

Colgate Palmolive India Ltd



.....since 1937



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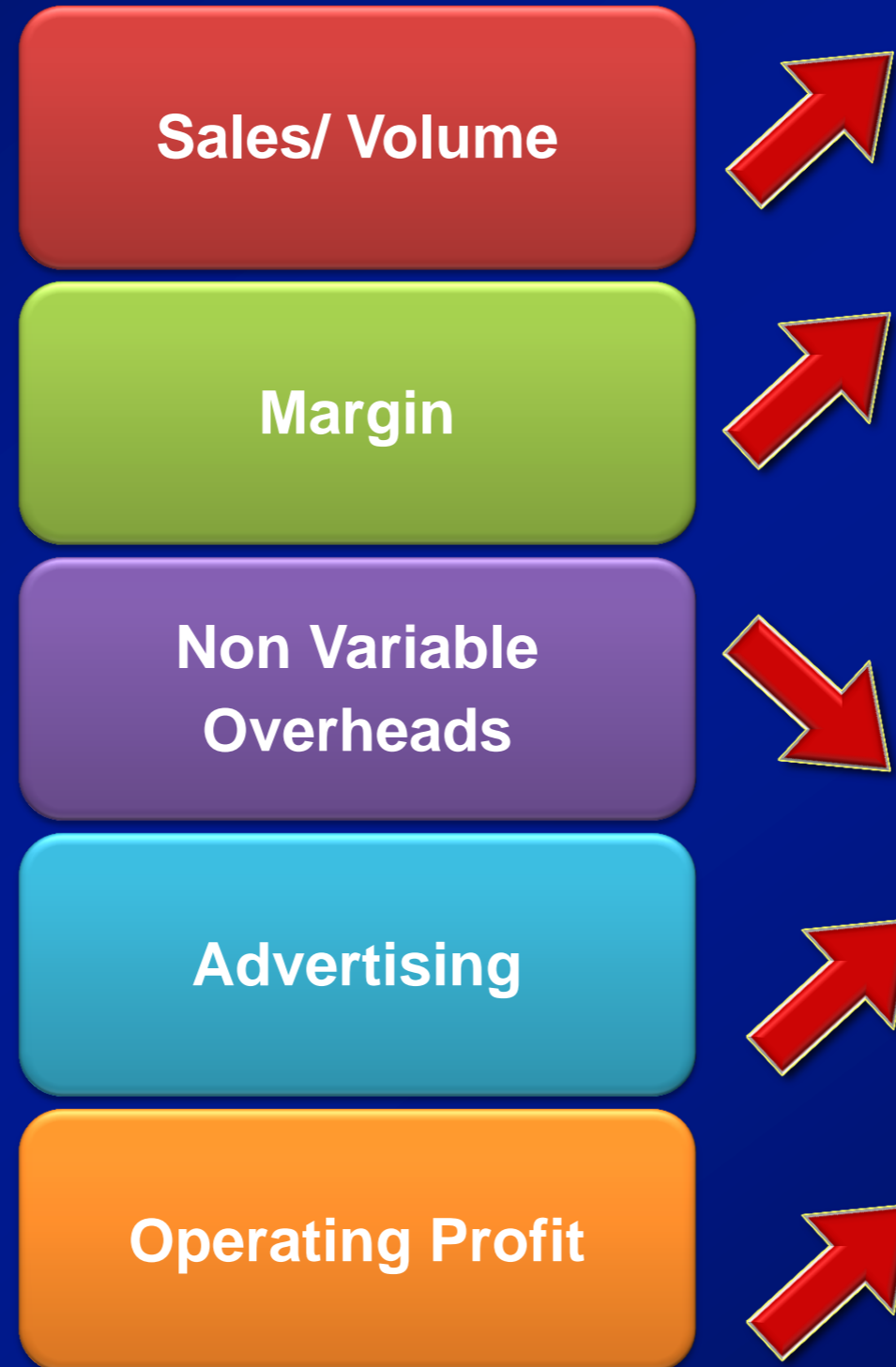
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Financial Strategy

