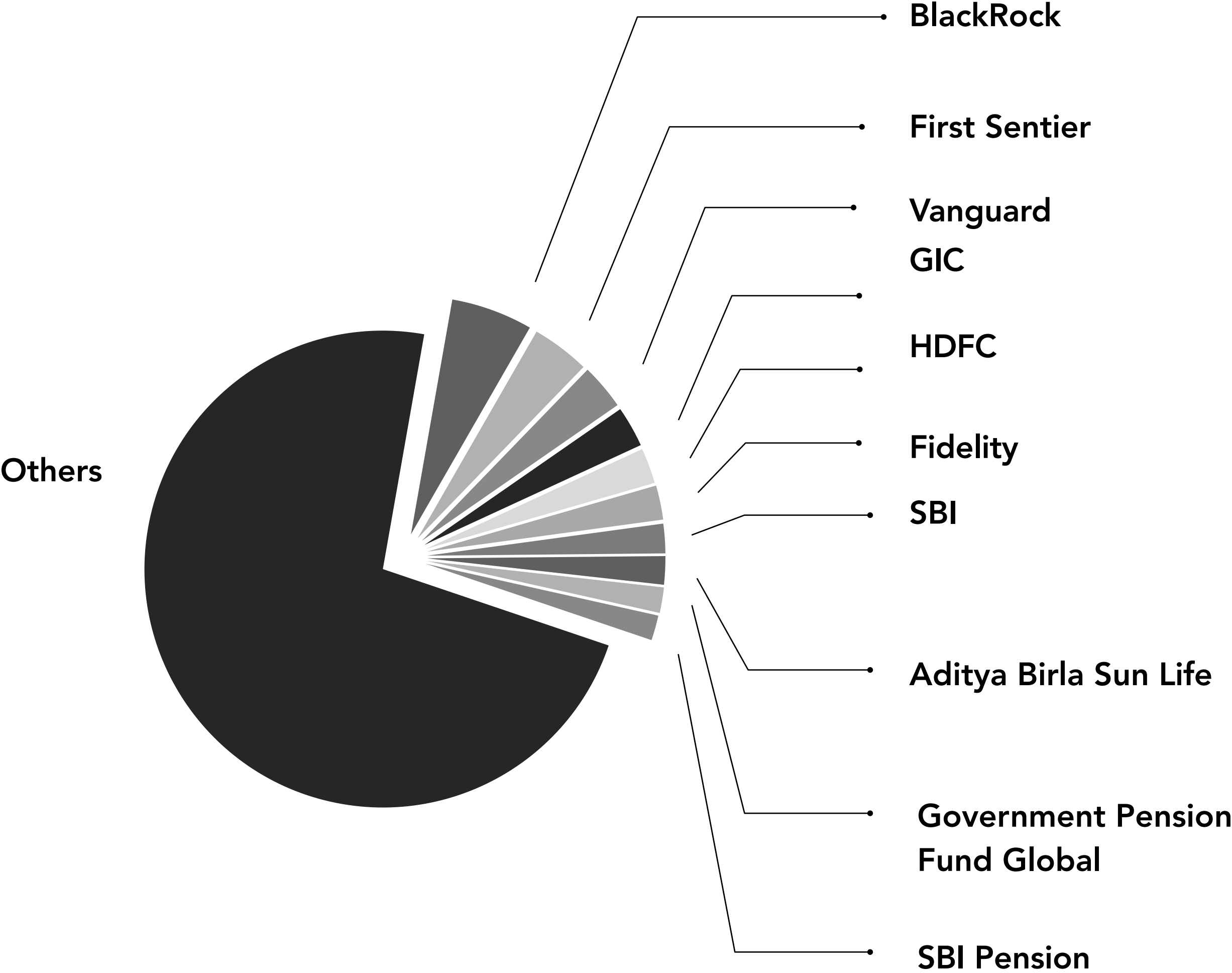
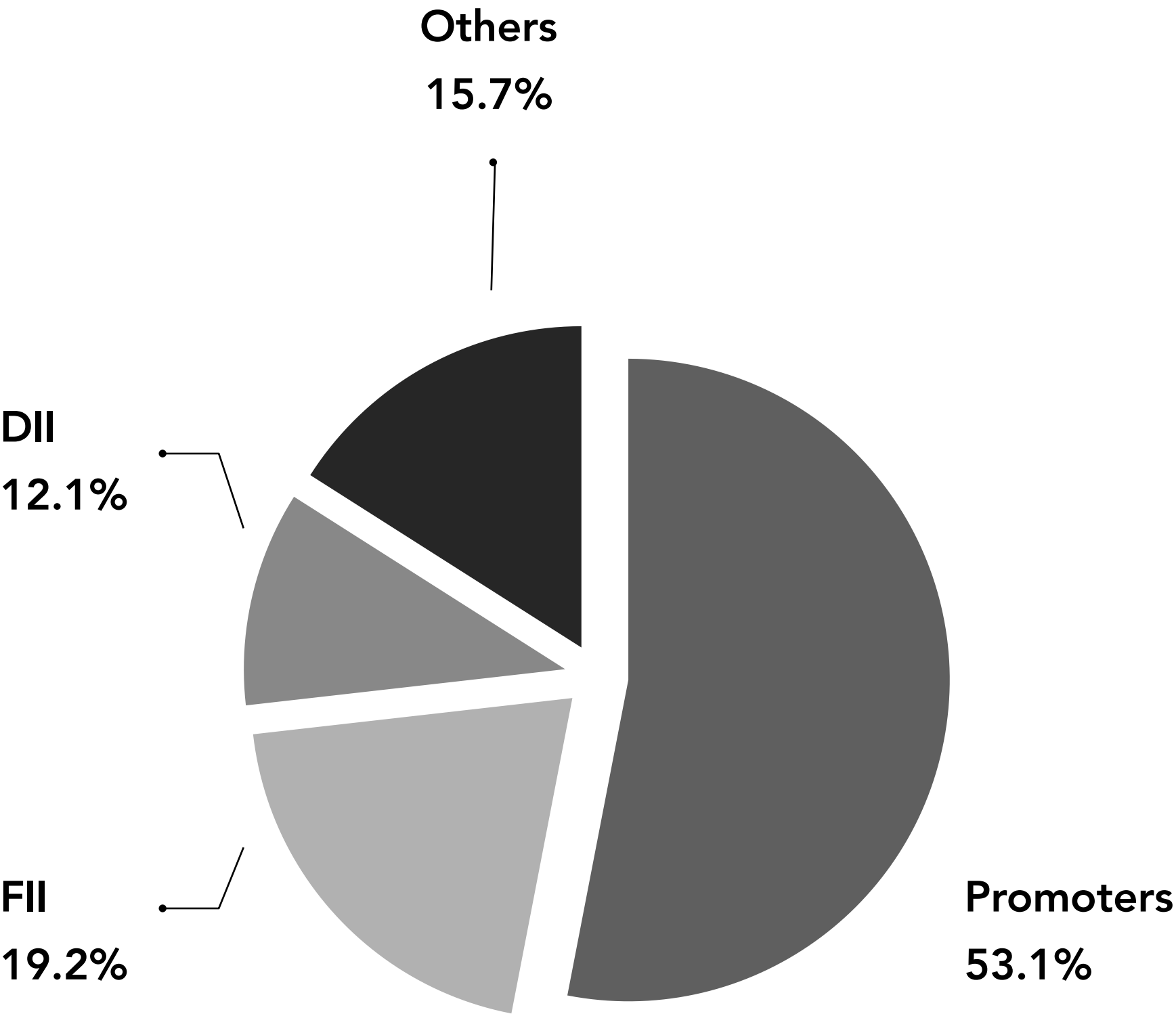
Note: \*India targets reported. We have similar targets for international locations.

