

Colgate Palmolive India Ltd



.....since 1937



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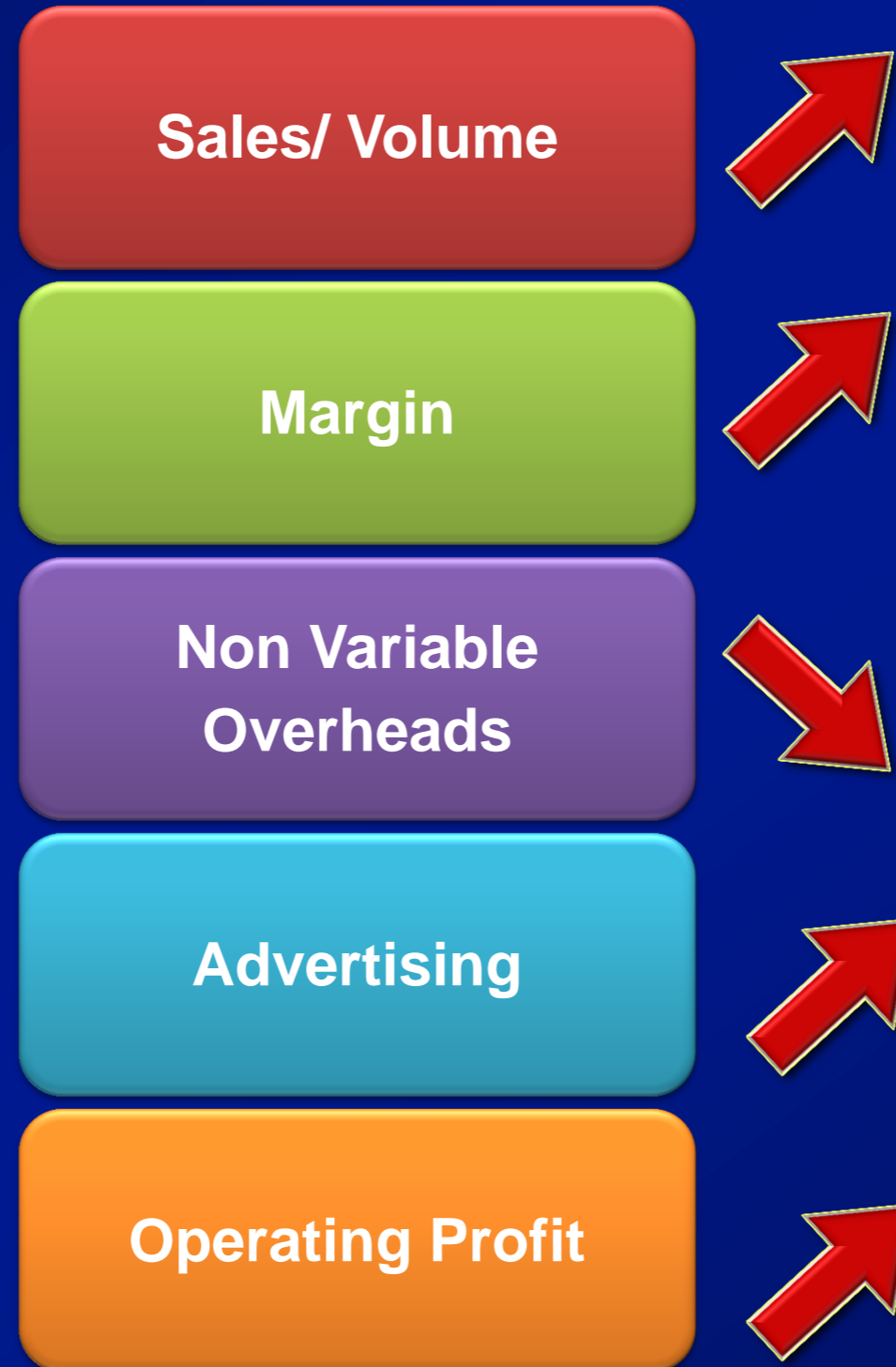
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Financial Strategy