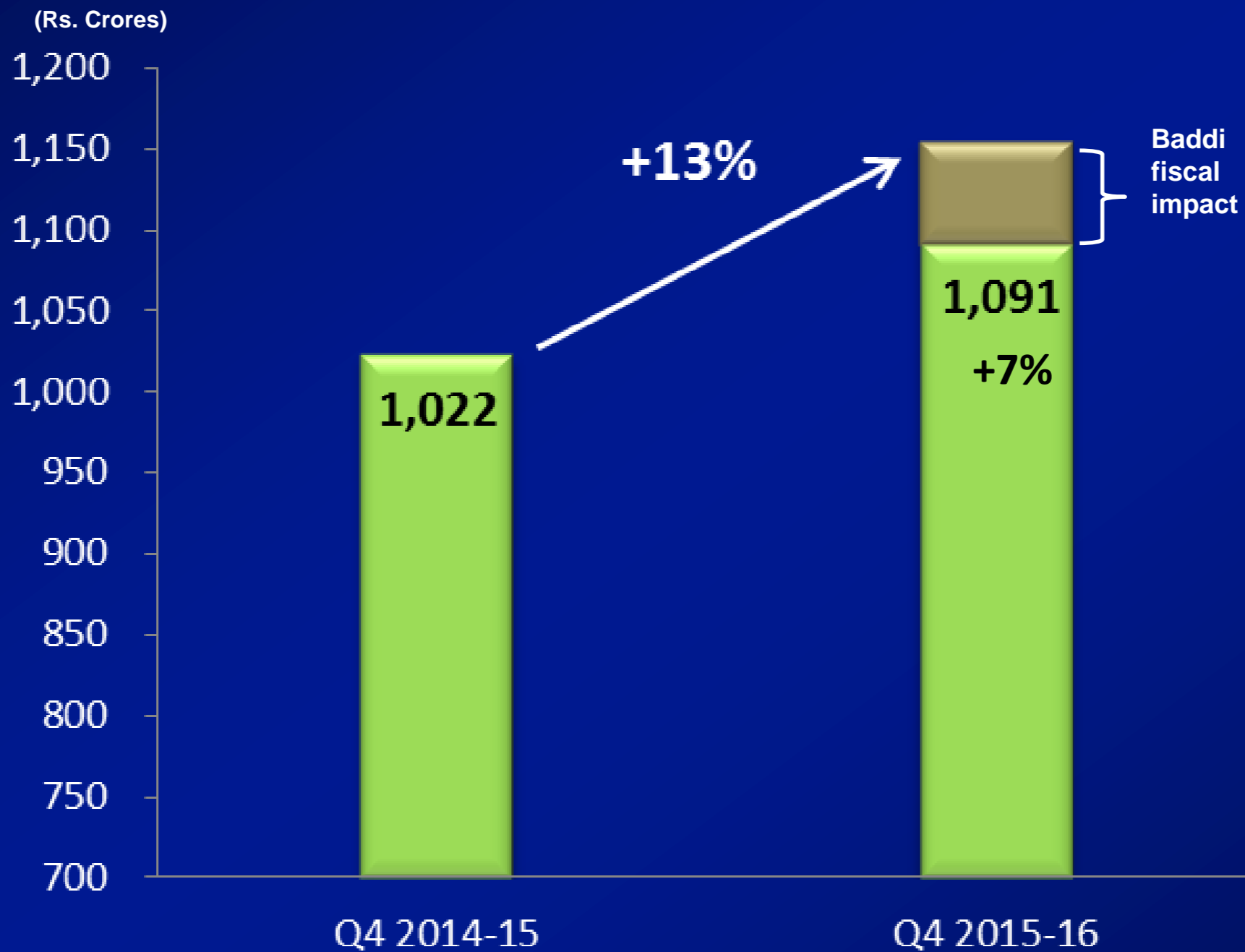


Financial Results

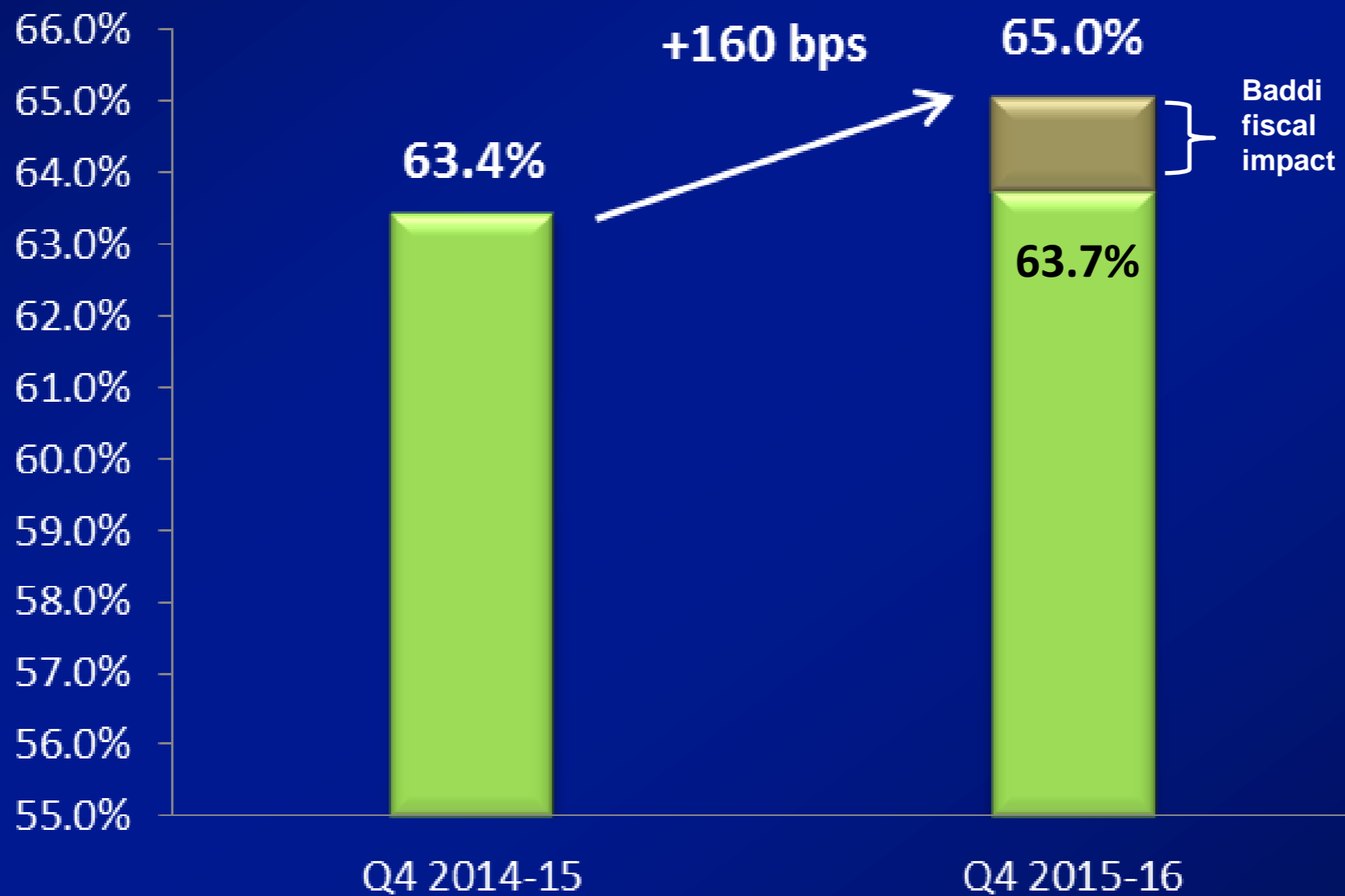
Q4 2015-16



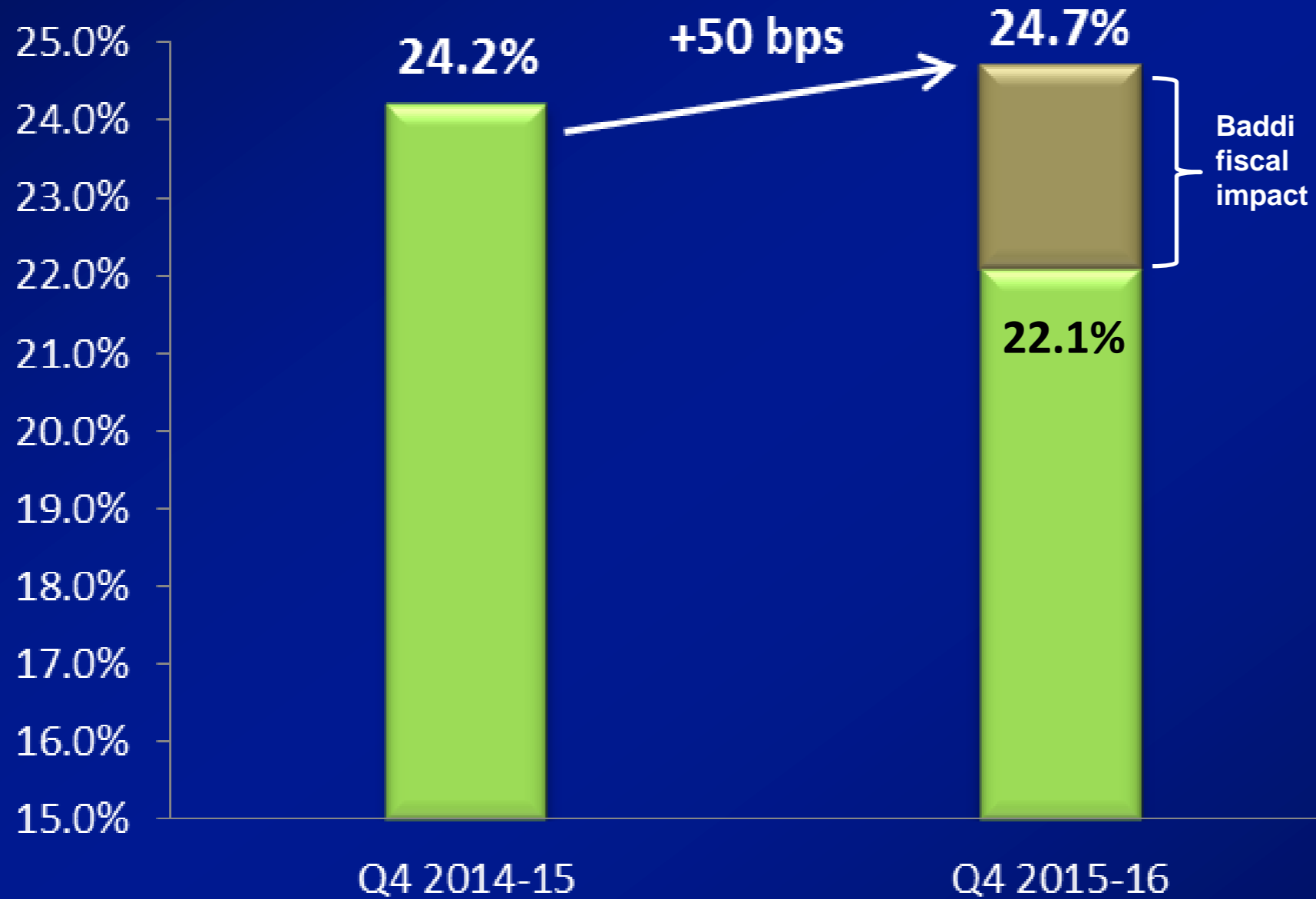
Net Sales



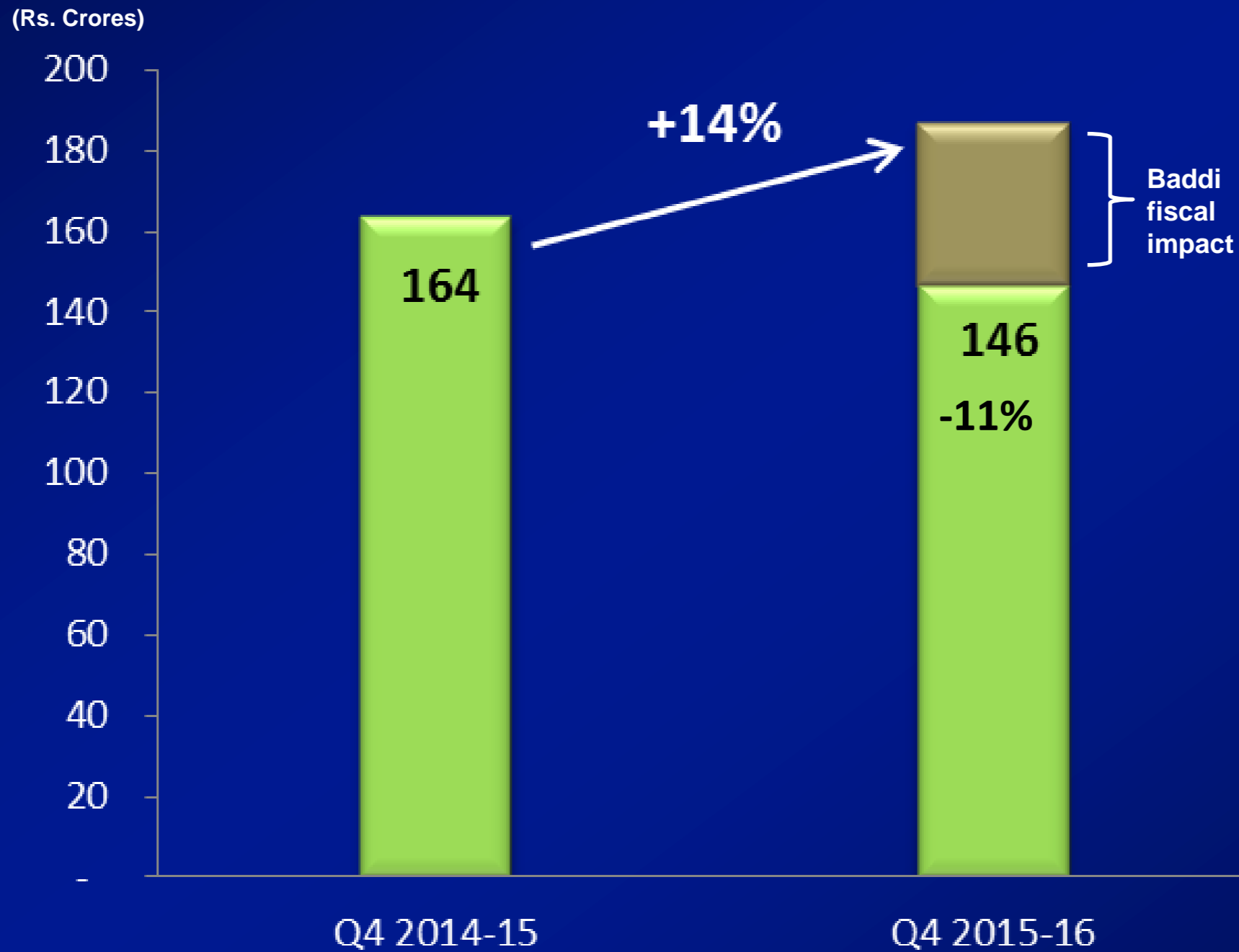
Gross Margins



EBDITA



Profit After Tax



Summary Q4 2015-16

| | <i>Excl Baddi</i> | <i>Reported</i> |
|---------------------|-------------------|-----------------|
| Net Sales | +13% | +7% |
| Gross Margin | +160 bps | +30 bps |
| EBITDA | 24.7% | 22.1% |
| PAT | +14% | -11% |