# Our ESG targets for FY2025-26 and Q3 FY2025 performance



Vision	Goals for FY2025-26	Performance update
<b>Equip communities with skills that empower</b>  <b>Improve health and well-being</b>  <b>Nature – water, carbon and biodiversity</b>	Complete exit strategy	1,99,000 women trained since 2013. Achieved 45% income increase and 51% increase in client footfall for beneficiaries. SROI study revealed a social return of ₹6.75 for every rupee invested in the programme.
	Protect 30 million people against vector-borne diseases	Reached out to over 28.4 million individuals till Q3 FY25 since FY16.  Total 2,622 villages made malaria free till Q3  1,775 slums reported zero dengue cases
	Develop 3,000 ha of land for water, carbon and biodiversity management	Sequestered 15,252 tCO2 carbon; offsetting 21% Global and 35% India carbon emissions  9.2 million m3 water conserved; offsetting 15x GCPL’s annual water use (global)  12,387 Water stress study underway in Malanpur

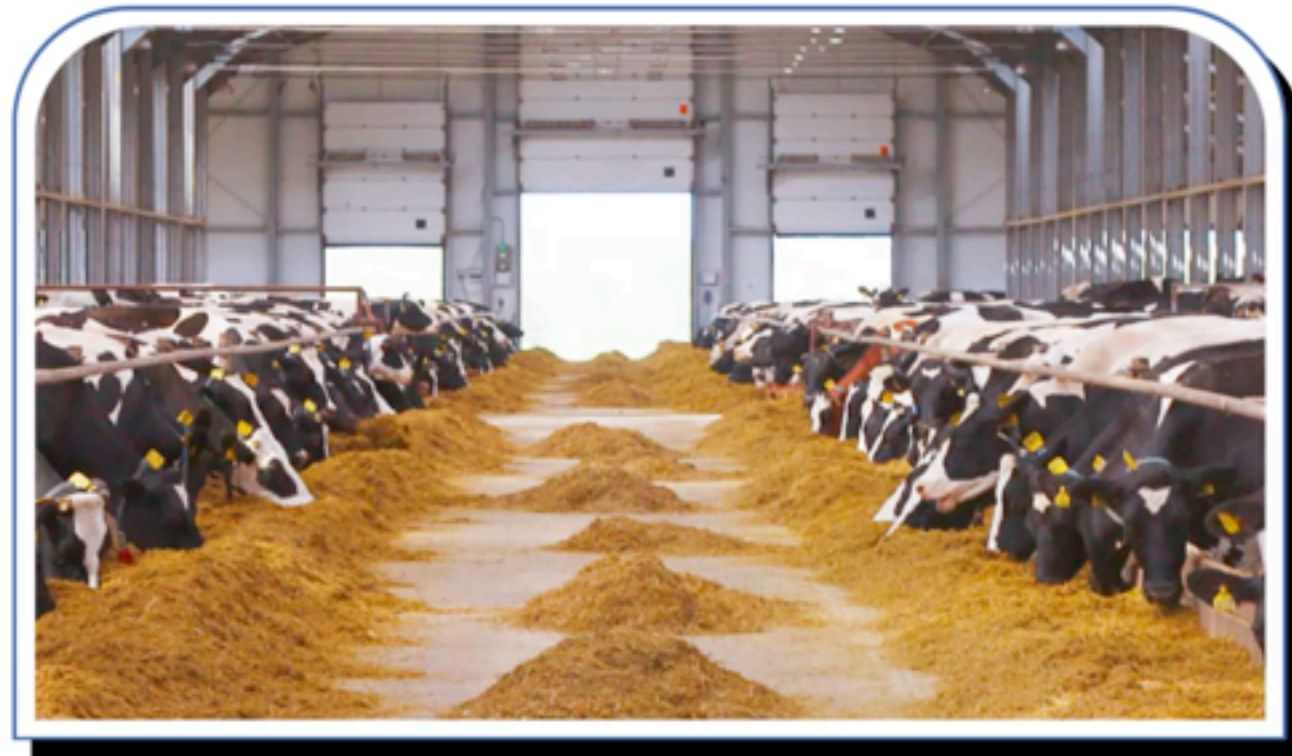
# Shareholding pattern



*Godrej* | PET CARE



**A CATEGORY WITH MASSIVE  
GROWTH POTENTIAL**



+



+





# **THE FIRST LAUNCH UNDER GODREJ PET CARE**

# A BRAND FOCUSED ON MAKING HEALTHY PET FOOD ACCESSIBLE TO ALL

*Godrej*

# NINJA

## MORE GUT POWER LESS SICK DAYS\*

\*After feeding Godrej Ninja for minimum 4 weeks as per feeding guidelines.



Godrej

**NINJA**



ADULT	CHICKEN & RICE
100% PROTEIN	VITAMINS A, D, E
	FIBRE + PROBIOTICS

Creative Visualization

That's why there's Godrej Ninja Dog Food.