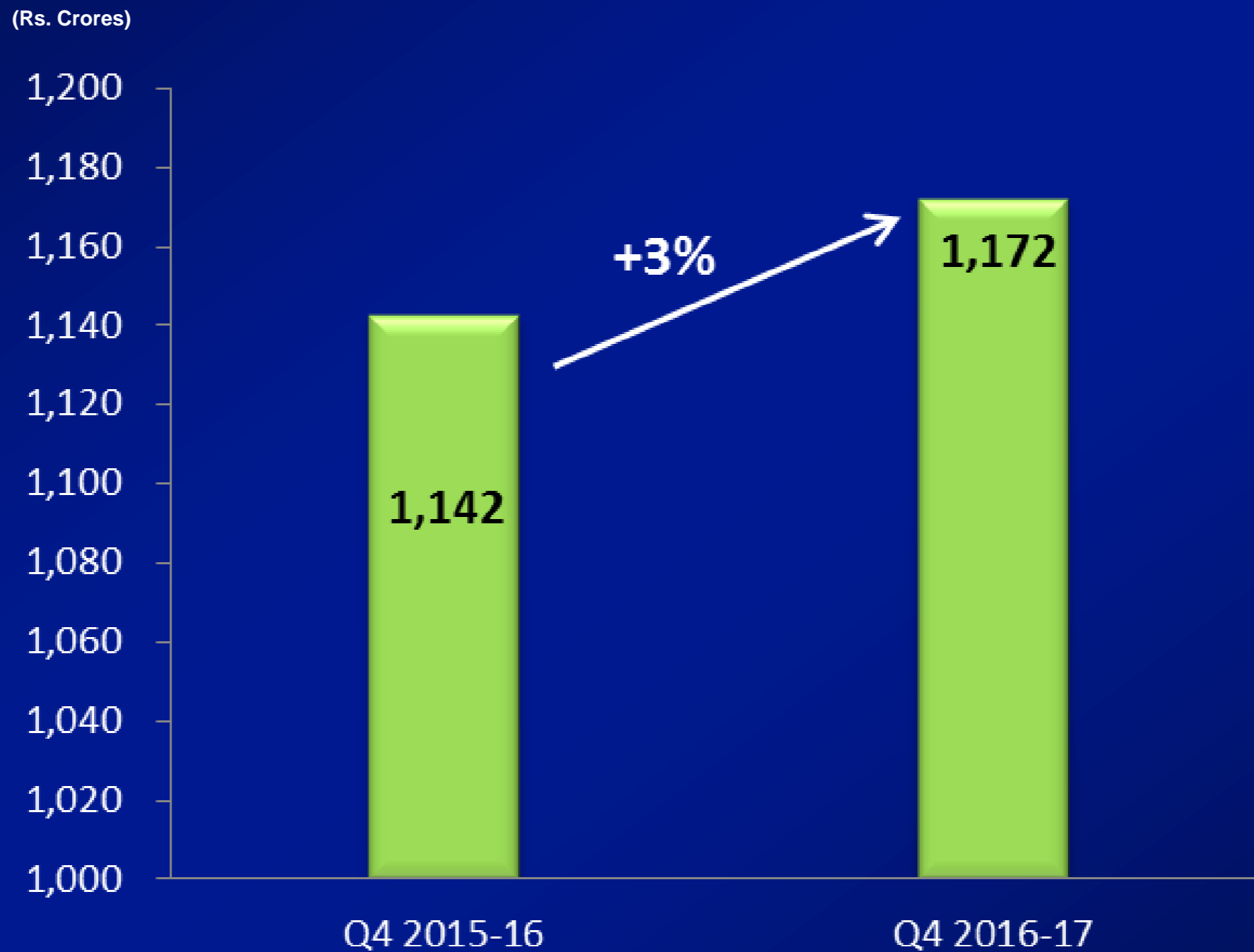


Financial Results

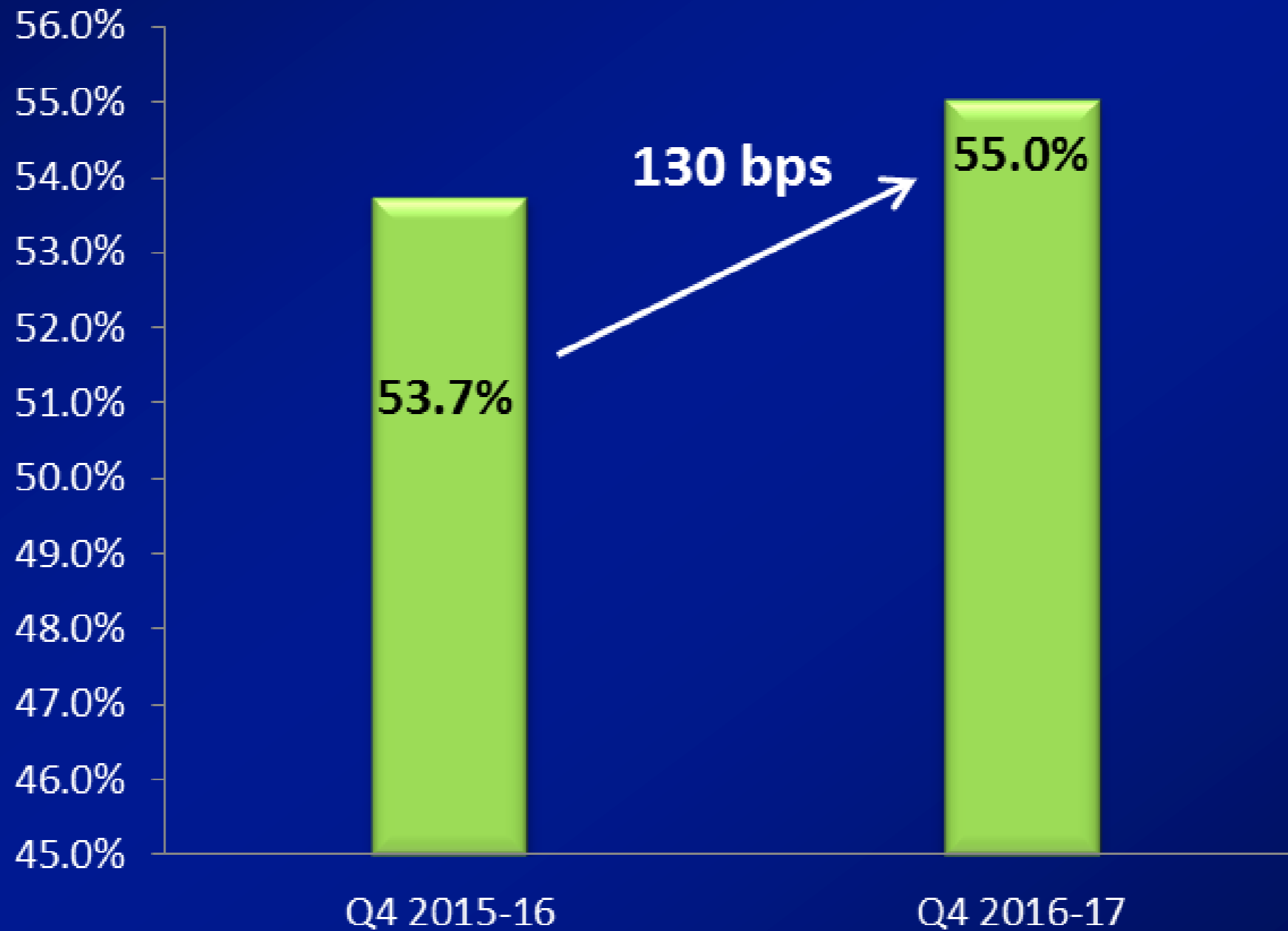
Q4 2016-17



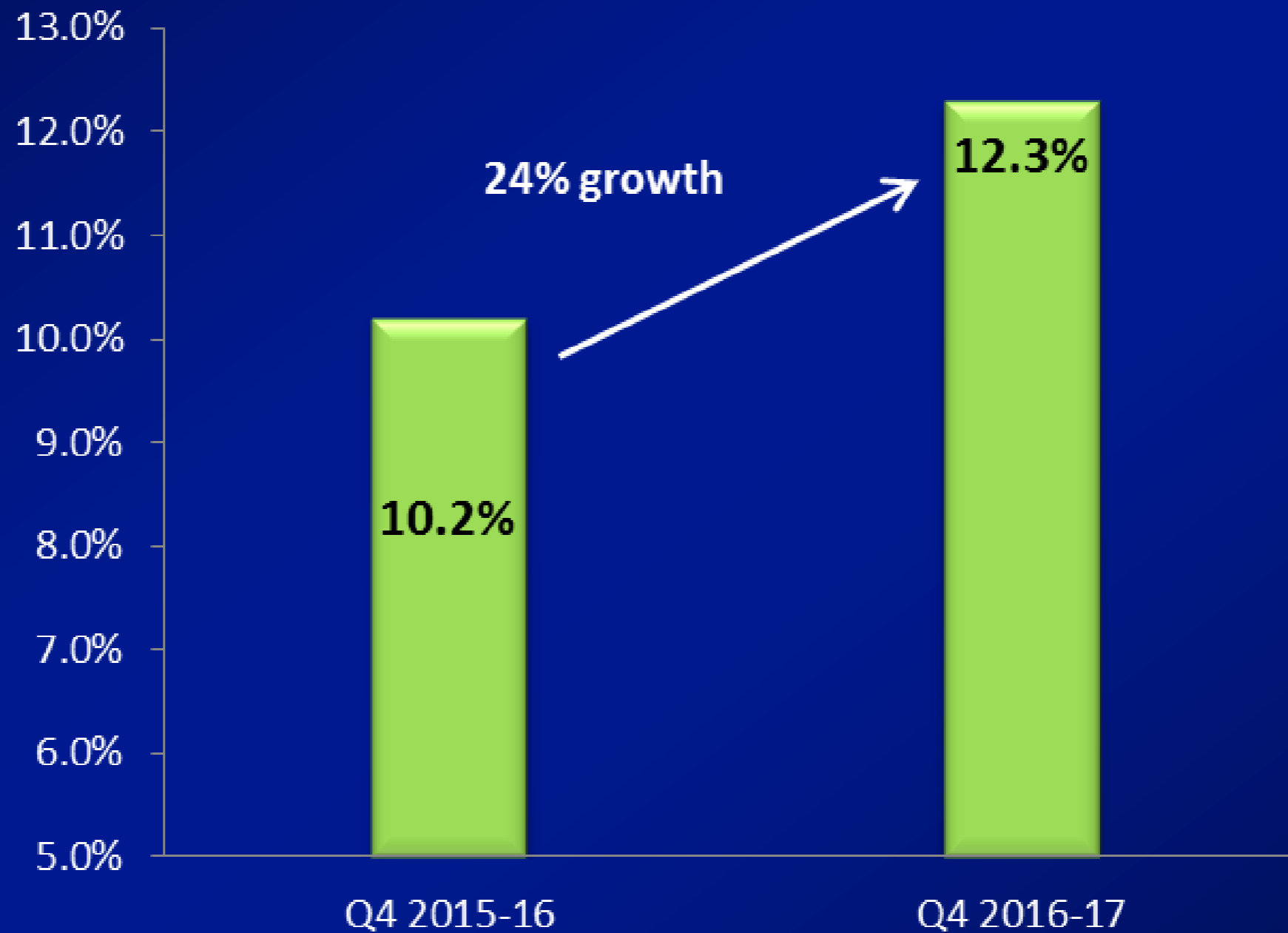
Net Sales



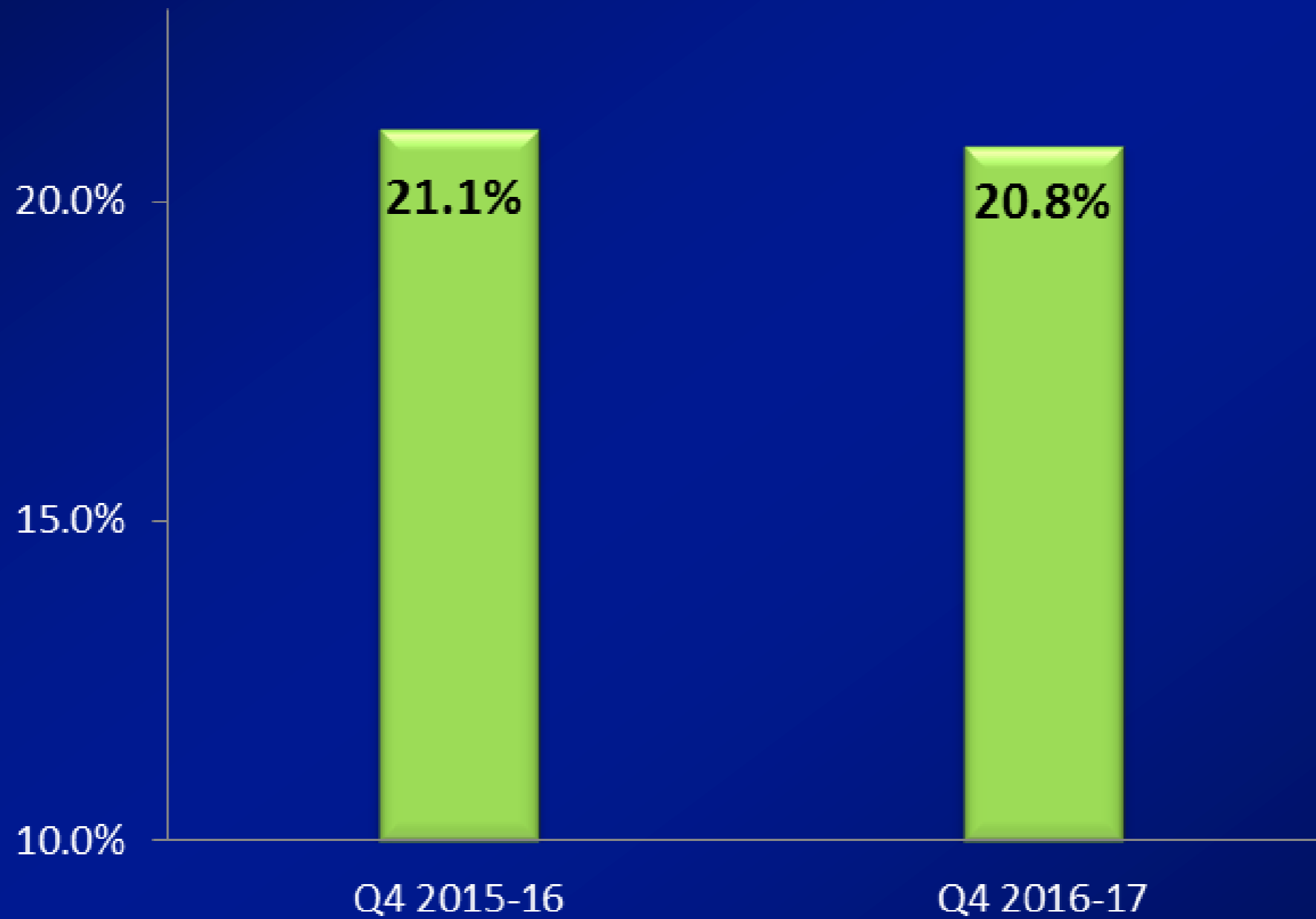
Gross Margins



Advertising

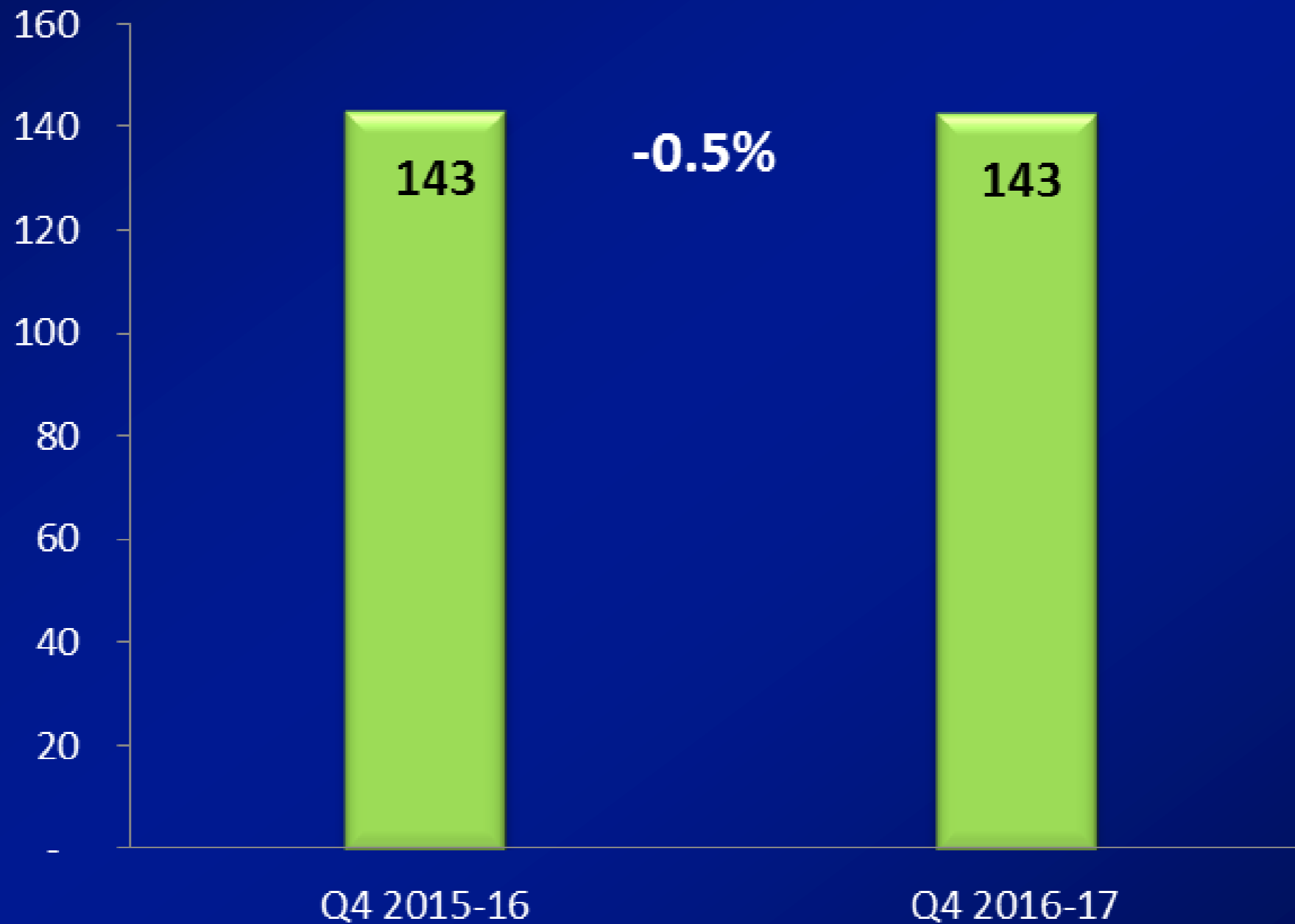


EBDITA



Profit After Tax

(Rs. Crores)