- All numbers are excluding Baddi Fiscal impact

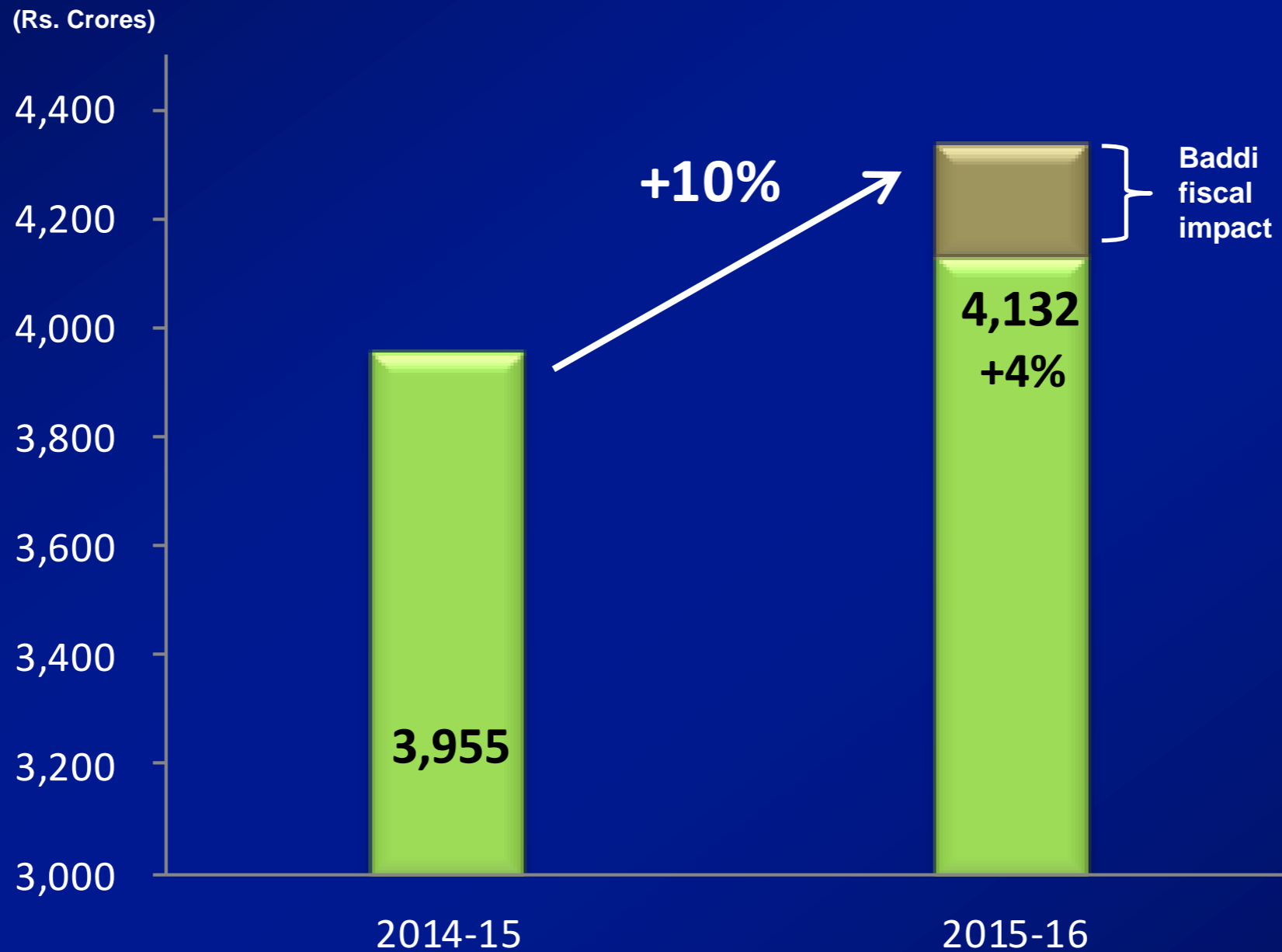


Financial Results

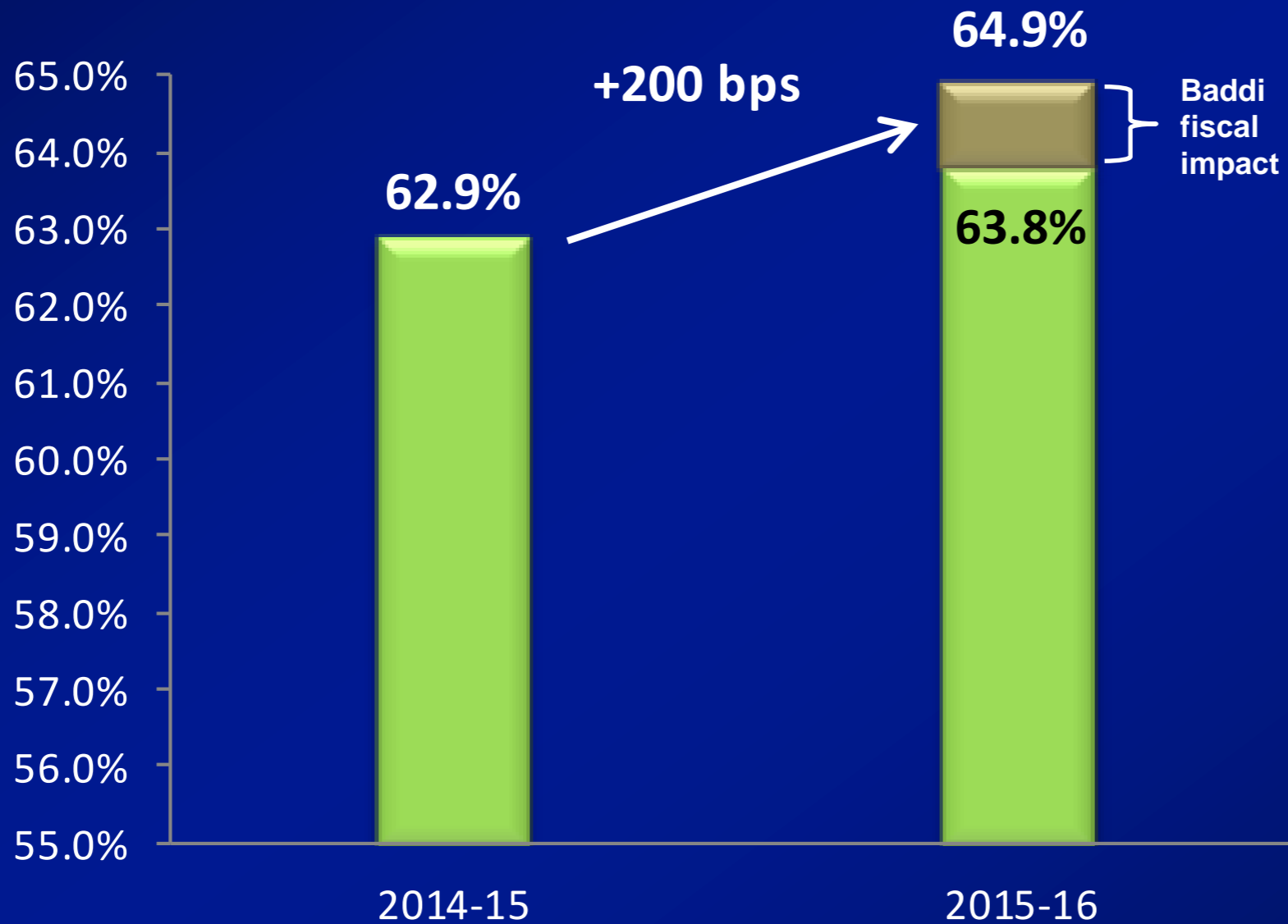
FY 2015-16



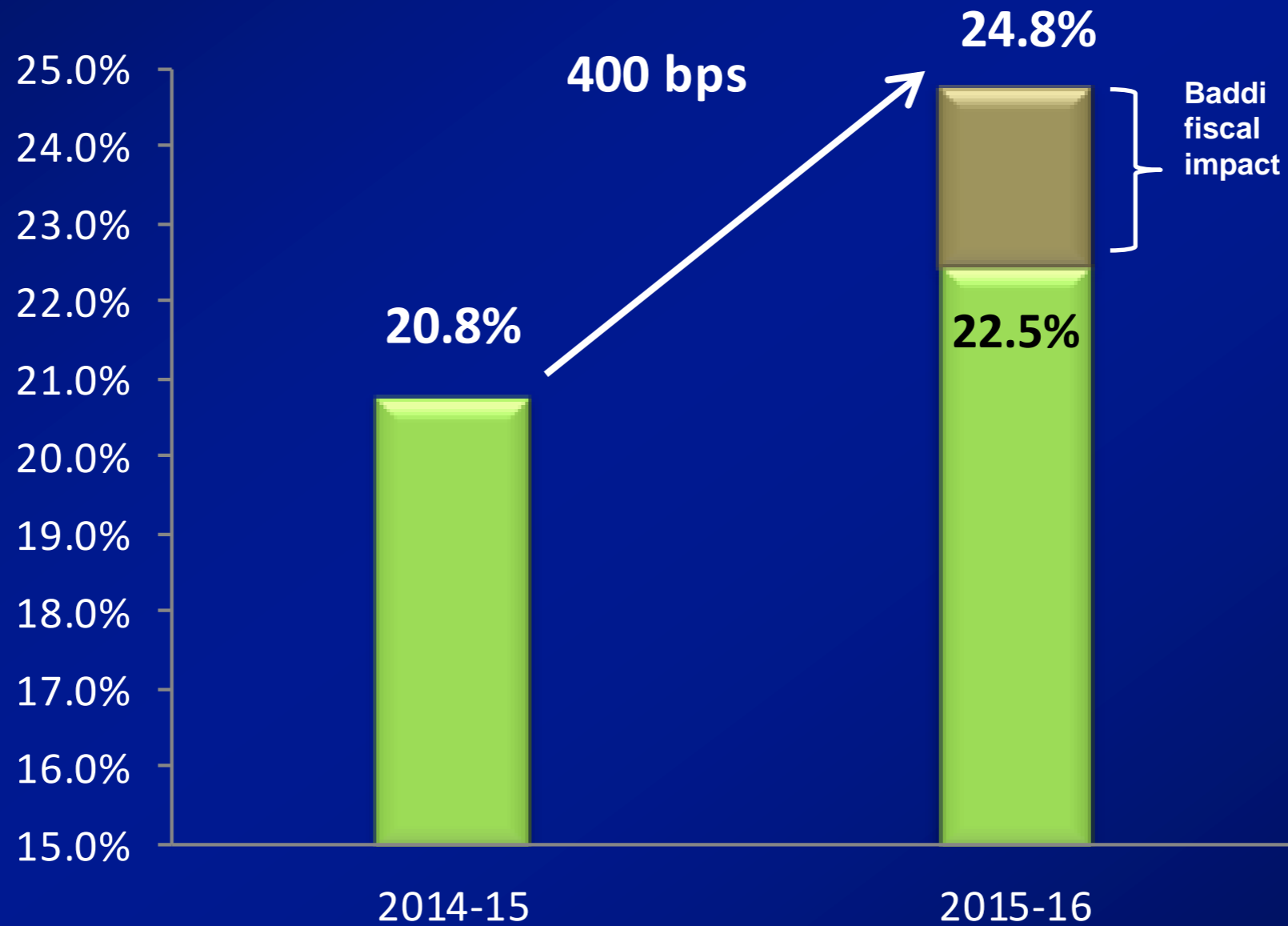
Net Sales



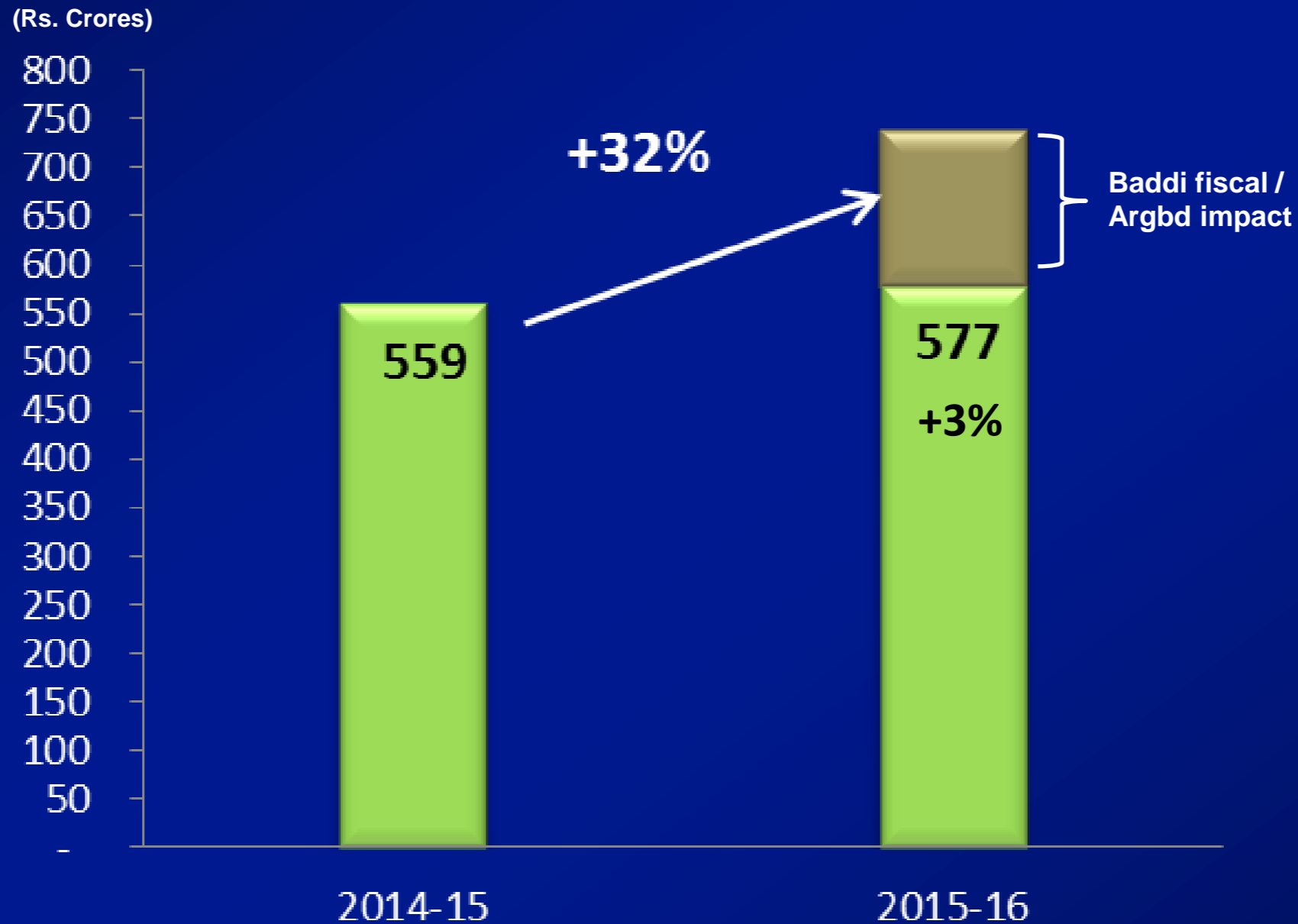
Gross Margins



EBDITA



Profit After Tax



Summary 2015-16

| | <i>Excl Baddi</i> | <i>Reported</i> |
|---------------------|-------------------|-----------------|
| Net Sales | +10% | +4% |
| Gross Margin | +200 bps | +90 bps |
| EBITDA | 24.8% | 22.5% |
| PAT | +32% | +3% |