ADULT

CHICKEN & RICE  
WITH OMEGA 3 & 6 FATTY ACIDS

100% PROTEIN  
FROM GOOD SOURCES

VITAMINS  
A, D, E

FIBRE +  
PROBIOTICS

NET  
1 KG

PUPPY

CHICKEN & MILK  
WITH DHA & EPA (OMEGA-3 FATTY ACIDS)

100% PROTEIN  
FROM GOOD SOURCES

VITAMINS  
A, D, E

FIBRE +  
PROBIOTICS

NET WT.  
1 KG

CHICKEN & MILK

Goody

NINJA

IMMUNITY POWERED BY GUT HEALTH

PUPPY

# A PRODUCT THAT IS TASTIER





**THE PRODUCT IS BUILT ON  
DEEP SCIENTIFIC EXPERTISE**



**DEVELOPED IN INDIA  
FOR INDIAN CONDITIONS**



# MADE IN INDIA



**Pilot Plant at Nashik**



**Blueprint of the upcoming  
factory at Nashik**

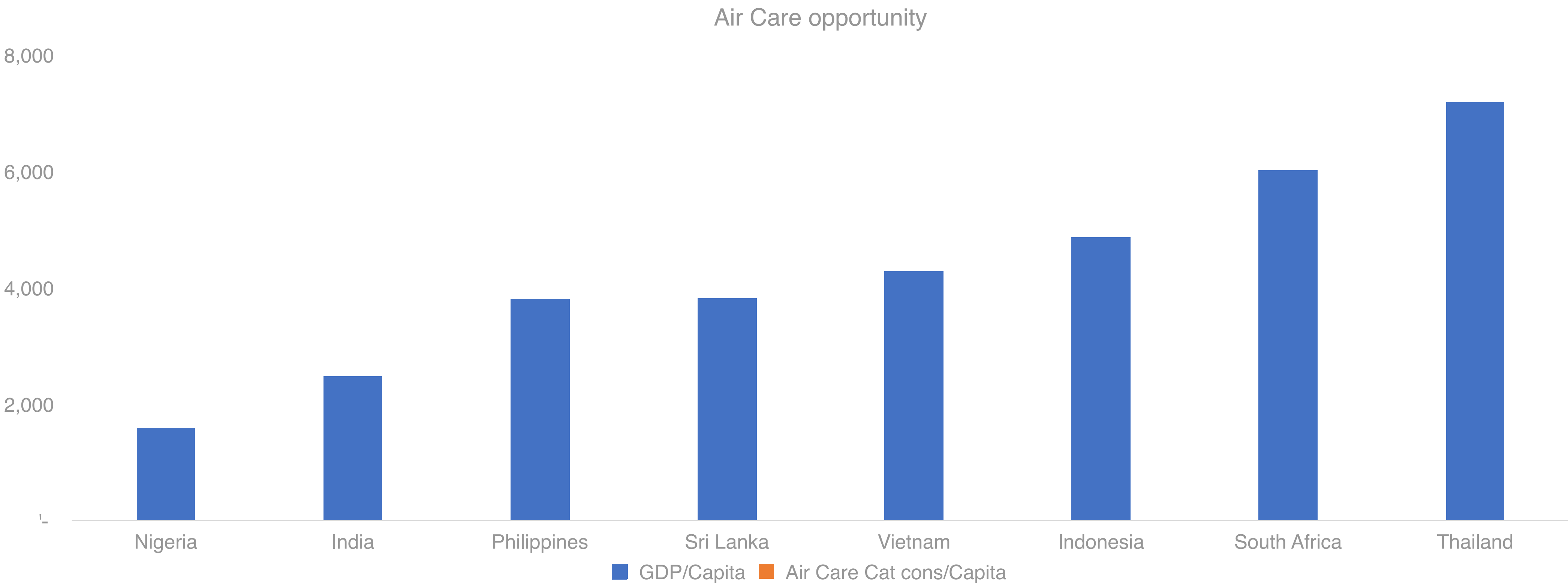
*Godrej* | PET CARE

**HEALTHY PETS, HAPPY HUMANS**

**Air Care**

# Air Care Category – Big Head room for growth

At low per capita consumption and penetration<10%, huge scope for category development



