

Colgate-Palmolive (India) Limited





Key Priorities

Drive
Sales
Growth

Maximize
Earnings

Lead to
Win



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- Build Brands
- Innovation for Growth
- Continue to strengthen GTM



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Our Brand Purpose



EVERYONE
DESERVES A
FUTURE
THEY CAN
SMILE
ABOUT

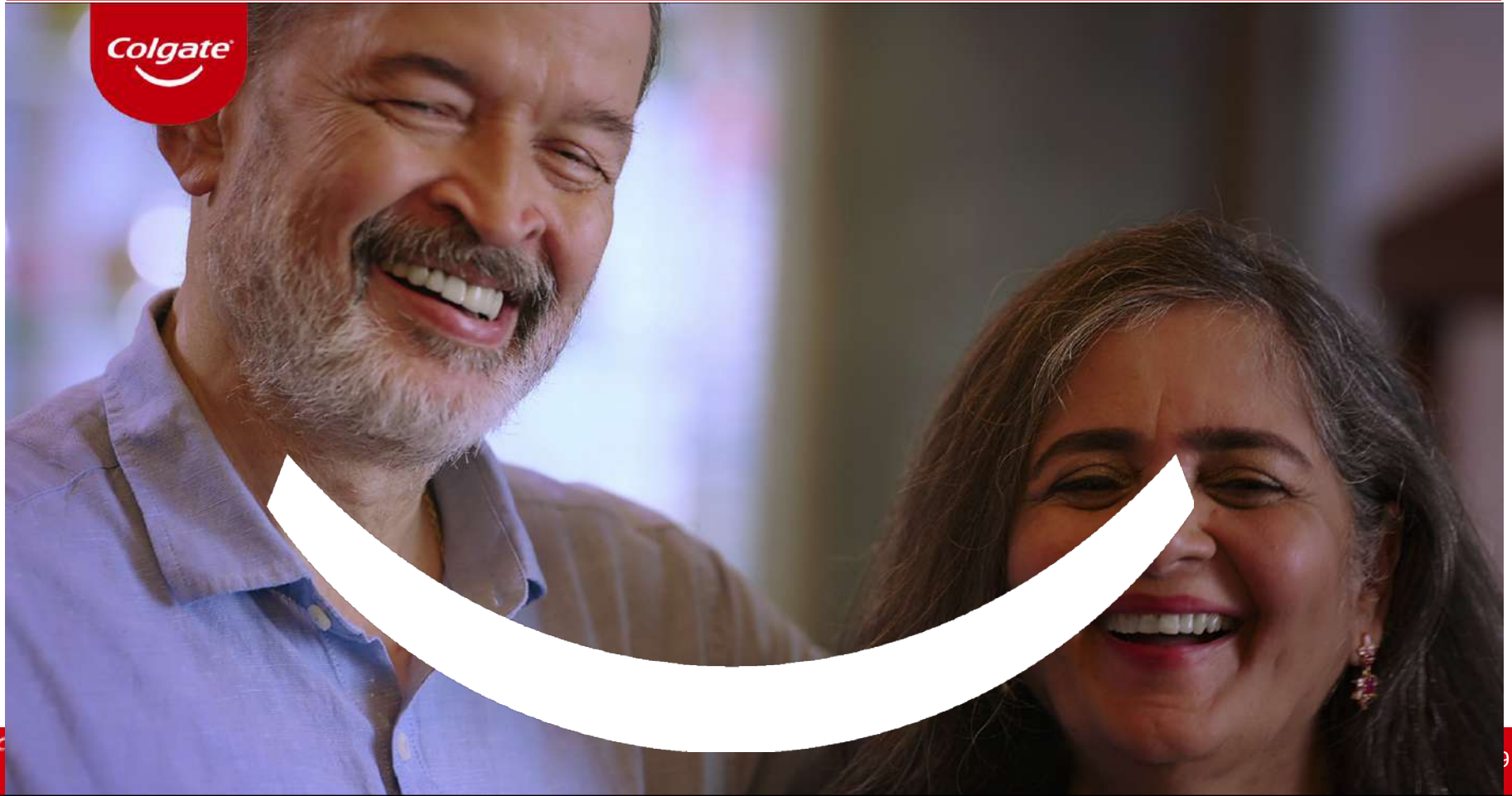


Bringing our philosophy to life



Smile karo aur shuru ho jao

#Championing Optimism through stories



Colgate Remarriage OPT MIX

35 Sec

12.07.20

Celebration Real life Heroes – 22 Mn Impressions



*Pappan Singh Gehlot,
Ensuring safe return for his
employees*



*Ranjit Singh,
No child goes without milk*



*Akshay Kothawale,
Social service before personal life*

Celebrating Local Stories of Optimism



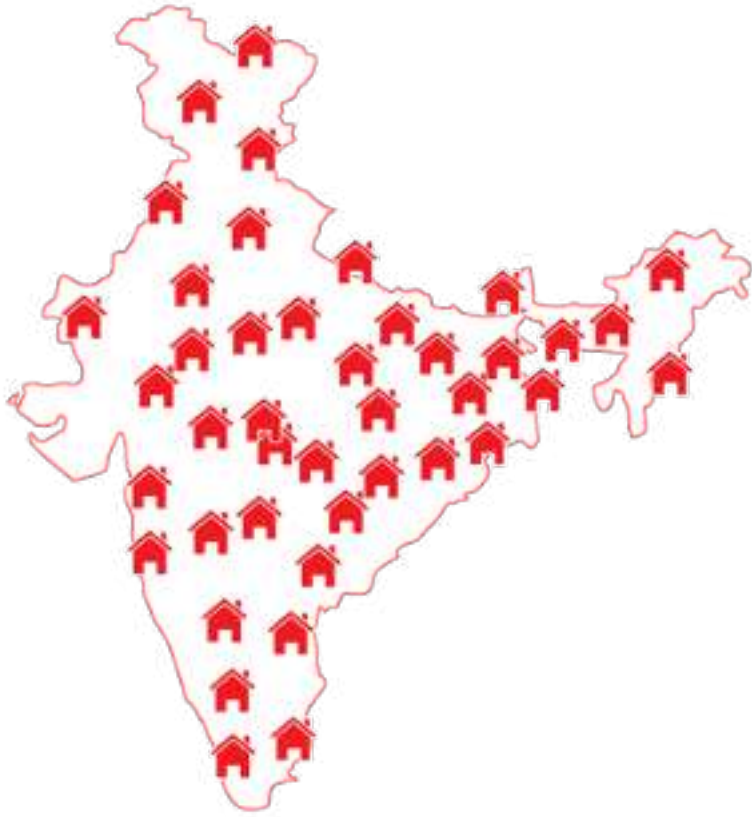


Official smile partner



Smile karo aur shuru ho jao

Bought by more & loved more



India's #1 Penetrated Brand
89% households buy Colgate

More than 2/3rd HHs buy Colgate every
quarter

+70 bps Vol SOM Gains in H1 '20*



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Strategic outlook to innovation

**UNBEATABLE
STRONG TEETH**



With **AMINO SHAKTI**

**FRESHNESS
REDEFINED**