- All numbers are excluding Baddi Fiscal and Aurangabad VRS impact



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



***Economy & Markets are
trending positively***



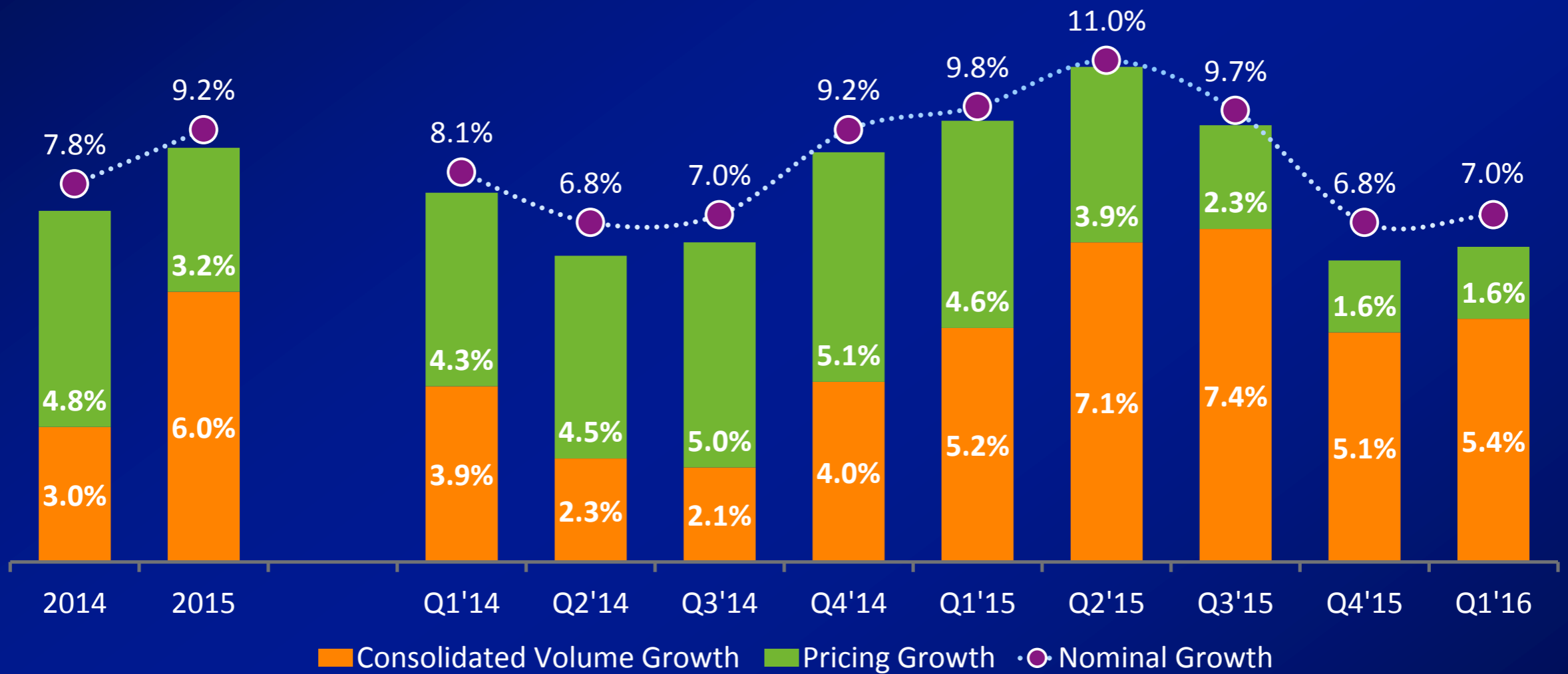
GDP



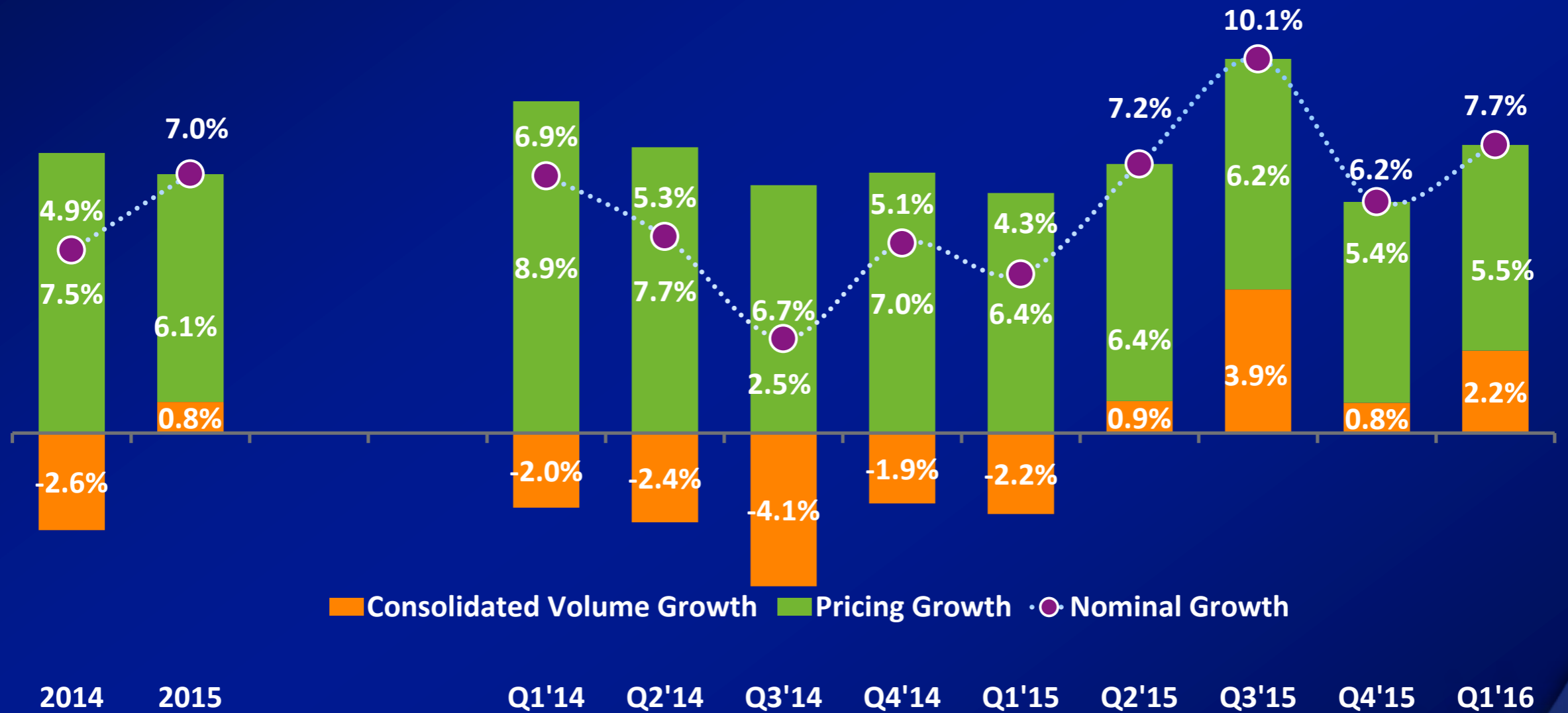
Source: Citibank reports (old series till FY13)



FMCG Market



Toothpaste Market



Consolidated Volume Growth Pricing Growth Nominal Growth



Continuous focus on our strategic initiatives



Key Strategic Initiatives

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



Toothpaste Volume Share



Source : AC Nielsen (new panel data from 2013)



Toothbrush Volume Shares



Source : AC Nielsen (new panel data from 2013)



Most Trusted Brand 5th year in a row!



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



Key Growth Drivers

- **Innovation**

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

- **Winning on the Ground**

- **Strong professional partnerships**



Innovation Trend

2013

2014

2015



Innovating to leverage local insights

Colgate Active Salt Neem



Unique formulation with Neem and Salt



Revolutionizing Mid – Tier toothbrushes

Colgate Zig Zag Black



First mass black toothbrush



Disrupting the category

Colgate Total Charcoal Deep Clean



First Charcoal infused toothpaste in India



***And we continue the
innovation trend in 2016***



Establishing a new category

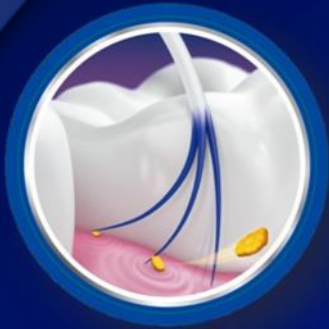
Colgate Pain Out Dental Gel



Express Relief from Tooth pain



Break-thru Bristle Technology



Slimsoft Tri-tip



**Each bristles has 3 tips
for superior cleaning**



Premium 'Sensitive' Toothbrush

Slimsoft Sensitive



*First 'sensitive' toothbrush
with fully tapered bristles*



Innovating across price – tiers

Superflexi Black



**India's first value-tier
'black' toothbrush**



Specialized offering

Colgate A1



Superior Cleaning & Long Lasting Bristles



Active Salt gets a Makeover!



Excitement in Kids category

New Colgate Kids toothpaste for 2-5 year olds



Fun filled exciting animal characters



Combine technology & goodness of natural ingredients



First Sensitivity toothpaste with Clove



Naturals Segment

Watch this space.....



Key Growth Drivers

- **Innovation**

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

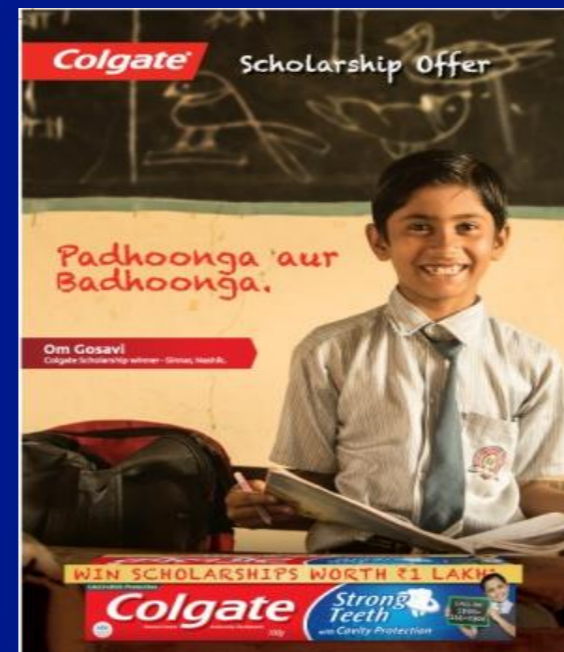
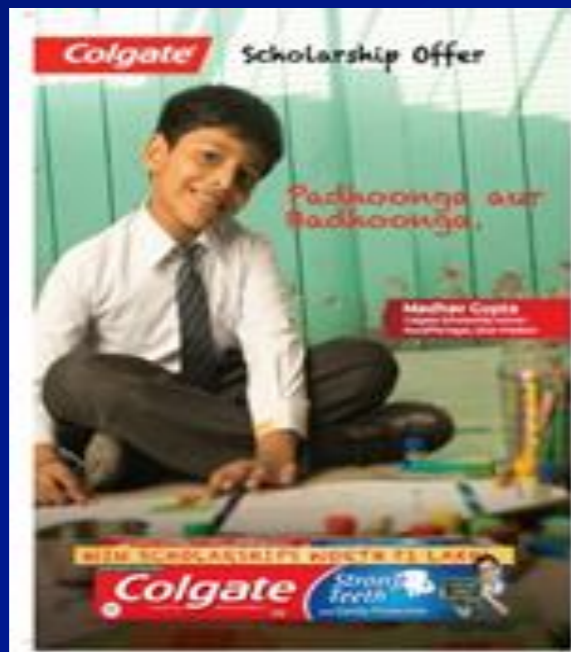
- **Winning on the Ground**

- **Strong professional partnerships**



Strengthening equity - 'Real Winners, Real Impact'