# Air Care Category – Periodic Block Buster innovations

First to world innovations with unique BPT winning products with every product > 10m USD in year of launch



2012

2015

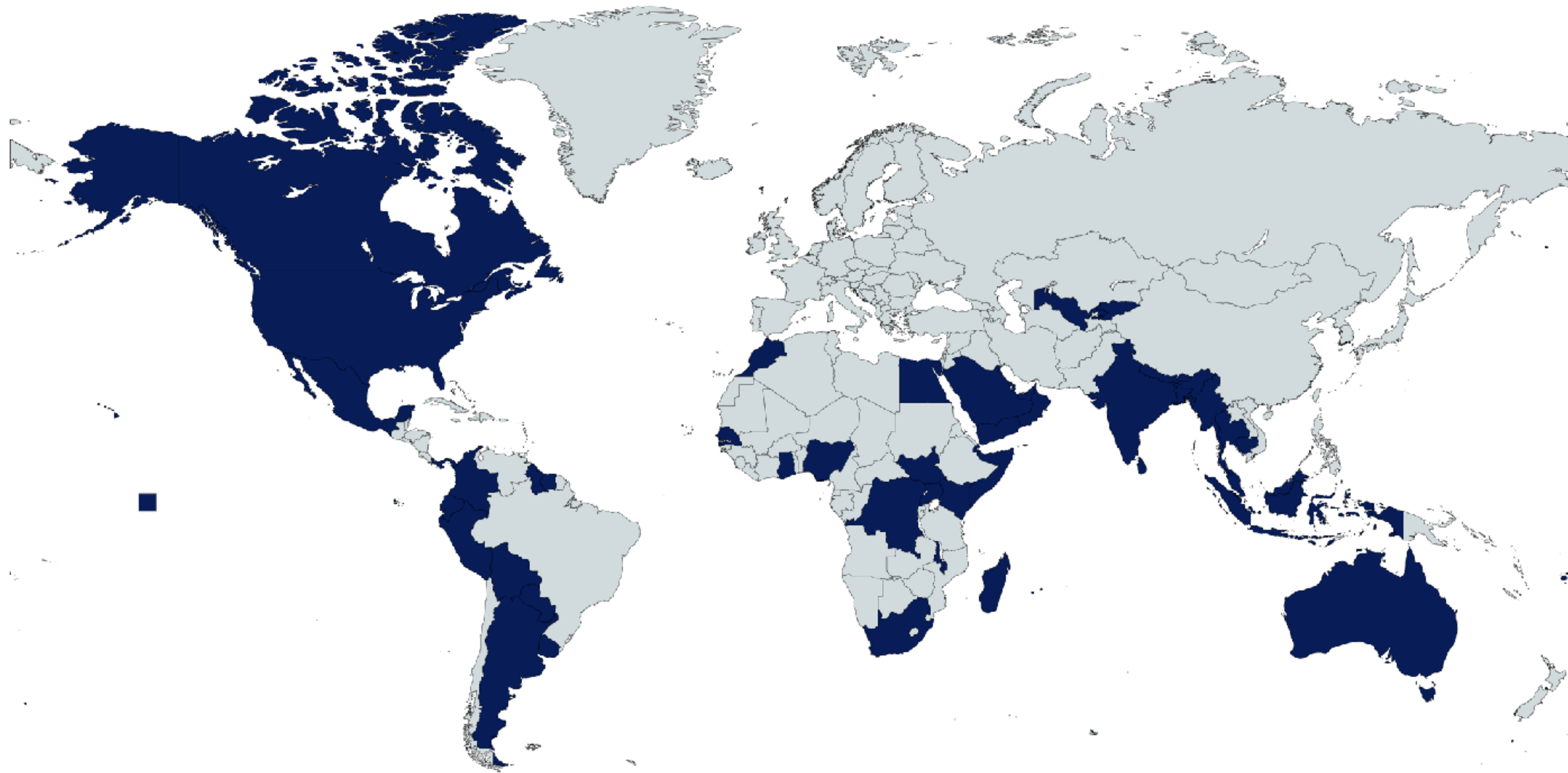
2019

2023

2025

# Aer Pocket – Expanding geographic presence

With presence in over 50+ countries aer pocket is already enjoying massive product love across the world



# Thank you

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