Colgate-Palmolive (India) Limited
Key Priorities

- Drive Sales Growth
- Maximize Earnings
- Lead to Win
Key Priorities

Drive Sales Growth

Maximize Earnings

Lead to Win
• Superior Brand Engagement
• Innovation for Growth
• Winning in Emerging REs
• Continue to Strengthen GTM
- Superior Brand Engagement
- Innovation for Growth
- Winning in Emerging REs
- Continue to Strengthen GTM
Our Brand Purpose

EVERYONE DESERVES A FUTURE THEY CAN SMILE ABOUT
Bringing our philosophy to life

Smile karo aur shuru ho jao
#Championing Optimism through stories
Driving Conversations
Celebrating Real Heroes of Optimism

Anand Arnold
Wheelchair Olympian

SindhuTai (Maai)
Mother to 1400 Orphans

Divyanshu Ganatra
Visually Impaired Solo Paraglider
Maximizing Special Days

Colgate India
February 10

His talent, determination, and endeavour has made the country proud! Congratulations to the man responsible for our smiles 😊 #U19CWC #SmileKaroAurShuruHoJao

Colgate India
March 7

Just like Deepika Mhatre, Haimanti Sen and Sindhutai Sapkal this Women’s Day you too can brighten the world with your smile. Happy Women’s Day from Colgate. #SmileKaroAurShuruHoJao #WomensDay

Humans of Bombay
May 10 at 3:07 PM

“I’ve never known a mother’s love—I was an unwanted girl child. I wasn’t educated, and when I was 9, I was forced to cower under my ‘ghungat’ as she married me off to a 32-year-old stranger. No tears were shed for me; only sighs of relief.
At my sasural, my husband and in-laws hit me every chance they got. I spent hours toiling in the cowshed, cooking and cleaning the house, only to forcibly please my husband at night. At 20, I was 9 months pregnant, but then life took a turn... See More

Colgate

Life is tough, but so am I.

Deepika Mhatre
Once a small child, now stand-up comic.

Happy Women’s Day!
Here’s to three strong women, who started their jou...

Colgate

She believed she could, so she did.

Haimanti Sen
College lecturer and first in her class.

Happy Women’s Day!
Here’s to three strong women, who started their jou...
Celebrating Smile Day

#SmileDayChallenge

Take the #SmileDayChallenge, see what kind of smile you have and make sure you share it around.

2.4Bn+

1.6Mn+
A moment of pride

Guinness World Record for 26,382 children brushing simultaneously at one venue
Most Trusted Oral Care Brand

9 yrs in a row!

Source – ET Brand Equity
Bought by more & loved more

Colgate Household Penetration – Q1 ’20*

+300 bps

Colgate Brand Love – 2019**

+160 bps
EXTENDING OUR PHILOSOPHY TO OUR BRANDS
Every Day – A fresh start with Maxfresh!
MaxFresh®X Ranveer Rap Battle

GOLD at IAMAI (Indian digital awards 2020) for the Best use of Instagram
Winning with Naturals
मुंह स्वच्छ तो आप हेल्दी
Impactful Brand Experience Campaign

Impactful TV communication

YouTube Takeover 5 Mn engagement

Delighting shoppers Both offline & online
Continued focus on trials

Van Sampling
400+ Towns

70 Mn+ samples
Encouraging Results

Awareness
+15%

New Triers
9x

Penetration
2x

Q1 20 Vs Q1 19 | Source – Kantar HH Panel, IPSOS Brand Track
• Superior Brand Engagement
• Innovation for Growth
• Winning in Emerging REs
• Continue to Strengthen GTM
New News in India’s #1 Brand

Biggest Revolution in Oral Health in decades
Our Best Ever Clinically Superior Technology

23+ Clinical Studies

25+ Consumer Tests

10+ Years of Research

+18,000 PEOPLE PARTICIPATING
Building strong teeth with Amino Shakti

Traditional Approach

Fluoride + Arginine

Feeds good bacteria

Weakens bad bacteria

Modern Approach

4x

Strengthening Power for Teeth
Re-launch like never before

Communication highlighting ‘Andar se Strong’

Moms Led Digital
3.5 Mn Engagement

500k stores activated with in-store
Black is Back – This time in toothpaste!
Focused Premium Opportunity