Summary Q4 2016-17

Net Sales

+3% growth

Gross Margin

+130 bps increase

Advertising

+24% growth

EBITDA

21% to sales

PAT

-0.5% decline



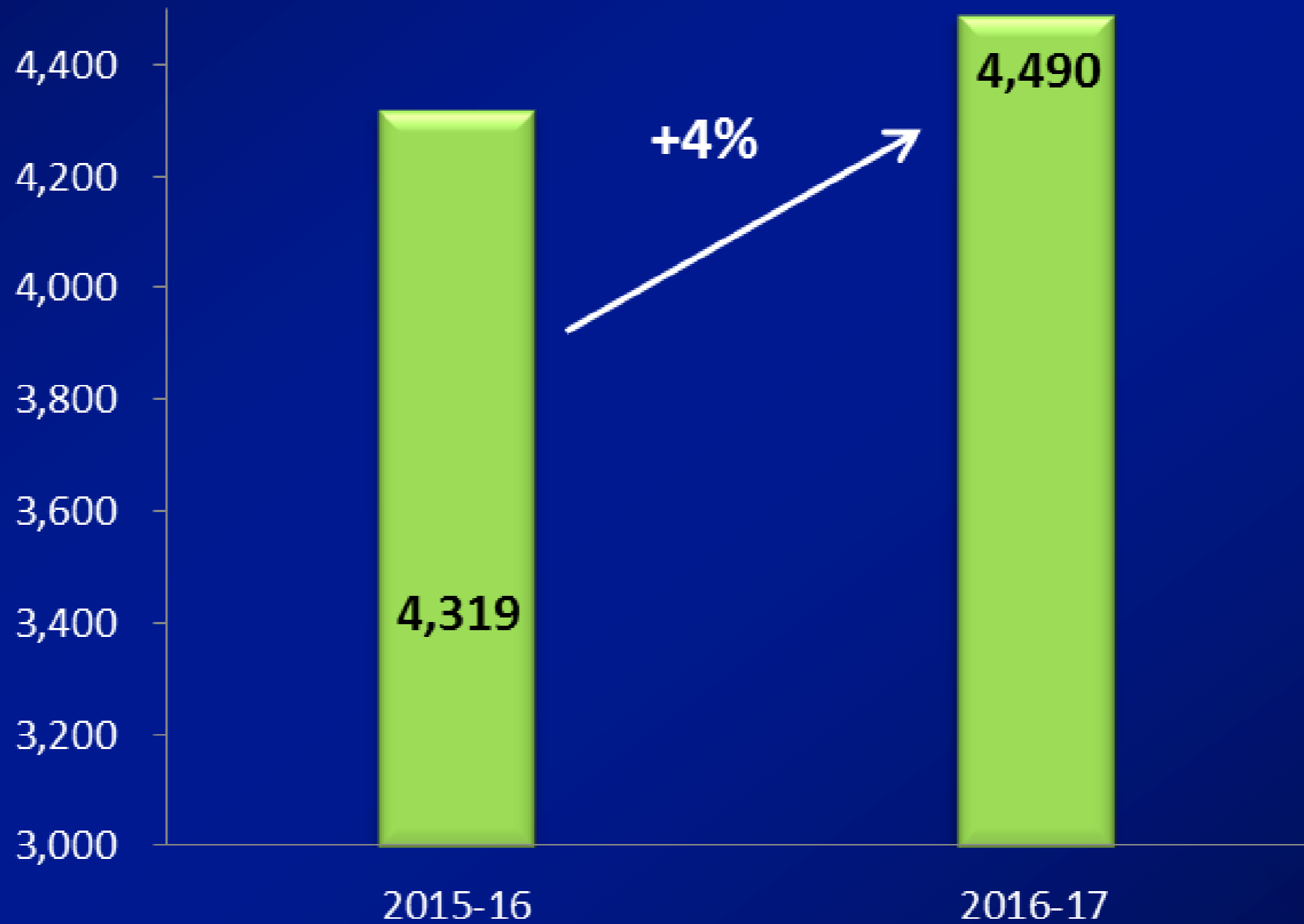
Financial Results

FY 2016-17

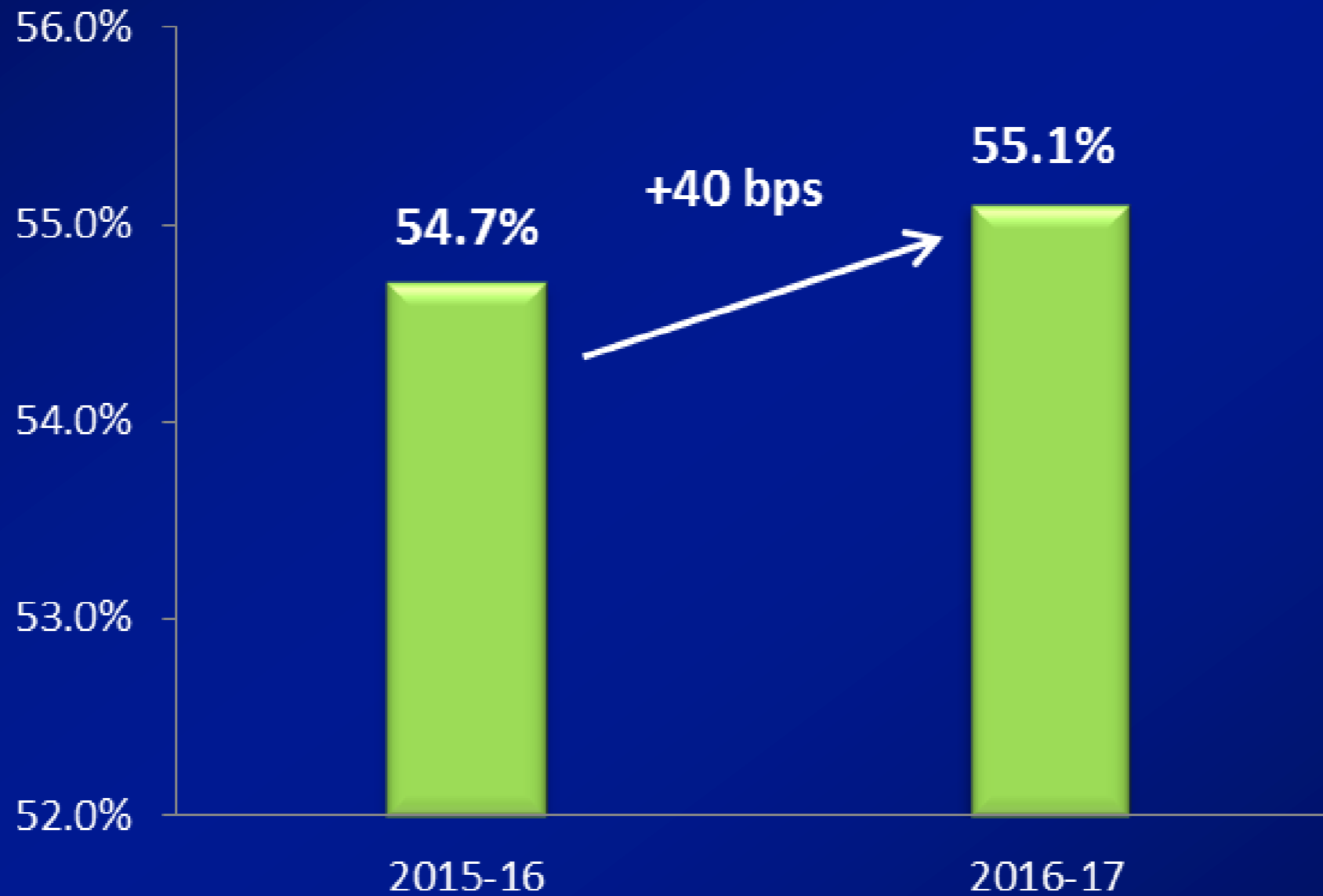


Net Sales

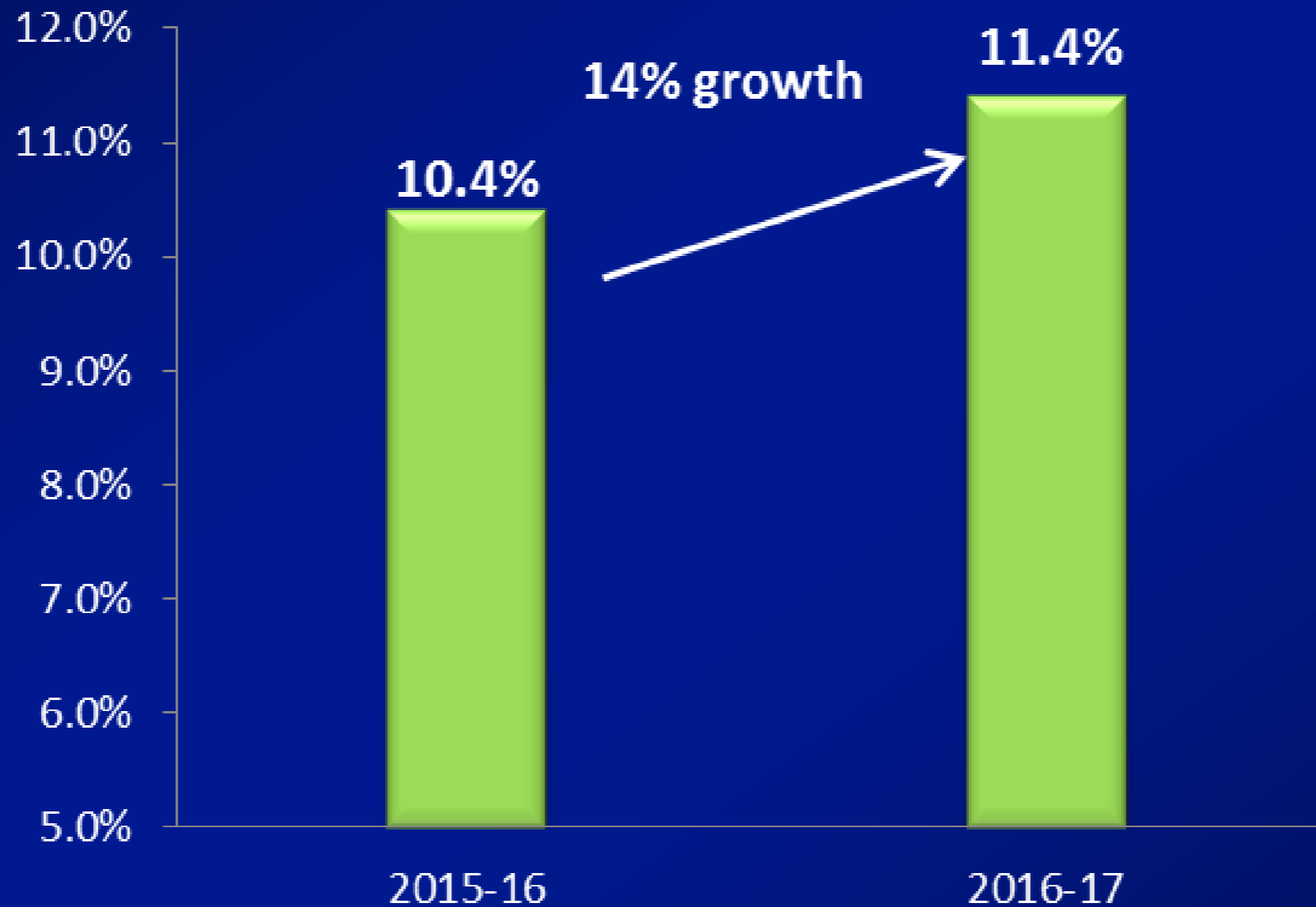
(Rs. Crores)