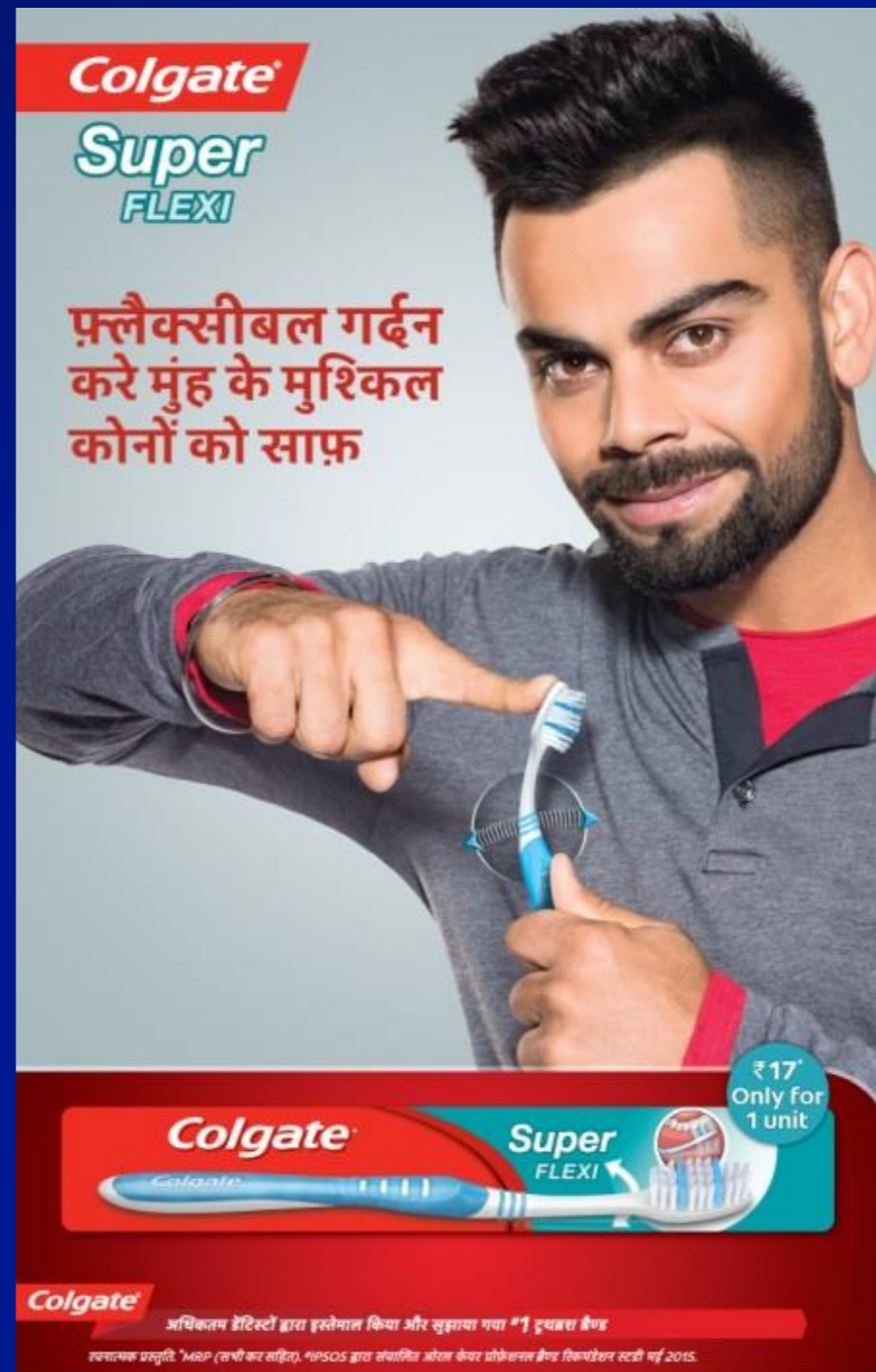
Padho aur Badho



8.5 Million connects



Core message of flexible neck



Colgate
Super FLEXI

फ़्लैक्सिबल गर्दन
करे मुंह के मुश्किल
कोनों को साफ़

₹17
Only for
1 unit

Colgate Super FLEXI

अधिकतम डेटिस्टो द्वारा इस्तेमाल किया और सुझाया गया *1 इयब्रस ब्रैण्ड
स्वास्थ्यक प्रस्तुति. *MRP (तभी कर सहित). *IPSOS द्वारा तयामित औरल केयर प्रोफेशनल ब्रैण्ड रिकॉग्निशन स्टडी मई 2015.



Strengthening equity with impactful IMCs

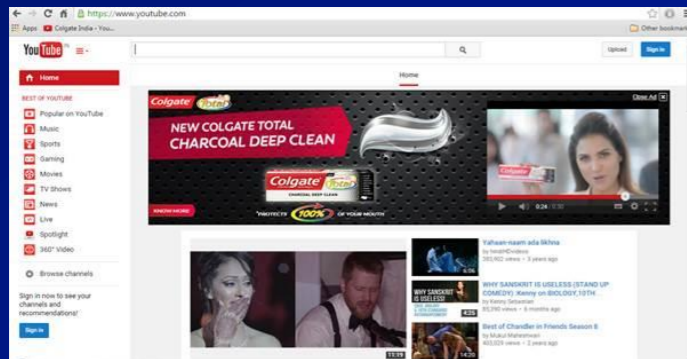
TVC



Mobile



Digital



Print



In-Store



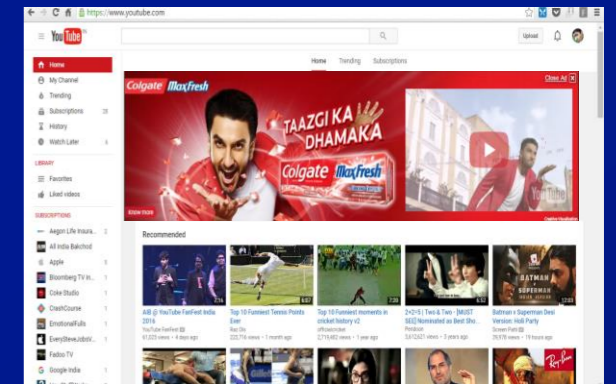
WINNING ON THE GROUND

Disruptive “Interruption format” IMC

CAS Neem “Safari” TVC



Strengthening equity with “fresh” news



IMC Idea: “Infectious energizing freshness”



Key Growth Drivers

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



Increasing distribution & availability

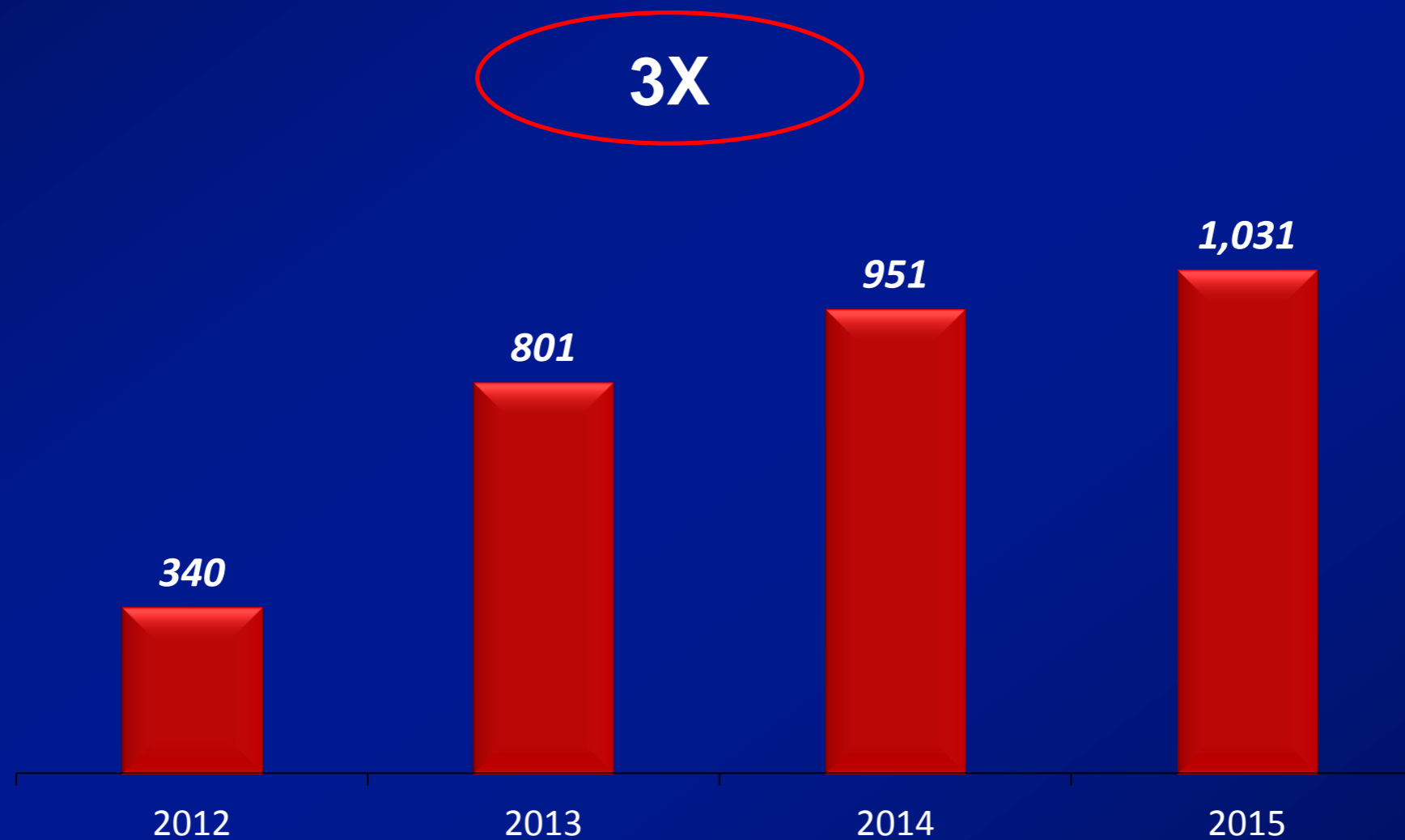


Colgate available in 5MM+ outlets



Increasing distribution & availability

Rural distribution Vans



Invested behind infrastructure



Superior In-Store Execution



Impactful In-store visibility for new IMCs



Superior In-Store Execution



“Own the Store” in traditional trade



Servicing the Growth

Toothpaste facility at Sanand, Gujarat.



