

Godrej Consumer Products Partners with Zomato, Shop Kirana and Zoomcar for Direct Essential Supplies to Consumers, Retailers and Distributors

Mumbai, April 09, 2020: Godrej Consumer Products Limited (GCPL), a leading emerging markets company, has announced three strategic partnerships to empower consumers, retailers and distributors during the ongoing lockdown to curb the coronavirus spread. The partnerships are with food delivery app Zomato; B2B supply chain startup Shop Kirana and the car rental company Zoomcar for the delivery of essential goods. While Zomato will deliver GCPL products directly to consumers and households, Shop Kirana will deliver them to individual retailers by connecting with GCPL directly. Zoomcar will facilitate timely delivery of various essential products to distributors.

GCPL's home delivery initiative will be listed under Zomato's new app feature 'Zomato Market'. Through doorstep deliveries, GCPL's aim is to ensure people remain indoors and order essentials from the comfort of their home. Consumers can order GCPL's range of products under the personal care, hair care, home care and household insecticide categories. From the company's extensive brand portfolio, consumers will be able to get direct home delivery of Godrej No.1, Godrej Fair Glow and Cinthol range of soaps, Godrej Expert, Godrej Expert Rich Crème, Godrej Nupur Henna, Goodknight (including variants), Godrej HIT and Godrej aer (aer matic, aer pocket, aer click and aer home spray). This service is currently available in Agra and will be rolled out in other cities soon.

The second partnership of GCPL is with Indore-based B2B supply chain startup Shop Kirana for direct supplies of Godrej No.1 soap to individual retailers. Shop Kirana connects individual retailers directly to suppliers. They have received the license from Madhya Pradesh state government for online orders and delivery of other essential goods (Foods & Soap only). To facilitate these deliveries, Shop Kirana has unveiled a new app 'Zaroori'. Godrej No.1 is the only soap brand listed on this app so far. Retailers can place orders of the soap on Zaroori app and Shop Kirana will deliver them directly from GCPL. This service is active in Indore and will soon be extended to Bhopal and Jabalpur.

Through its collaboration with Zoomcar, GCPL aims to empower its distributors and wholesale network through prompt delivery of products in cars provided by Zoomcar. The goal is to reduce reliance on traditional transportation network and use Zoomcar's car fleet to keep the supply chain running. Currently, this initiative is active in Mumbai and Nagpur. It will be replicated in cities like Pune and extended to states like Madhya Pradesh and Gujarat.

Speaking about these initiatives, **Mr. Sunil Kataria CEO - India & SAARC, Godrej Consumer Products Limited (GCPL)**, said, "We have embarked on three unique collaborations to empower communities and contribute to the greater cause of curbing this pandemic's spread. Through direct home deliveries in association with Zomato, we are ensuring people stay at home without getting anxious to have access to essentials. Simultaneously, through our partnership with Zoomcar and Shop Kirana, essential products will be available in the market as distributors and retailers will get uninterrupted supplies. At GCPL, we are committed to support our consumers, distributors and retailers. Such associations will be key to collectively emerge stronger from these testing times."

BBLUNT, a premium hair care and styling products range from GCPL, will be partnering with Dunzo, a 24X7 on-demand delivery service app for last mile delivery to users of hair care products like shampoos. The government's essential list of items includes personal care and hair care products. Through this collaboration, orders received by BBLUNT will be delivered by Dunzo directly to households. This service will start next week in Delhi and Bengaluru and will soon be expanded to other metro cities.

About Godrej Consumer Products Ltd:

Godrej Consumer Products is a leading emerging markets company. As part of the 122-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, our Group enjoys the patronage of 1.15 billion consumers globally, across different businesses. In line with our 3 by 3 approach to international expansion at Godrej Consumer Products, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care). We rank among the largest household insecticide and hair care players in emerging markets. In household insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the hair care needs of women of African

descent, the number one player in hair colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in soaps in India and are the number one player in air fresheners and wet tissues in Indonesia.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23 per cent of the promoter holding in our Group is held in trusts that invest in the environment, health and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India.

At the heart of all of this, is our talented team. We take much pride in fostering an inspiring workplace, with an agile and high performance culture. We are also deeply committed to recognising and valuing diversity across our teams.