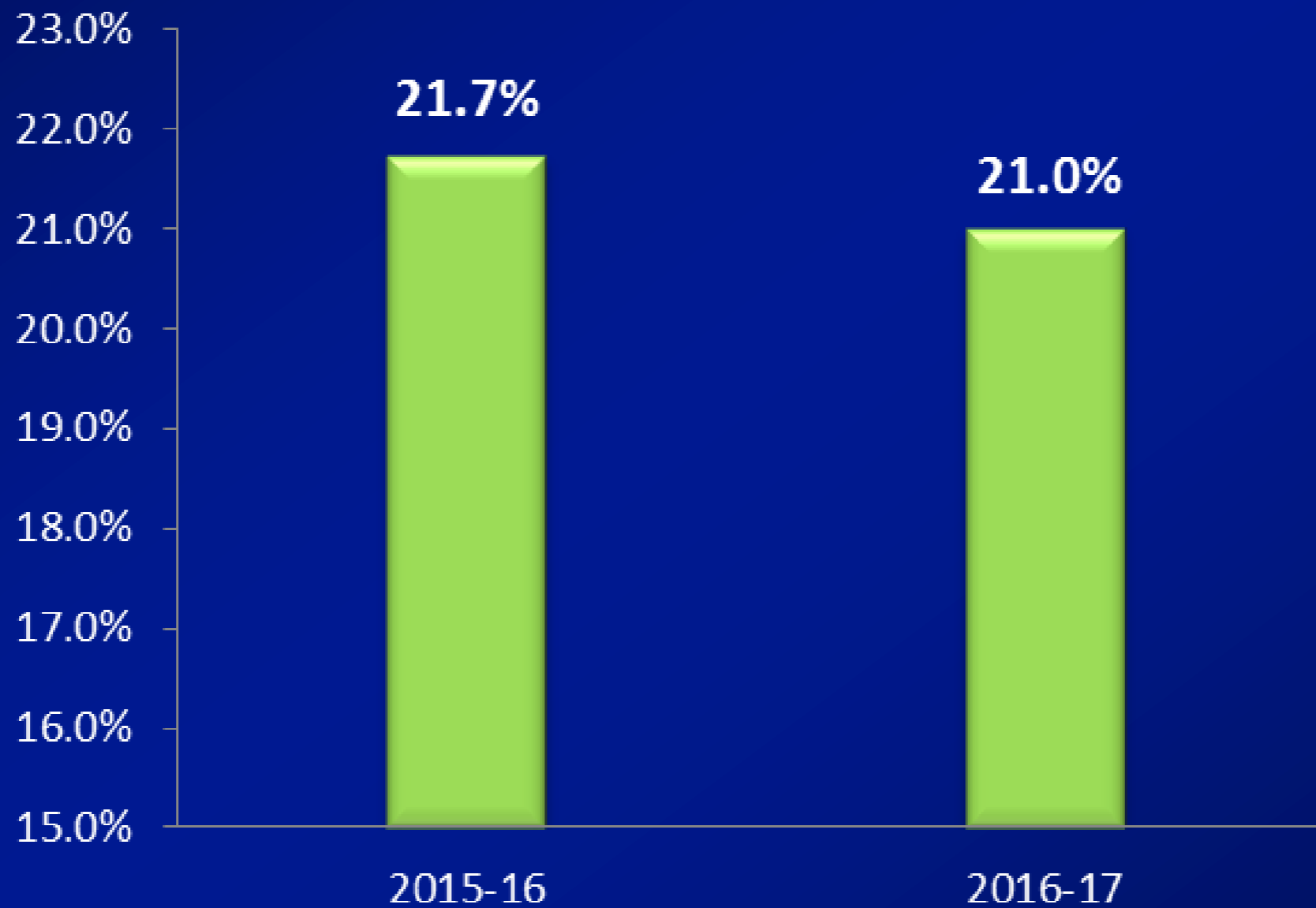
Gross Margins



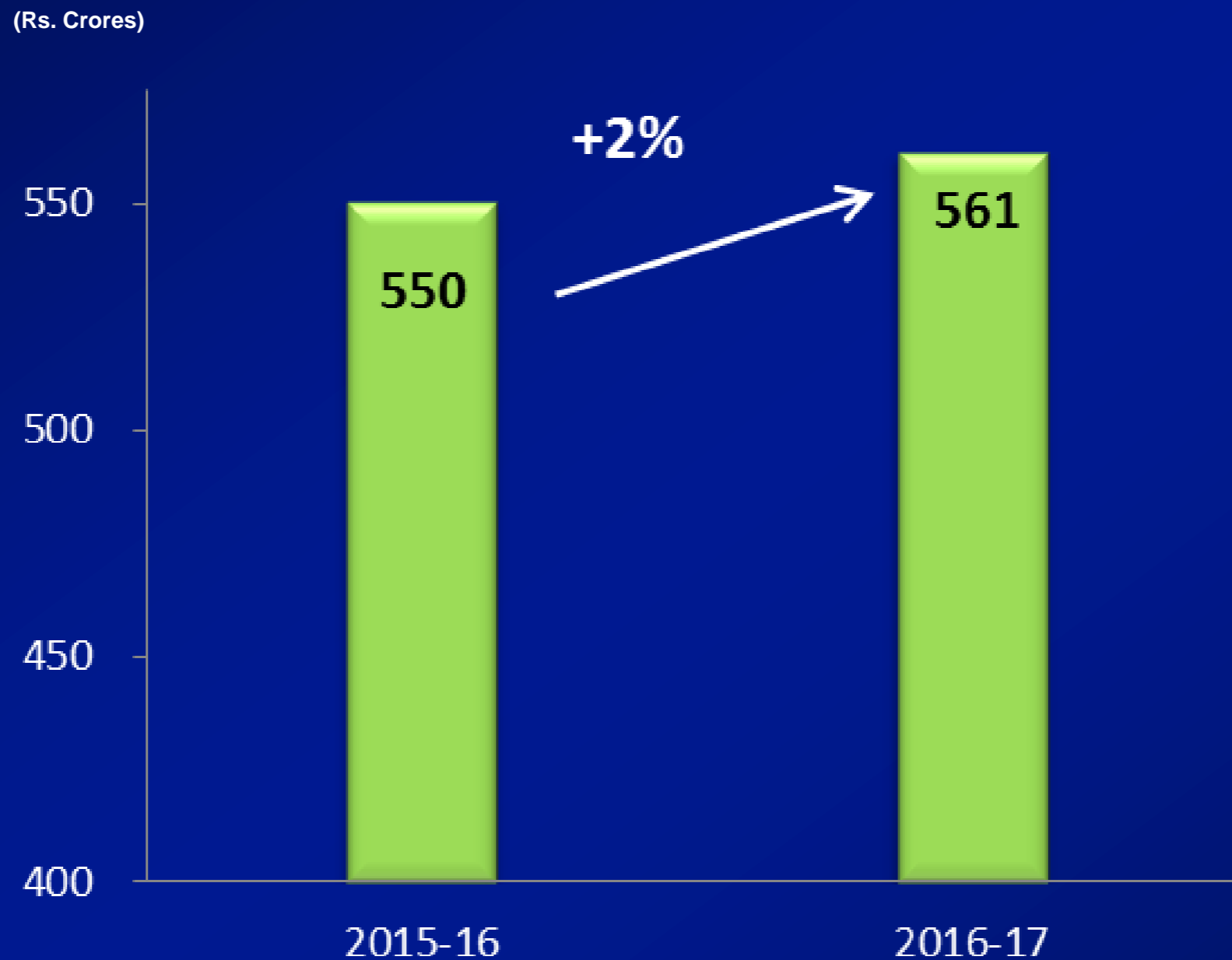
Advertising



EBDITA



Profit After Tax



**PAT before tax reversals for 2015-16 & 2016-17 respectively*

Summary FY 2016-17

Net Sales

+4% growth

Gross Margin

+40 bps increase

Advertising

+14% growth

EBITDA

21% to sales

PAT

2% growth

(Before tax reversals)



***It has been a challenging
environment***



Continuous focus on our strategic initiatives



Key Strategic Initiatives

- **Engage to build our brands**
- **Innovation for growth**
- **Effectiveness & Efficiency**
- **Leading to Win**



Toothpaste Volume Market share



2.9X

Competitor 1

Competitor 2

Competitor 3



Toothbrush Volume Market share



Colgate®

3.2X

Competitor 1

Competitor 2



India's Most Trusted Brand

6th year in a row!

For the first time in 17 years, people's trust declined across business, media, government, and NGOs. This was the conclusion of a *Harvard Business Review* story based on Edelman Trust Barometer's latest survey reports. Even as the survey was conducted late last year, from October 13th to November 16th (till a week after demonetisation), India emerged as the most trusted nation in terms of institutions amidst a "global implosion of trust". It may be 'meta' to use one survey to introduce another, but the results of Brand Equity's Most Trusted Brands 2016 prove brands too regain lost faith.

Either that or consumers are really God, right down to forgiving. How else to explain Samsung's rise from 16 to 2 in a year of rampant bad publicity? Nestle's Maggi won consumers back; it 'lead' the roller coaster ride of '5 to 95 to 25' over three years.

For all the chatter around *Swadeshi* and Baba's word over all things common-sensical, this survey also proves how difficult it will be to shake Colgate no matter how much *Kanti* (shine) their herbal toothpastes promise. Messaging and social media apps like WhatsApp and Facebook debuting in the Top 100 signals their potential to control narratives.

This report is also a reality check for any Bansal, Bezos, or Bahl, who plans to beat Biyani in the Indian retail race. Big Bazaar soared from 27 to 14 this year; even as Amazon, Flipkart, and Snapdeal languish outside the Top 100. Trust doesn't come in a package deal with high valuation, we guess.

That said, this year's results prove nothing is irrevocable. Not even consumer trust. And therefore, there's still hope for brands whose pride suffered a fall through 2016.



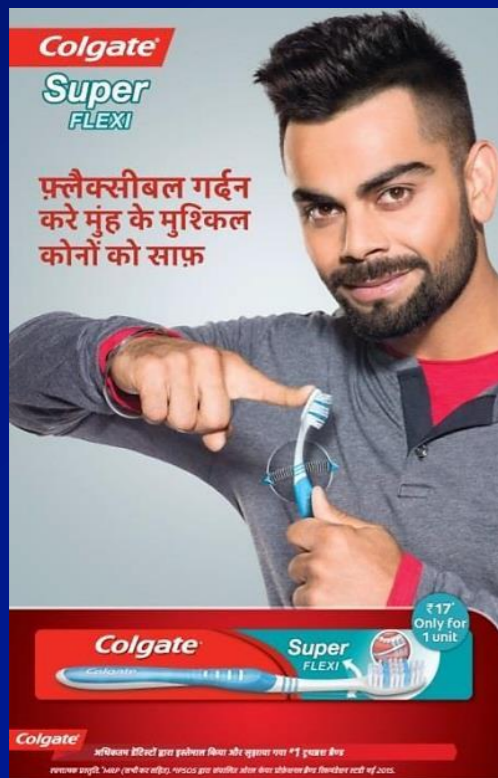
MOST TRUSTED BRANDS 2016

COLGATE	[1]	[11]
SAMSUNG MOBILE	[2]	[16]
AIRTEL	[3]	[11]
LIFEBUOY	[4]	[51]
SBI	[5]	[35]
FAIR & LOVELY	[6]	[17]
TATA SALT	[7]	[21]
DETTOL	[8]	[31]
LUX	[9]	[81]
SURF EXCEL	[10]	[101]



Source: Economic Times , Brand Equity Annual Survey

Endorsed by top Indian Celebs



***And we are Investing
to Grow***



Key Growth Drivers

- **Innovation**

- **Engaging with consumers to build our brands**

- **Winning on the Ground**

- **Strong professional partnerships**



***Continued the momentum in
2016.....***



Establishing new sub-segments

New Colgate Kids toothpaste for 2-5 year olds



Fun filled exciting animal characters



Combining technology & goodness of natural ingredients



First Sensitivity toothpaste with Clove



Latest Innovation on MaxFresh

Maxfresh Power Freeze



Delivering an intense experience through flavor,
pack & aesthetics



Made in India, Made for India

Colgate Cibaca Vedshakti



Packed with goodness of 5 natural ingredients



Strong Local Innovations

SuperFlexi Black



India's first value-tier 'black' toothbrush



Specialized Offering

Colgate A1



**Superior Cleaning &
Long Lasting Bristles**



Building new sub-categories online



WINNING ON THE GROUND

Exciting new Flavor in Plax !



Personal Care Innovation



Product Innovation



Packaging Innovation



HandWash Refills

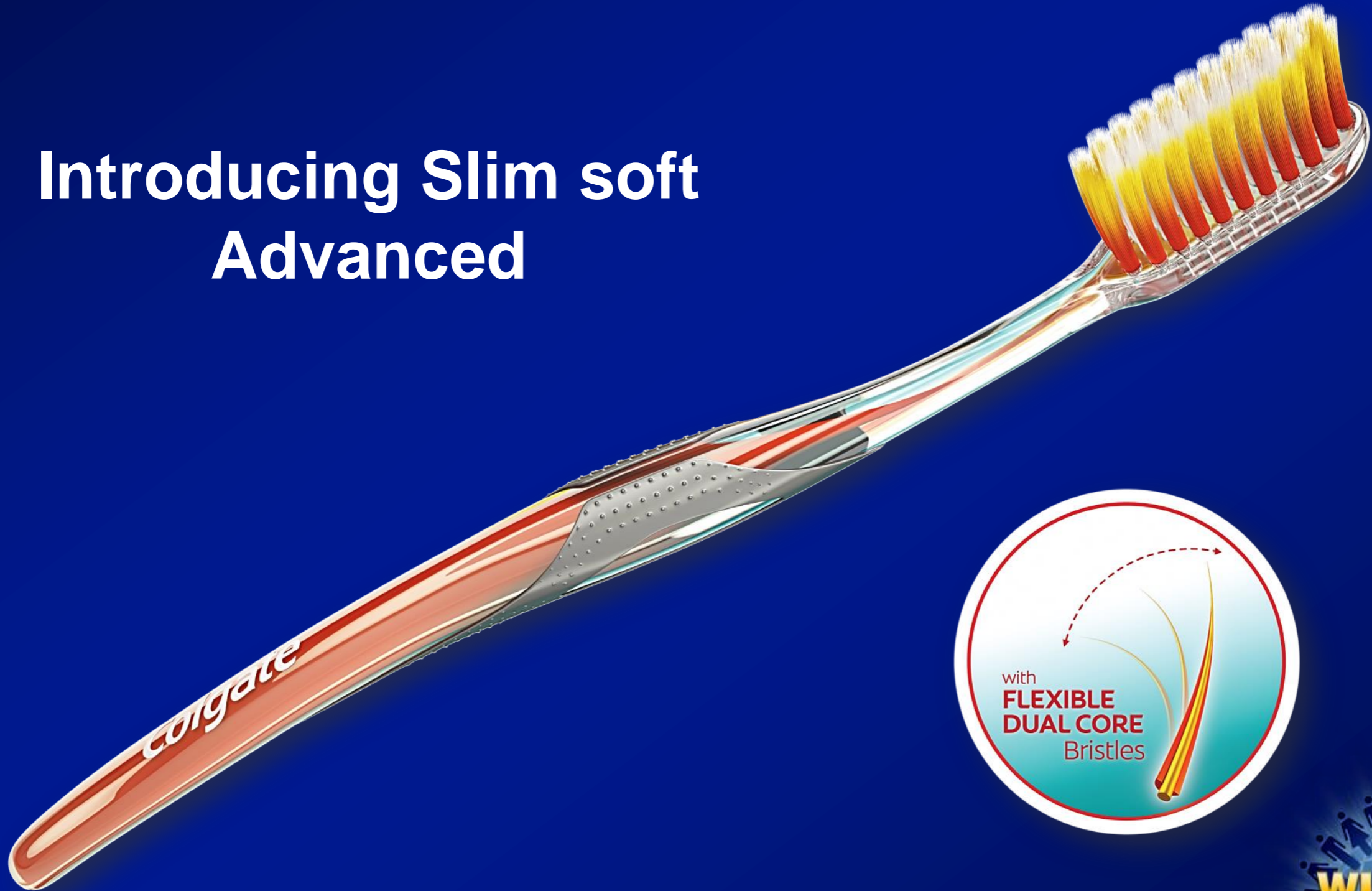


And 2017 is no different !!!