Focused demand generation through digital

High Impact MT Activation
1 SOM in MT
Innovating in new sub-segments

Artificial Colors
Artificial Preservatives
Artificial Flavors
Artificial Sweeteners
Bringing Naturals to Toothbrushes

Colgate ZigZag Neem

Colgate Superflexi Charcoal

Colgate ZigZag Charcoal
Launching Colgate Bamboo toothbrush

Bamboo Handle
Zero Plastic Packaging
Bamboo Charcoal Infused Bristles
Floss tip bristles
Power up your brushing experience!
Power up your brushing experience
Exotic Indulgence like never before
Launching Palmolive Hand Sanitizer

99.9% Germ Kill

Cares for your hands

₹250/- 500 ml

₹50/- 100 ml
• Superior Brand Engagement
• Innovation for Growth
• Winning in Emerging REs
• Continue to Strengthen GTM
Winning in Ecom

Dedicated Organization

Distinctive Portfolio

Customer Event partnerships
Winning in Ecom

Colgate E-commerce Business

Colgate E-commerce SOM

Source – Customer scan SOM
Winning in Modern Trade

Shopper focused portfolio

Demand generation in-store
Winning in Modern Trade

Colgate Modern Trade Business

Colgate Modern Trade SOM

Source – Customer scan SOM
• Superior Brand Engagement
• Innovation for Growth
• Winning in Emerging REs
• Continue to Strengthen GTM
Winning with our stockists

Colgate-Palmolive voted as the most preferred manufacturer by distributor community
Winning with Wholesale
Leveraging technology to increase productivity

Technology to support Salesman

Two-way Communication

Data Dashboards on the Go

Data Modelling & customized store order recos
Ensuring availability during COVID

Leveraging local logistics vendors

Leveraging technology for Contactless order booking
Key Priorities

Drive Sales Growth

Maximize Earnings

Lead to Win
Finance Strategy

- Sales/Volume
- Margin
- Non-variable Overhead
- Advertising
- Operating Profit
Q4 2019-20

Net Sale
- 1,062.4 Cr (7.4%)
- Gross Margin: 64.4% (+10 bps)
- EBITDA: 24.7%
- PAT: 204.2 Cr (+3.3%)
FY 2019-20

Net Sale
- 4,487.6 Cr (+1.2%)

Advertising
- 65% (+20 bps)

Gross Margin
- 14.0%

EBITDA
- 26.8%

PAT
- 816.5 Cr (+5.3%)
Gross Margin

%  
56  58  60  62  64  66  

60.7  60.0  59.5  60.4  62.9  61.5  62.6  64.2  64.8  65.0
NPAT

Rs. Crores

10 Yr CAGR 7%

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<thead>
<tr>
<th>Year</th>
<th>NPAT (Rs. Crores)</th>
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<tbody>
<tr>
<td>2010-11</td>
<td>403</td>
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<tr>
<td>2011-12</td>
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<tr>
<td>2018-19</td>
<td>776</td>
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<tr>
<td>2019-20</td>
<td>816</td>
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EPS

10 Yr CAGR 7%

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<td>2018-19</td>
<td>28.5</td>
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<tr>
<td>2019-20</td>
<td>30.0</td>
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Prudent Financial Management

• Proactive Receivables Management

• Supplier payments on time
  • Vendor finance program to address supplier liquidity

• Inventory coverage addressing flexibility requirement

• Continued sharp focus on costs across all lines
Key Priorities

Drive Sales Growth
Maximize Earnings
Lead to Win
Focused commitment on where we can make the greatest difference.
People – Our response to COVID

Access to the underprivileged:
- Ration kits
- Oral Health packs

Partnering with Govt on Suraksha Stores initiative

Solving for dental emergencies - dentistsforme.com
People – Our response to COVID

Factory Teams

Warehouse Teams

CD Teams
People – Providing foundational support

To Provide Foundational Support to millions of Indians

Bright Smiles Bright Future Campaign Bringing Oral Health education to children

1976 | 0.45 MM
1986 | 3.2 MM
1996 | 6.9 MM
2006 | 49.1 MM
2019 | 170.28 MM
Performance

**Reduction of Water Usage in Plants**

- 2016: 37,000 KLS
- 2017: 2018: 2019:

**Self generated power @ Sri City**

**27% of Sanand is Wind Power Sourced**

**Platinum LEED Certification across all sites**
Save Water Initiatives - Partnership with Water for People

Women Self Help Group

Empowering Children with Education
Smile karo aur shuru ho jao