Expanding to meet demand



Servicing the Growth

Toothbrush facility at Sricity, Andhra Pradesh



Phase 2 expansion plans to build capacity



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 Scholarships
- Oral Health Month



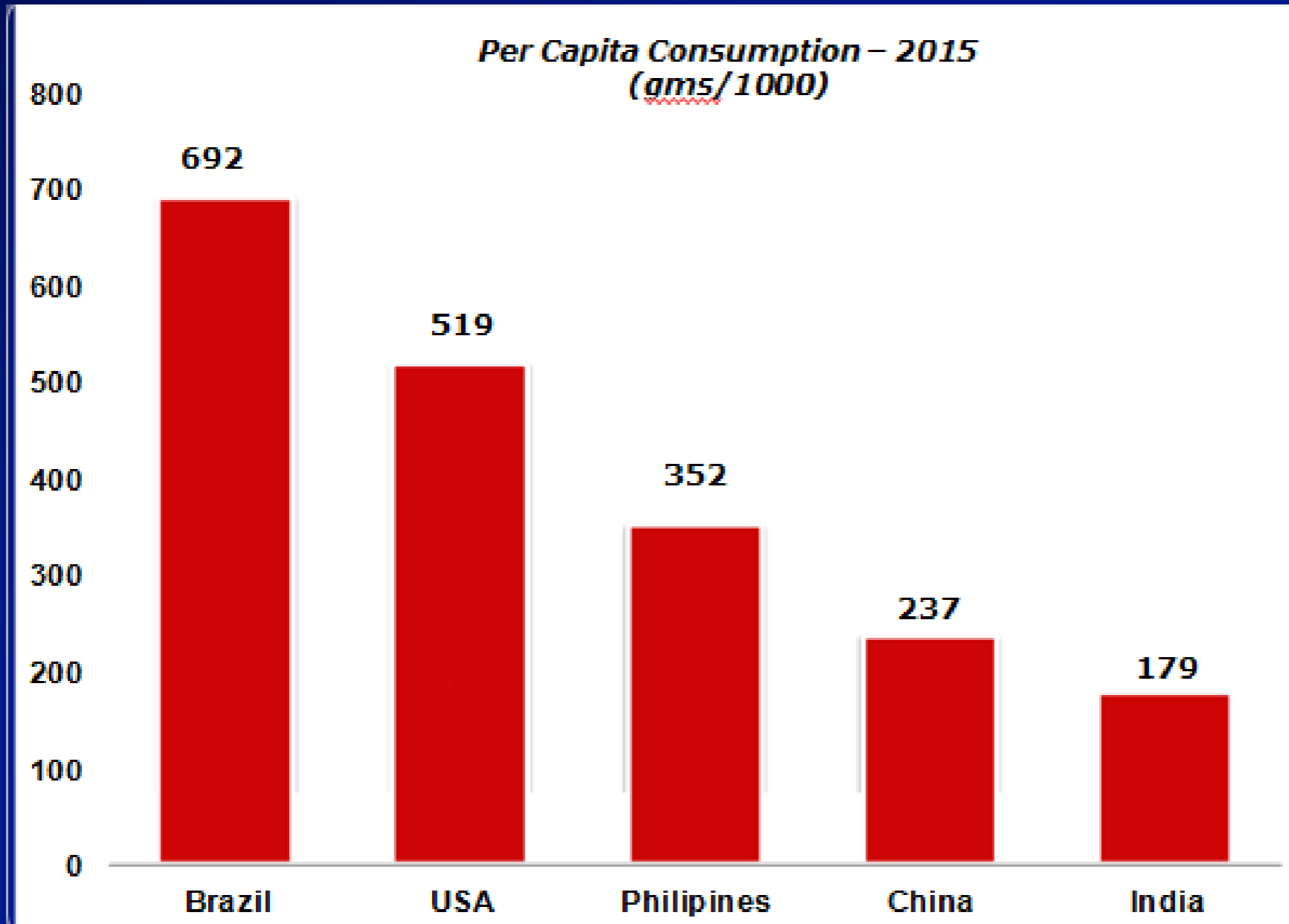
Enhancing engagement & education with 40,000 + IDA dentists



Headroom for Growth



Consumption



Market size
DOUBLES
if PCC reaches
China levels

Source: Fractal Analytics - Market Analyzer Mar'16



Premiumization



Average Selling Price(\$)
Per KG of Toothpaste

18

3X

10

1.6X

12

1.9X

6

X

Market size
DOUBLES
if ASP reaches
China levels

Average Selling Price(\$)
Per Toothbrush

2.8

11.3X

1.3

5.2X

0.7

2.8X

0.2

X

Source: Fractal Analytics - Market Analyzer Mar'16



Leading to Win

Working with our Community



Bright Smiles, Bright Futures™



Over 125 million school children
Contacted across 2.9 lac schools



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 1199
for Free Dental Checkup

Colgate
#1 BRAND RECOMMENDED BY DENTISTS†

#Dental Care Professional Brand Recommendation Study conducted by IPSOS in March 2014.
†T&C Apply. Refer www.oralhealthmonth.co.in for detailed T&C. *Free Dental Check-up available till 30th Nov'15 in select cities.



35,000 dentists
1000+ cities

Target: 6 Million free dental check-ups



Working with NGO Partners



Addressing Inequalities- Payroll giving program to support education and nutrition for children affected and infected by HIV.



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



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

WINNING ON THE GROUND

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



Net Sales

(Rs. Crores)