Advanced technology + Never seen before aesthetics

**Introducing Slim soft
Advanced**



Tapping the “Bottom of Pyramid “ Opportunity



Introducing Colgate Star

Entry Level Toothbrush
Bundle @ Rs 12

WINNING
ON THE
GROUND

Innovating across Categories

Exciting new Men's range of
Bodywashes and Shaving foams



Naturals Segment

Watch this space for more.....



Key Growth Drivers

- **Innovation**

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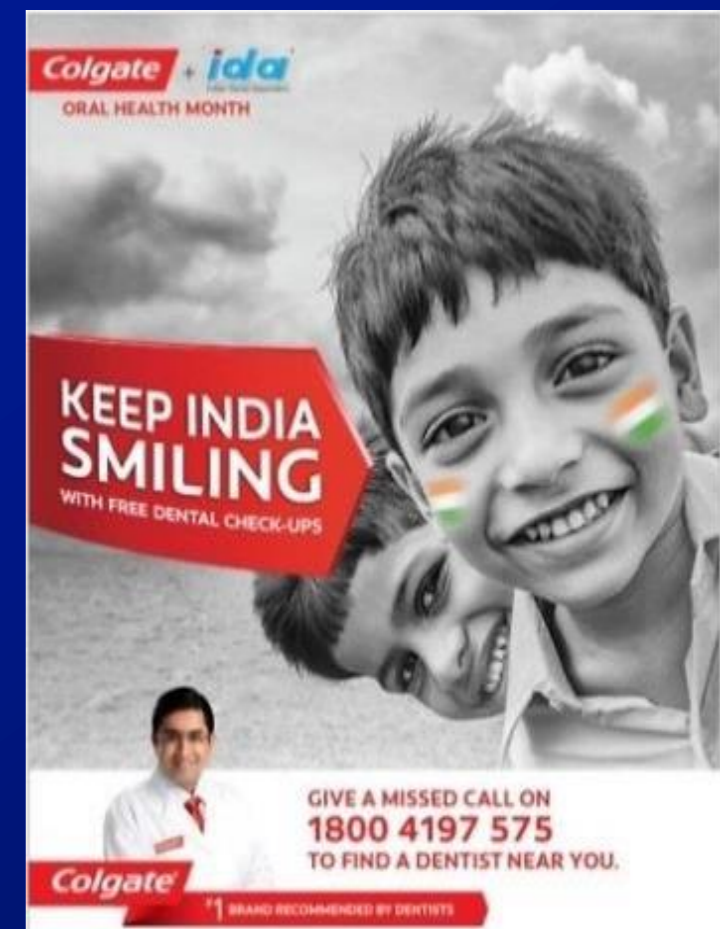
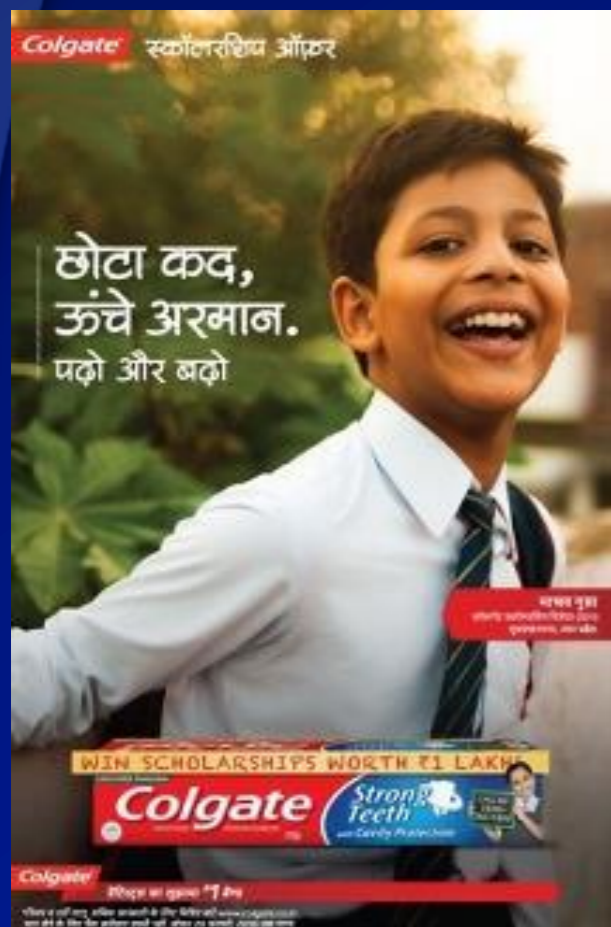
Impactful Consumer Engagement Programs every Quarter on the biggest Brand

**Q1 :
Scholarship**

**Q2 :
Collectibles**

**Q3 :
Learn & Win**

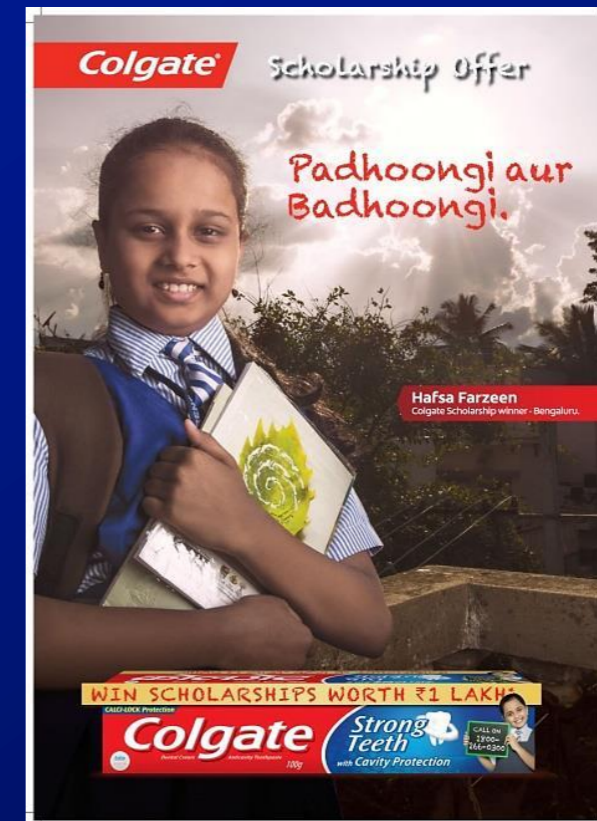
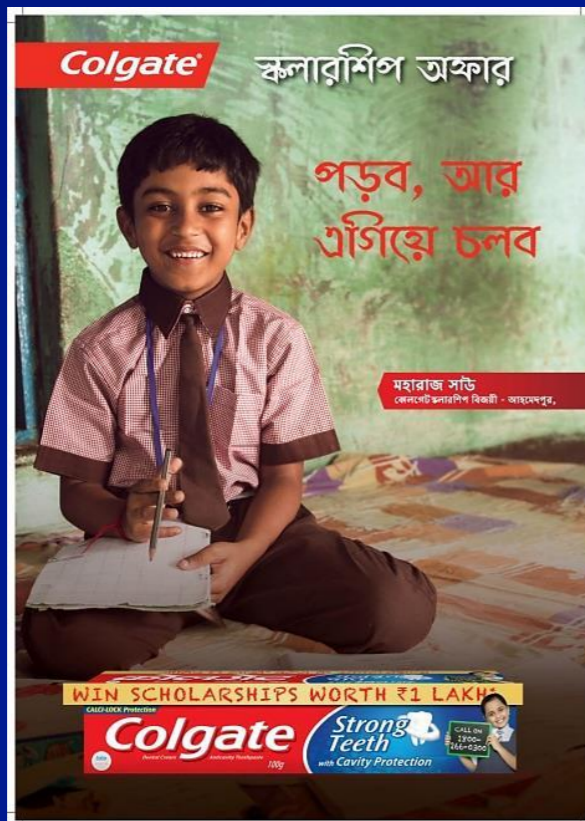
**Q4 :
OHM**



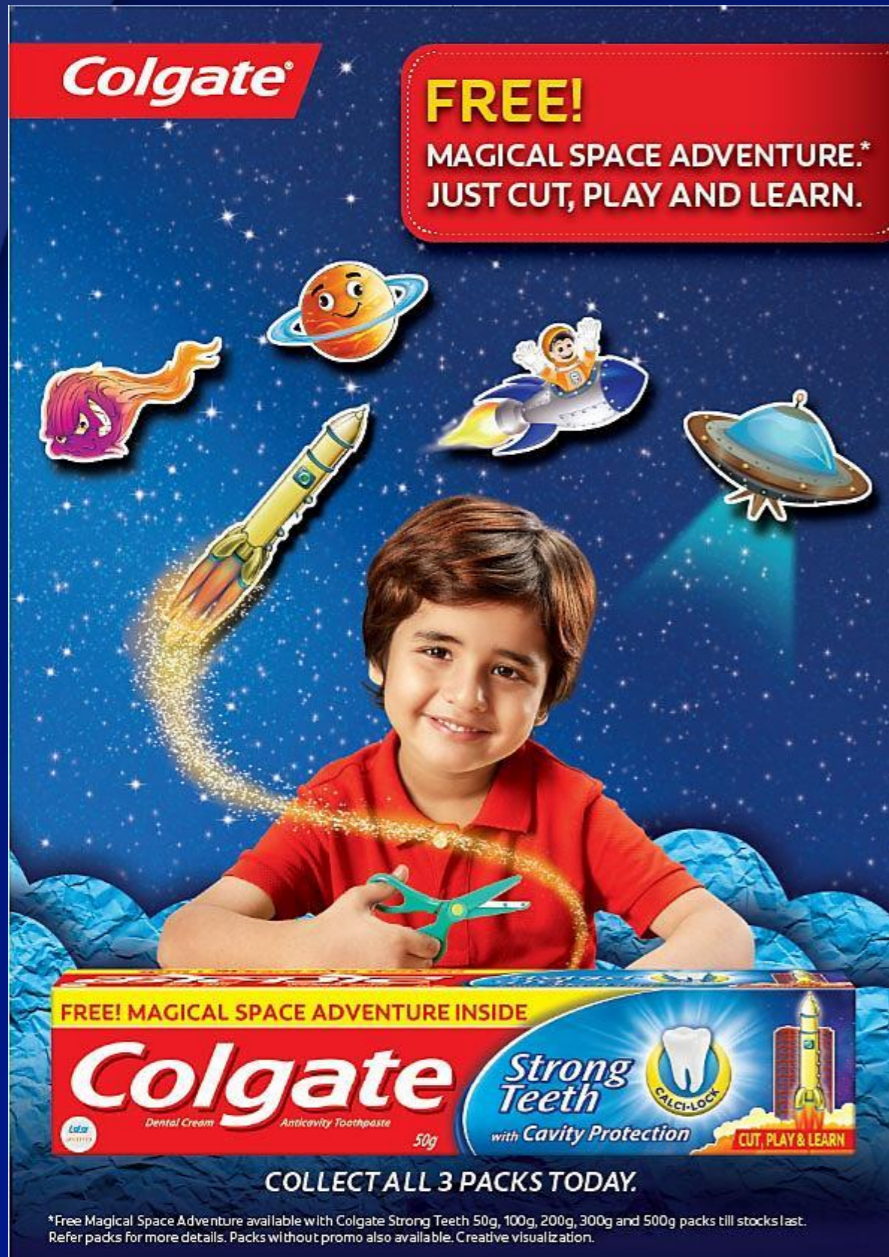
Impactful Consumer Engagement Programs - Scholarships