**PURE MOUTH,
HEALTHY YOU**



Whitening is...

#

1

Searched Oral Care Concern in India

Oral Care Video Content on YT

Issue called out in our programs

Google

teeth

teeth

teeth whitening at home

YouTube



With every 1 in 5 consumers looking for whiter teeth

Whitening has huge untapped potential

A dazzling opportunity



An innovation with many 1st ever



*Optic brighteners
(1st time in India Patented Technology)*



Instant white teeth with 1 brushing



Dazzle the shelf with holographic design



Premium Pricing

Relaunching ZigZag with an anti-bac offering



100 % Anti-Bacterial bristles
Criss Cross Interdental Access



Redefining Cleaning, Gently!

Presenting Colgate **gentle** Series



Repurposing existing range

gentle

gentle

CLEAN

Effective Daily Care

₹30/-

gentle

SENSITIVE

For Sensitive Teeth

₹50/-

gentle

GUMCARE

Healthier Gums In 4 Weeks

₹75/-

& launching 2 new exciting toothbrushes

gentle

gentle
ENAMEL

Gently Protects Tooth Enamel



₹ 120/-

gentle
ULTRAFOAM



₹ 130/-

Colgate®

gentle
ULTRAFOAM



Hexagon shape head
Patented Design



Belgium advanced
tufting technology



Ultrasoft bristles
Upto 50% softer



7x denser than
normal toothbrush



3D trimming profile

The difference is visible...

