



NEWS RELEASE

Mumbai, January 24, 2019

Announcement of Results for the Quarter and Nine Months Ended December 31, 2018

Colgate Q3 Net Sales up 6% and Net Profit up 13%

- *Volume growth of 7%*
- *EBITDA margins expanded by 130 bps @29%*
- *Continued strong media investments and consumer offerings across brands*
- *Colgate launches Palmolive Facial Bars in key markets*

Q3 2018-19: Colgate-Palmolive (India) Limited today reported Net Sales of Rs. 1,091.6 crore for the third quarter of the financial year 2018-19, an increase of 6% over the same quarter of the previous year. Reported Net profit after tax for the quarter was Rs. 192.1 crore, an increase of 13% over the same quarter of the previous year.

9M 2018-19: Net Sales for the nine months ended December 31, 2018 was recorded at Rs. 3,285.8 crore, an increase of 7% (excluding GST impact) over the same period of the prior year. Reported net profit was at Rs. 578.0 crore, an increase of 19% over the prior period. Excluding the impact of exceptional items, the net profit increased by 13% over the same period of the prior year.

Mr. Issam Bachaalani, Managing Director at Colgate-Palmolive (India) Ltd, said, "Our strong and focussed efforts in the market resulted in a consistent topline growth driven by a healthy volume increase of 7% that led to a steady EBIDTA and NPAT growth. We are focussed on consumer driven innovations and impactful brand experiences through our strong equity advertising and consumer offerings. During the quarter, we not only launched new consumer offerings but also strengthened our brands further in the market.

In the '**Naturals**' portfolio our **Colgate Vedshakti** toothpaste continues to inspire greater consumer confidence. The product is supported by a 360° marketing campaign with a stronger communication featuring leading celebrities like Jyothika and Kajol.

To support the re-launch of India's largest selling toothpaste and Colgate's flagship brand - **Colgate Strong Teeth**, in Q3, we brought alive an evocative consumer communication of 'Daant Banaye Andar se Strong' (strengthens teeth from within), through 2 TVCs that convey how Colgate Strong Teeth adds natural Calcium to one's teeth to make them Andar se Strong, one of which features Deepika Padukone.

Colgate Total™ was re-launched with a new Advanced Formula that provides superior protection for problem causing germs not just for your teeth but also for your tongue, cheeks and gums providing Whole Mouth Health.

Developed with nature's goodness and Palmolive's expertise, Colgate recently launched **Palmolive Facial Bars** that are specially designed for face cleansing. They are available in 3 exciting variants – Vitamin C&E, Turmeric & Tamarind and Charcoal.

Guided by our values of teamwork, continuous improvement and caring, we strive consistently to build a future that everyone can smile about."

ACTIVITIES IN Q3 2018-19:

Colgate Vedshakti:

Colgate's Naturals toothpaste Colgate Vedshakti, was rolled out nationwide in 2018 and supported with celebrity endorsement from committed career women and mothers like Jyothika and Kajol. The campaign has been activated with television commercials, where each celebrity voices their reason to choose only Colgate Vedshakti.

Colgate Strong Teeth

To support Colgate's launch of its largest selling and flagship brand - **Colgate Strong Teeth**, a new television campaign - '**Andar se Strong**' was launched with 2 TVCs. Both the TVCs convey how Colgate Strong Teeth adds natural calcium to one's teeth, and are based on the theme that quite like a mother raises her child to be strong from within, Colgate Strong Teeth too makes one's teeth strong from within.

Colgate Total

Colgate Total was re-launched with a new proprietary DZA formula that provides superior protection for problem causing germs not just for your teeth but also for your tongue, cheeks and gums. The advanced formula works with the chemistry and biology of the mouth to proactively fight germs, food acids and stains which gives you Whole Mouth Health.

Palmolive Facial Bar

Launched in key markets, Palmolive Facial Bars are specially designed for face cleansing and has been developed with nature's goodness and Palmolive's expertise, in 3 exciting variants – Vitamin C&E, Turmeric & Tamarind and Charcoal. Its unique formula, enriched with fruit oil & natural extracts creates luxurious foam on usage and cleanses the skin from deep within to make it healthy and radiant.

Colgate's Women Empowerment program in Alsigarh

Colgate launched its women empowerment program in Alsigarh village, in partnership with the Udaipur-based NGO - Seva Mandir. The initiative's focus is on the economic development of women by providing them livelihoods in floriculture and backyard poultry. The initiative also supports water augmentation program in 9 tribal villages of Alsigarh, benefiting over 3500 people.

ABOUT COLGATE-PALMOLIVE (INDIA) LTD.

Colgate - Palmolive (India) Limited is India's leading provider of scientifically proven oral care products with multiple benefits at various price points. The range includes toothpastes, toothpowder, mouthwash, toothbrushes and dental gel under the 'Colgate' brand, as well as a specialized range of Professional Oral Care products. These have become an essential part of daily oral hygiene and professional oral care in India.

The Company also provides personal care products with its range of shower gels and liquid hand washes under the "Palmolive" brand name and shampoo under the "Halo" brand name.

Colgate has been ranked as India's #1 Most Trusted Brand across all categories for seven consecutive years from 2011-2017 by Brand Equity's Most Trusted Brands Survey. To know more about Colgate, please visit www.colgatepalmolive.co.in