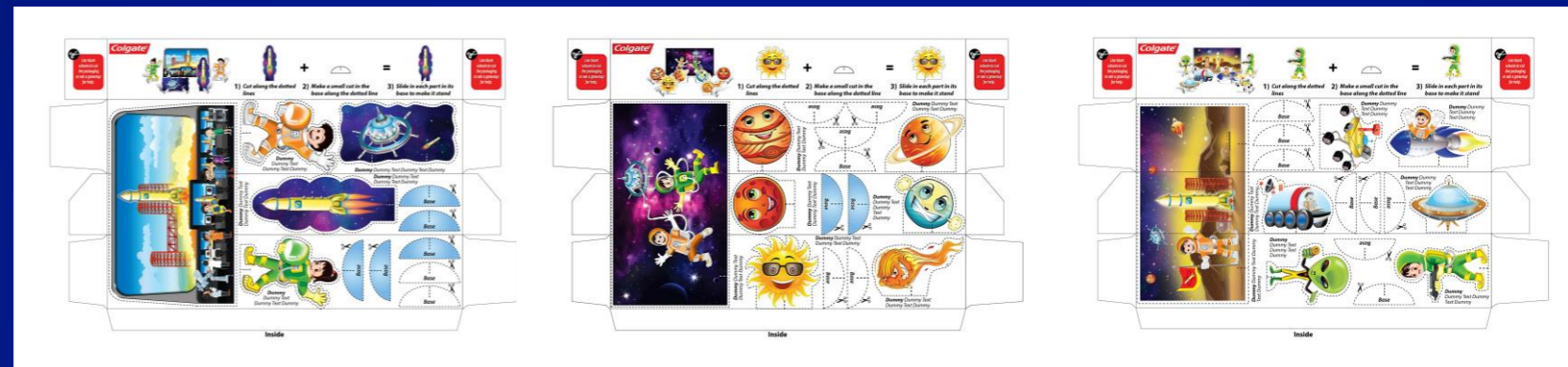
Padho aur Badho
8.4 million



Impactful Consumer Engagement Programs - Collectibles



Innovative offer - Turning Colgate packs into toys



Space Launch

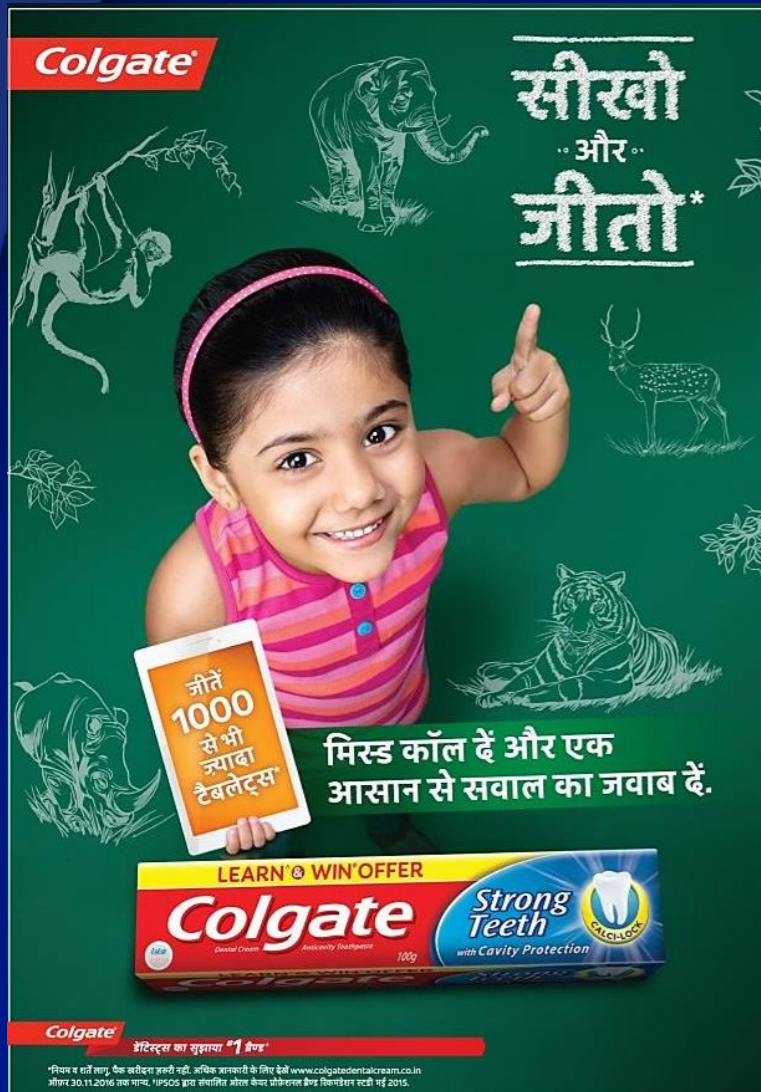
Space Walk

Alien Planet

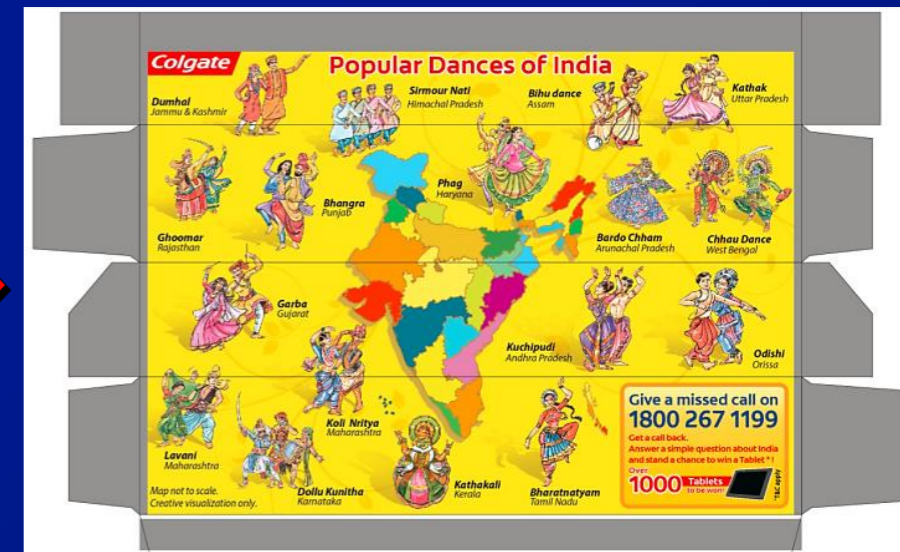
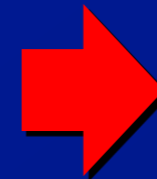
Driving Strong Business results



Impactful consumer engagement programs - Learn & Win



LEARN & Win with Colgate packs



Factoids printed inside the Pack

Highest Ever Participation in an Engagement program!



12.6mn
entries

WINNING ON THE GROUND

Leveraging Digital to Engage with Consumers – Visible White

3 Phases of Thematic Shine Song



Phase 1
Featuring Sonam Kapoor
6.6 million views

Phase 2 Featuring Youtube
Sensation Shraddha Sharma
6.5 million views

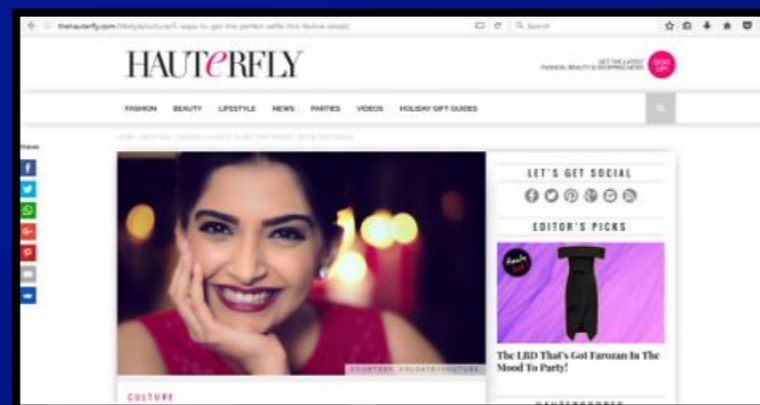
Phase 3 Featuring Sonam &
Youtube star Arjun Kanungo
>10 million views

All phases supported with

**Contextual Beauty Vlogger
Content**



**Contextual Content
Seeding**



**Twitter Amplification
Campaigns**



Leveraging Digital to engage with consumers – Sensitive Clove launch

Co created “Clove” flavored ice cream with Baskin Robbins

Partnership with celebrity chefs to create Clove ice cream based recipes

Digital influencers shared their experiences on social media



#icloveit top trending on twitter!

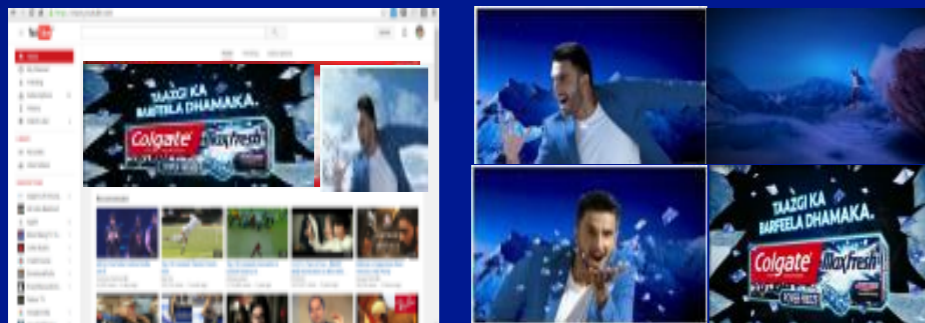
WINNING ON THE GROUND

Leveraging celebs to engage with consumers – Max Fresh

Pre-launch Buzz on Social Media



TV/Digital



In-store



Key Growth Drivers

- **Innovation**
- **Engaging with consumers to build our brands**
- **Winning on the Ground**
- **Strong professional partnerships**



Increasing Distribution & Availability

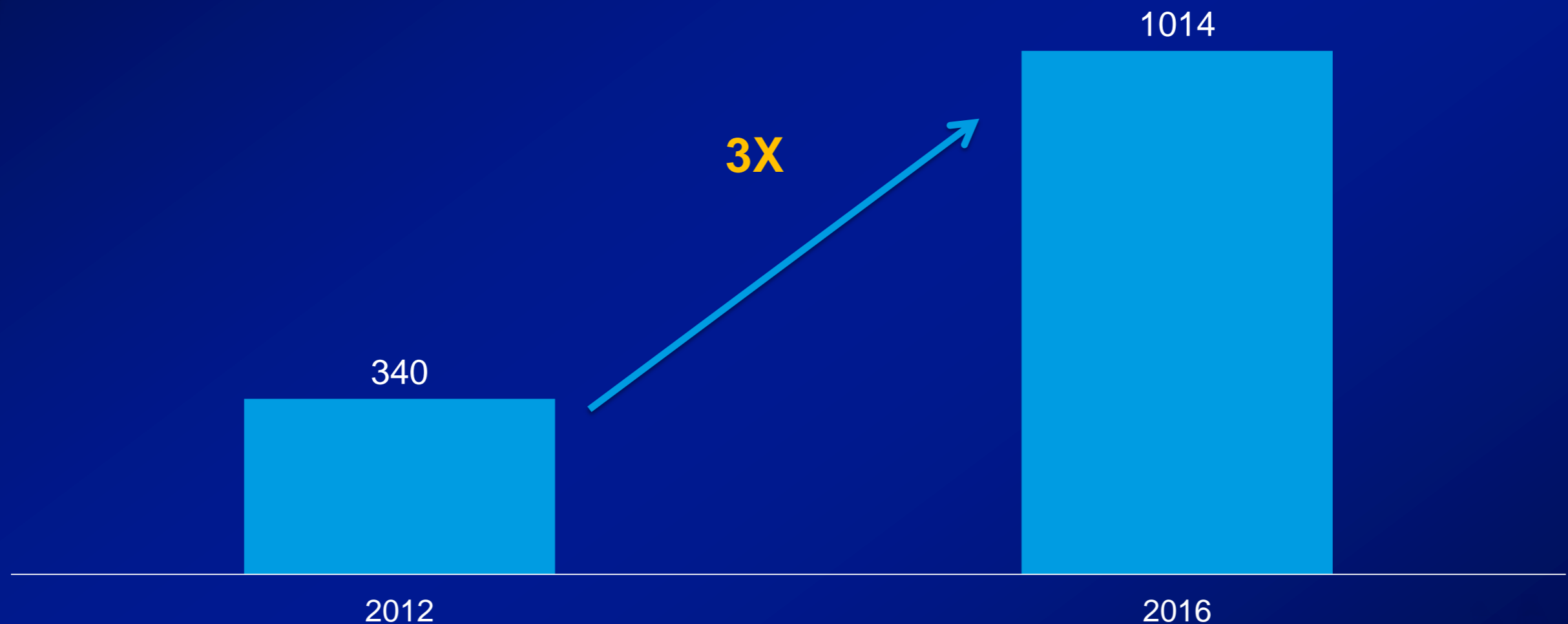


Colgate available in 5.8 MN outlets



Increasing distribution & availability

No. of vans in Rural



Invested behind infrastructure



Superior In-store execution

Cibaca Vedshakti



Superior In-store execution

A1 Toothbrush



Superior In-store Execution

CDC Collectibles



WINNING ON THE GROUND

Key Growth Drivers

- **Innovation**
- **Engaging with consumers to build our brands**
- **Winning on the Ground**
- **Strong professional partnerships**