10 yr CAGR - 14%

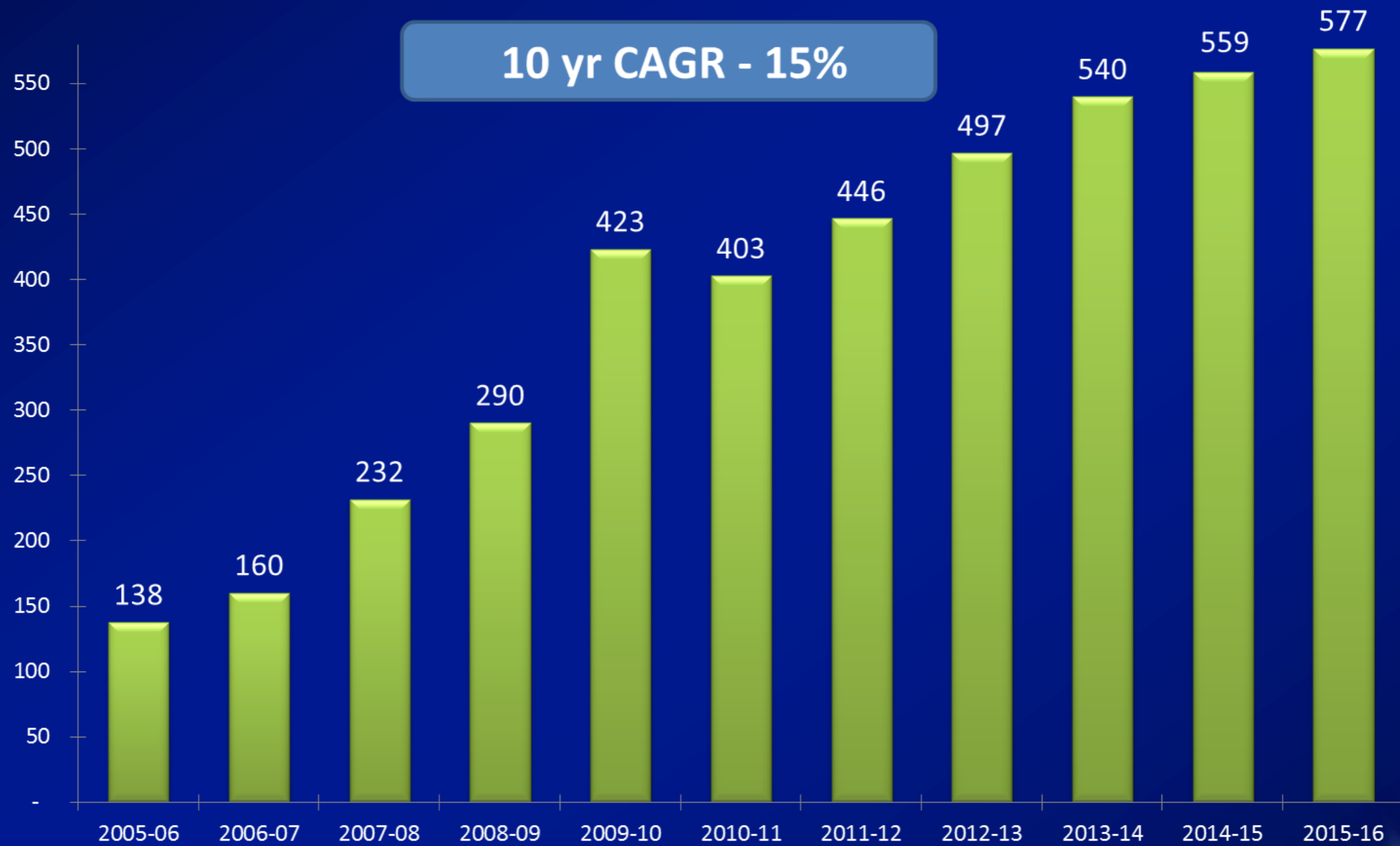


Gross Margin



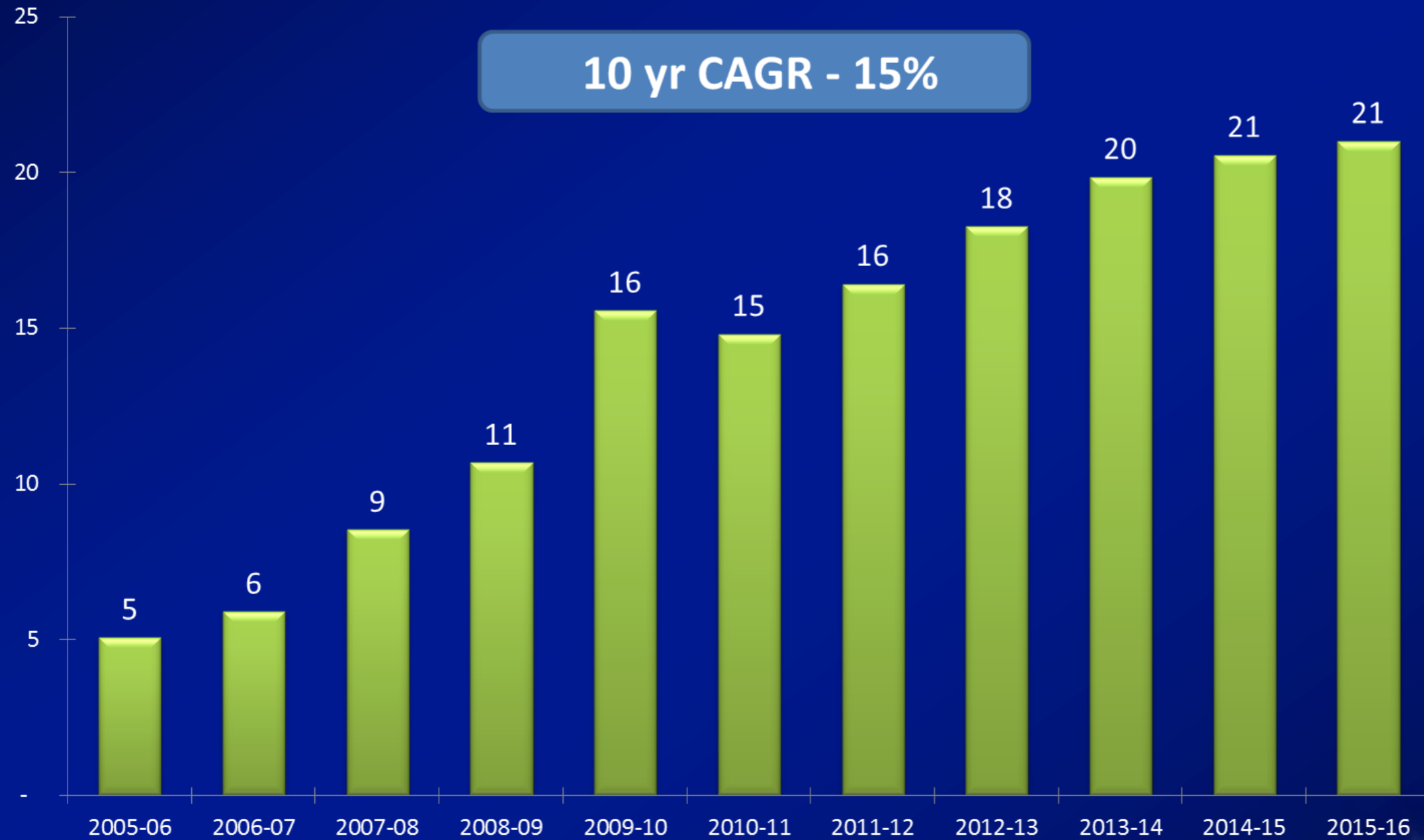
PAT

(Rs. Crores)



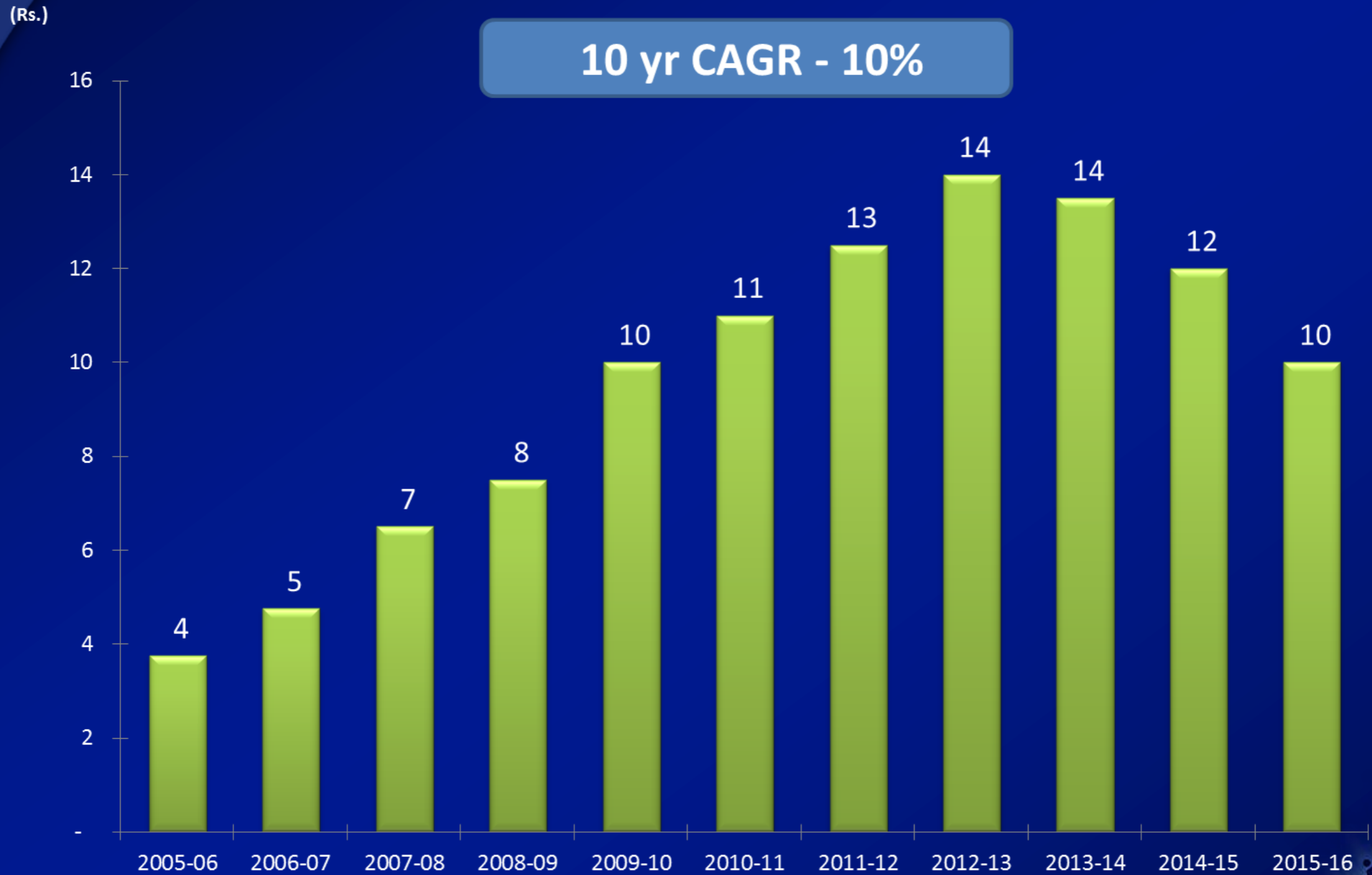
EPS

(Rs.)

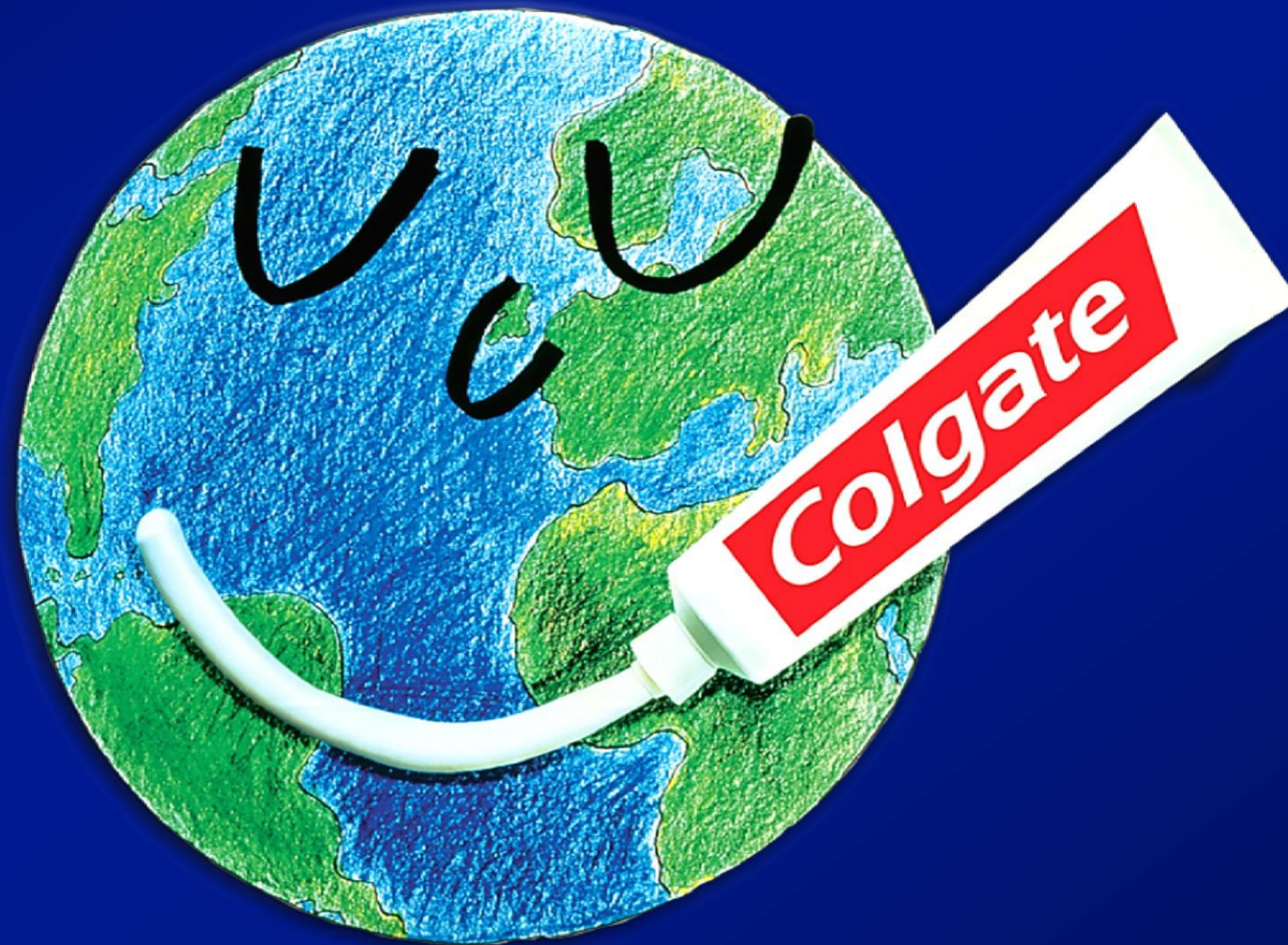


DPS

10 yr CAGR - 10%



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



Colgate Palmolive India Ltd



.....since 1937



Lets Talk