Partnering with the Indian Dental Association



- Continuing dental education programs in 450 IDA branches
- National & State conferences
- IDA-Colgate Student Scholarships
- Oral Health Month
- IDA seal on Colgate products
- Bright Smiles Bright Futures

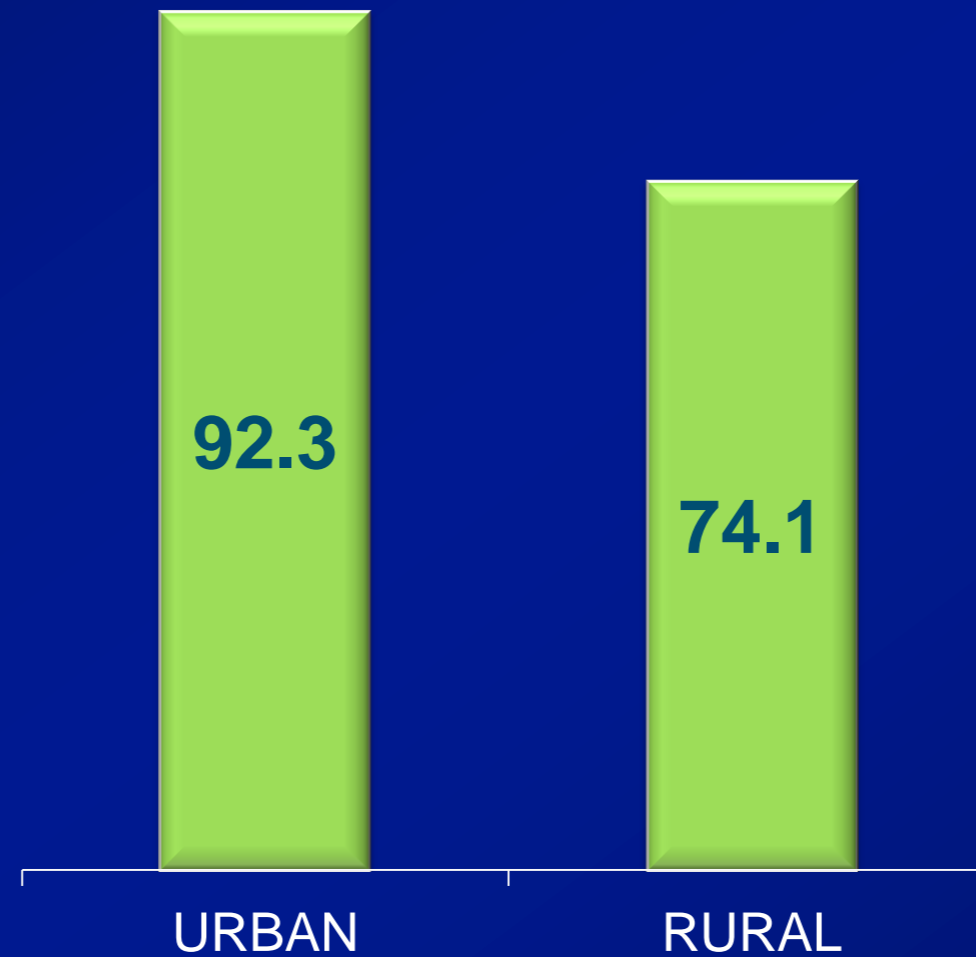
Enhancing engagement & education with 40,000 + IDA dentists



Huge Headroom for Growth



Penetration

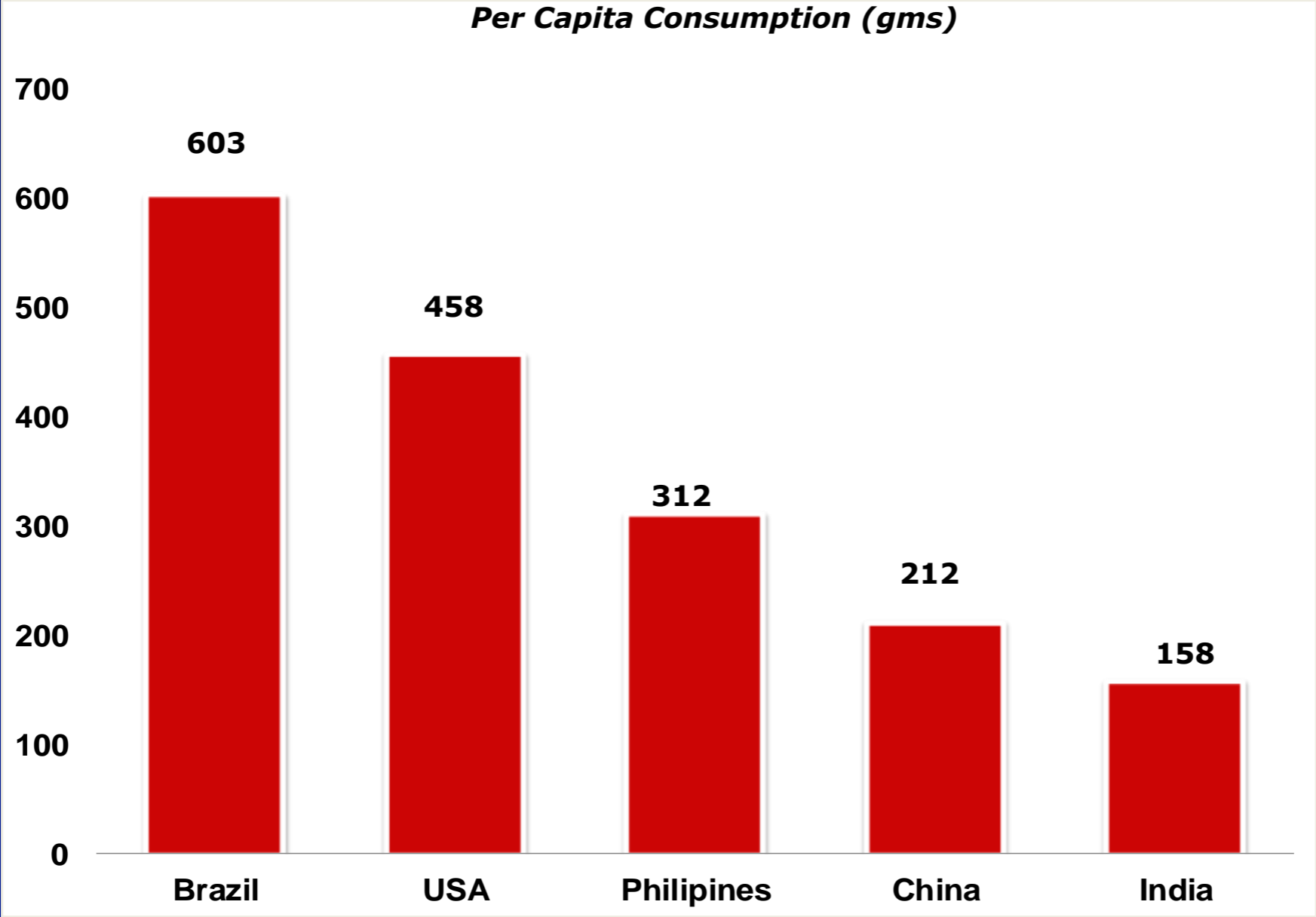


250MM
consumers do
not use
Toothpaste

Source: Indian Readership Survey (HHs), IMRB**



Consumption



Market size increases by 1.3X if PCC reaches China levels

Source: Market Analyzer Nov'16



Leading to Win

Working with our Community





Oral Care awareness - Jeevika



- To leverage women's role as change agents to influence oral care habits
- Socio-economic empowerment of rural poor through Sustainable Community Partnership in Bihar
- Working towards to key aspects of rural livelihood enhancement and vulnerability reduction, covering more than 40,000 households every month



Oral Health Month



Colgate + ida
Indian Dental Association
ORAL HEALTH MONTH

KEEP INDIA SMILING
WITH FREE DENTAL CHECK-UPS*

Give a missed call on
1800 266 1255.
Free check-up card inside the
Colgate Oral Health Month pack.

Colgate Strong Teeth
with Cavity Protection

Colgate
#1 BRAND RECOMMENDED BY DENTISTS



- Over 34,000 dental clinics in 1300+ towns- our largest run on ground activation
- OHM vans in 25+ towns
- Dental check-ups in 75+ MT stores





Bright Smile Bright Future

- 1976
- 1986
- 1996
- 2006
- 2016

0.45 Mn



3.2 Mn



6.9 Mn



49.1 Mn



142.2 Mn



- Over 142 million school children contacted across 327,000 schools in the last 40 years



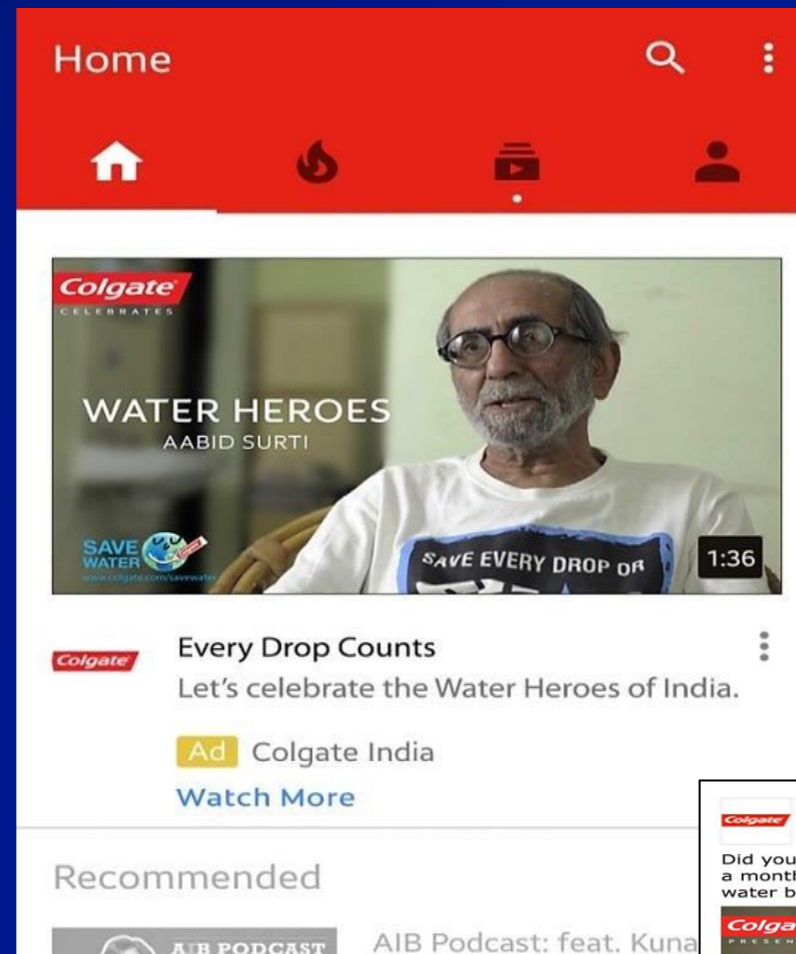
Saksham



- An Employability linked Skill Development Program for Social & Economic Empowerment of Youth
- Youth from less privileged families and marginalized communities in urban slums & rural areas
- Candidates certified in 2016-17 - # 202



Save Water Initiative



Save Water – Social Media awareness drive



Working with NGO Partners



Addressing Inequalities- Program to support education and nutrition for children affected and infected by HIV.



Conservation of Natural Resources, Vocational training for self sustenance of villagers, Girl child empowerment.



Providing quality education to underprivileged children; Program 'Read India'- improve basic reading, writing and arithmetic skills

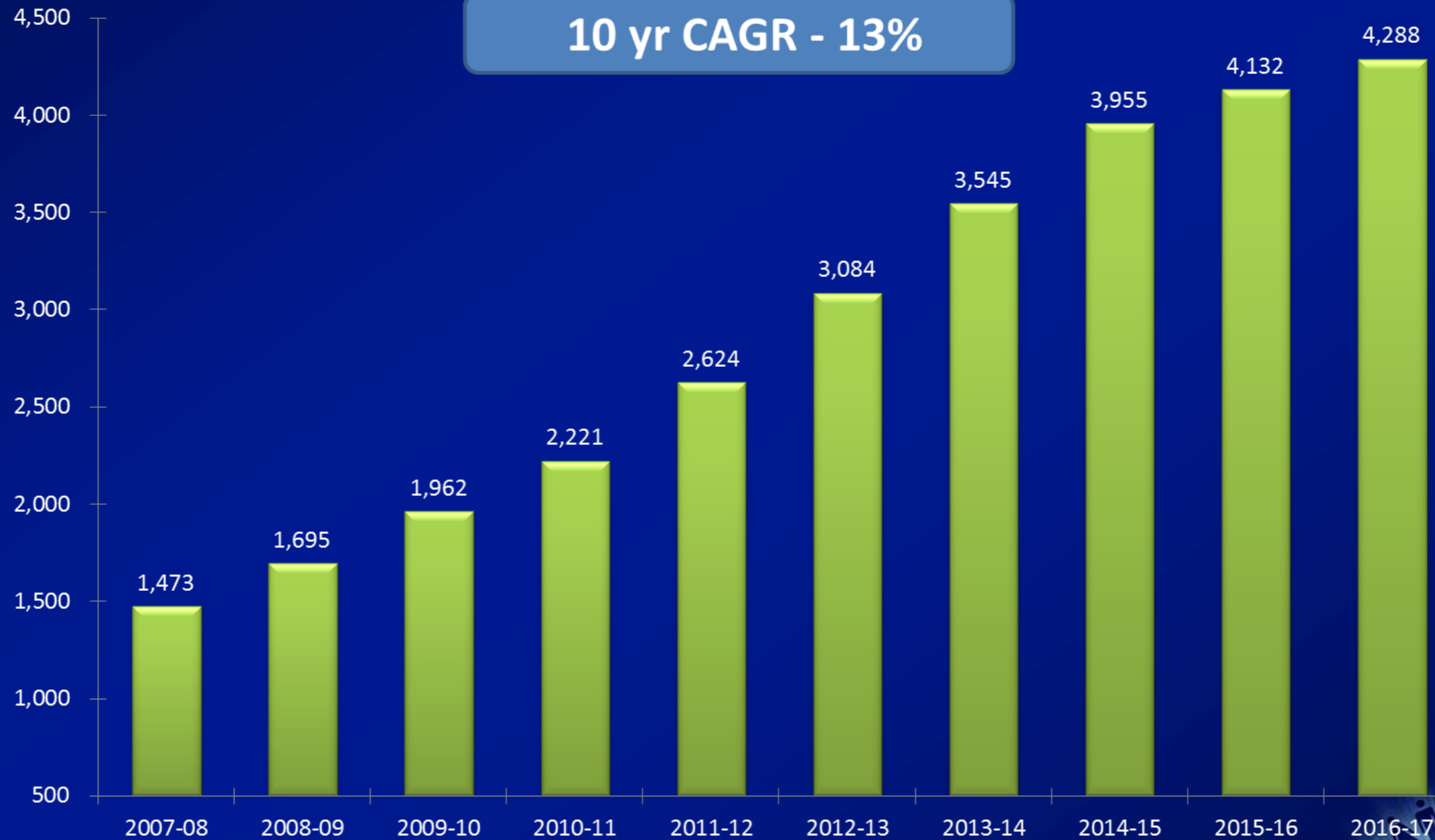


***We continue to deliver long
term sustainable growth***



Net Sales

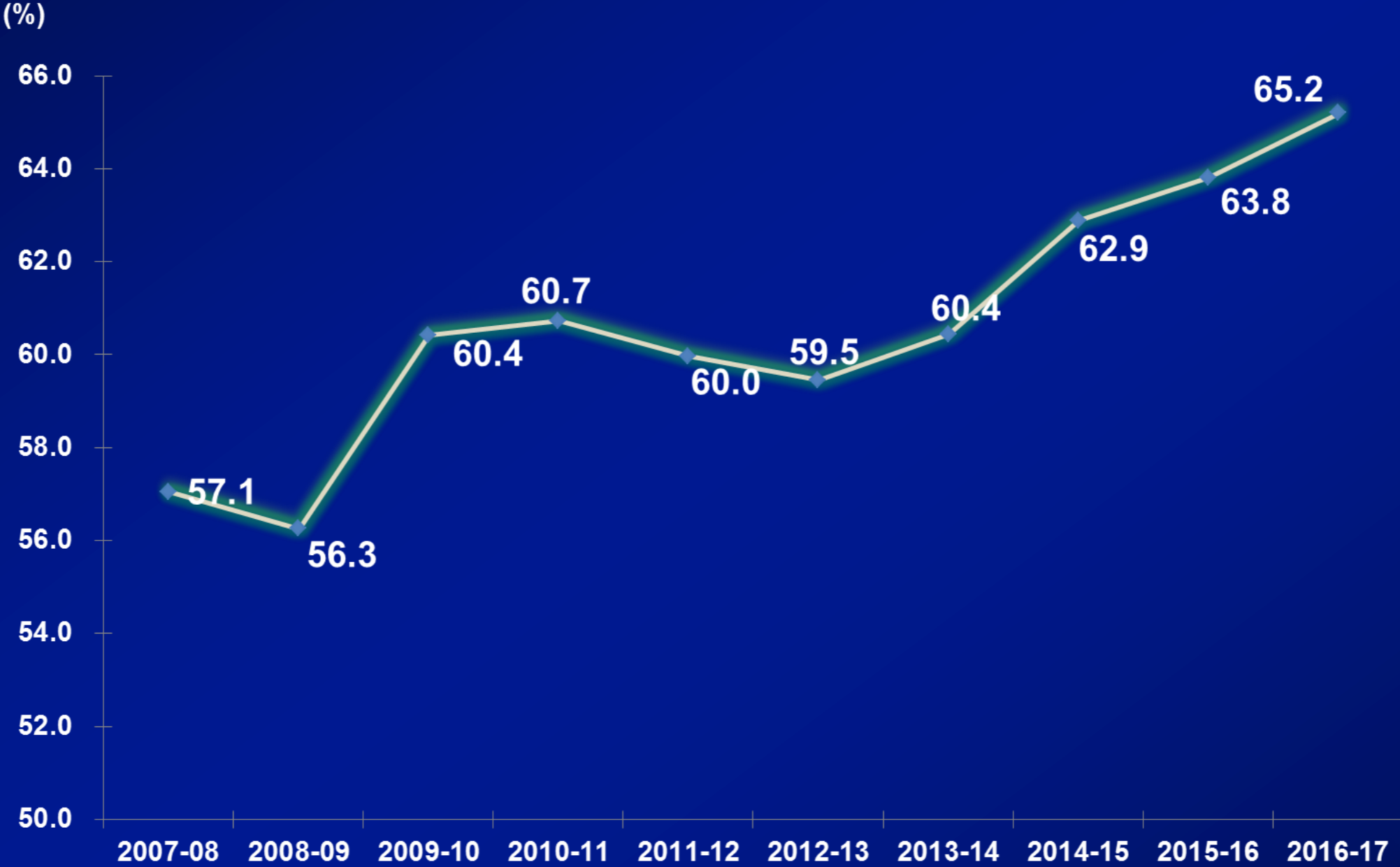
(Rs. Crores)



* Numbers per old IGAAP



Gross Margin



* Numbers per old IGAAP



PAT

(Rs. Crores)

10 yr CAGR - 14%



* Numbers per old IGAAP



EPS

(Rs.)

10 yr CAGR - 14%



* Numbers per old IGAAP



DPS

(Rs.)

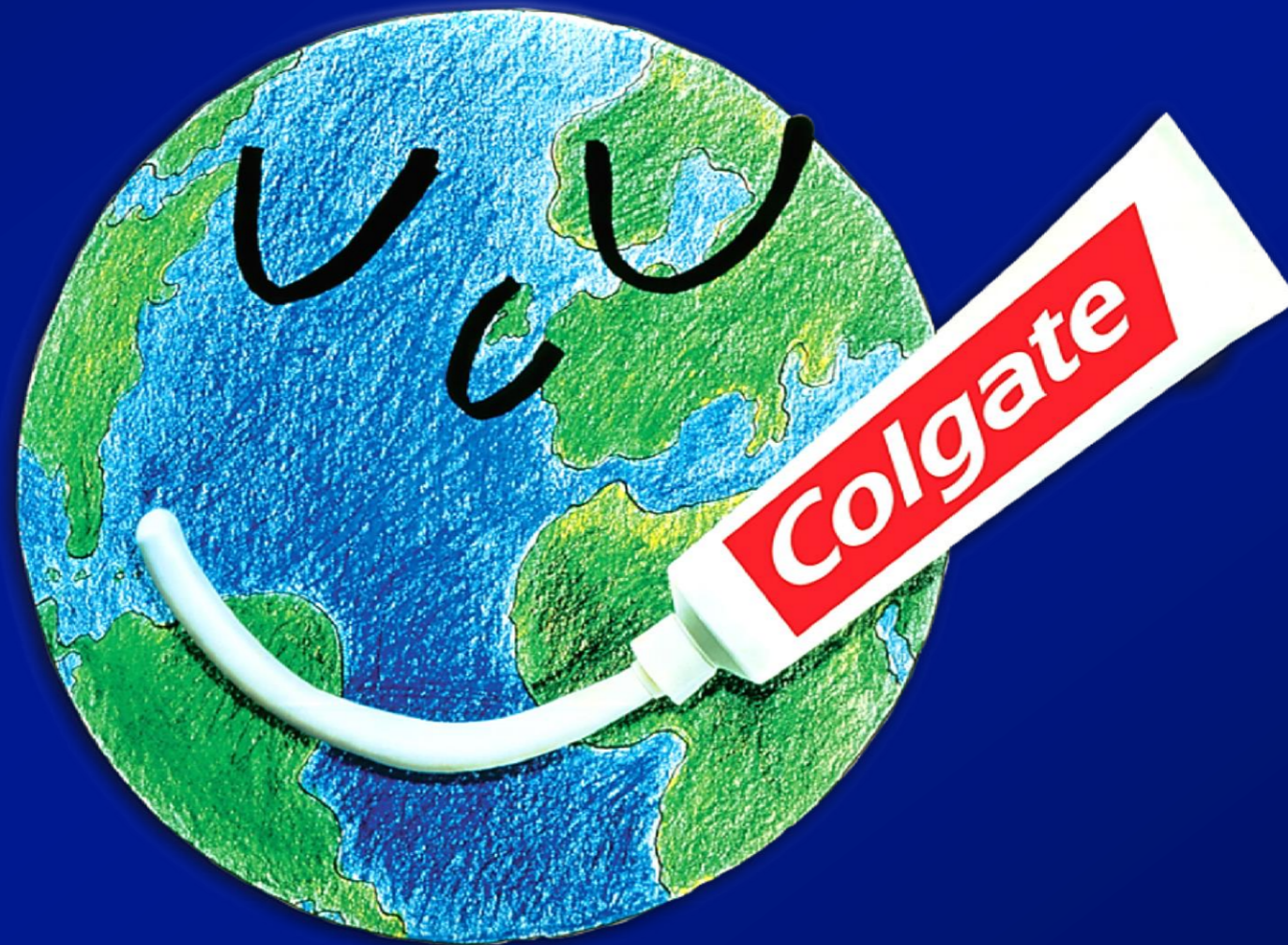
10 yr CAGR - 8%



* Numbers per old IGAAP



***Well-poised to continue to grow
shareholder value***



Colgate Palmolive India Ltd



Lets Talk