For a superior clean*



* VS Colgate Extra Clean toothbrush Creative visualization

Colgate®

SWARNA
VEDSHAKTI



*Taking the Vedshakti
proposition beyond
toothpaste*

**A PURE MOUTH MEANS
A HEALTHY YOU**

Colgate®

Presenting Colgate's 1st

Oral care Mouth Spray



Building Vedshakti Offerings



PALMOLIVE

BODY BUTTER

Exotic indulgence like never before



Amplifying Affordability



INR 49/-



INR 199/-



INR 249/-



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Winning in Ecom



Made for Ecom packs



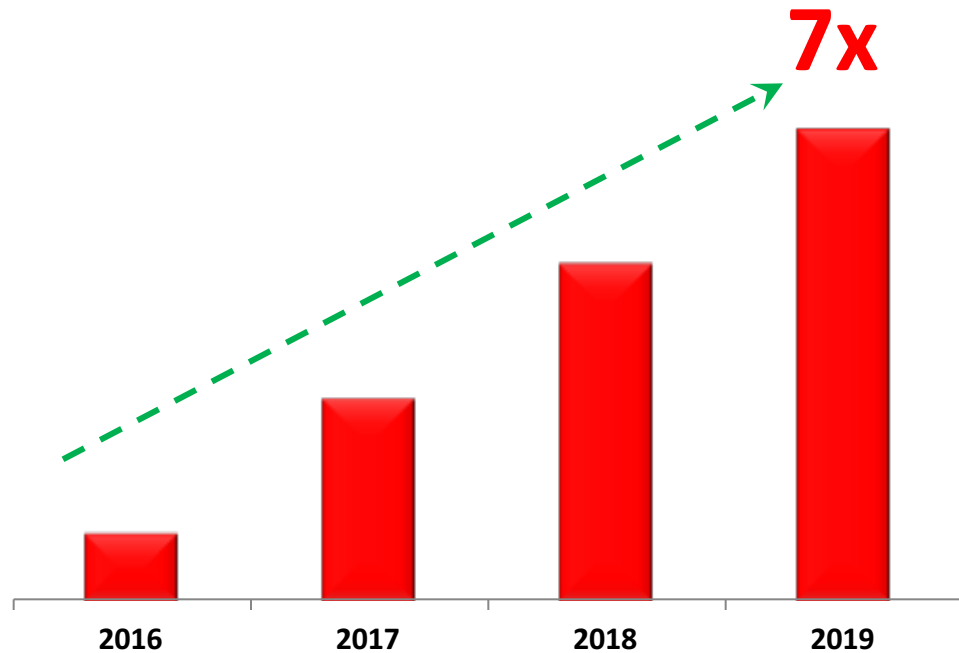
Continued partnerships



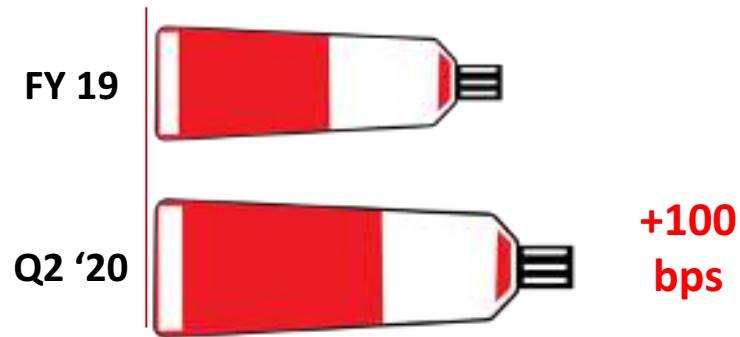
Analytics for real time actionables



Winning in Ecom



Colgate E-commerce Business



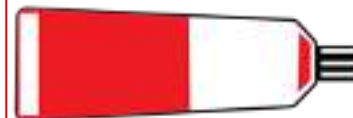
Colgate E-commerce SOM

Winning in Modern Trade

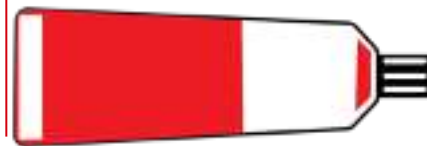


Outstanding shelf presence even in COVID

YTD 19



YTD 20



**+130
bps**

*Colgate Modern Trade SOM
108 idx to AI \$SOM*

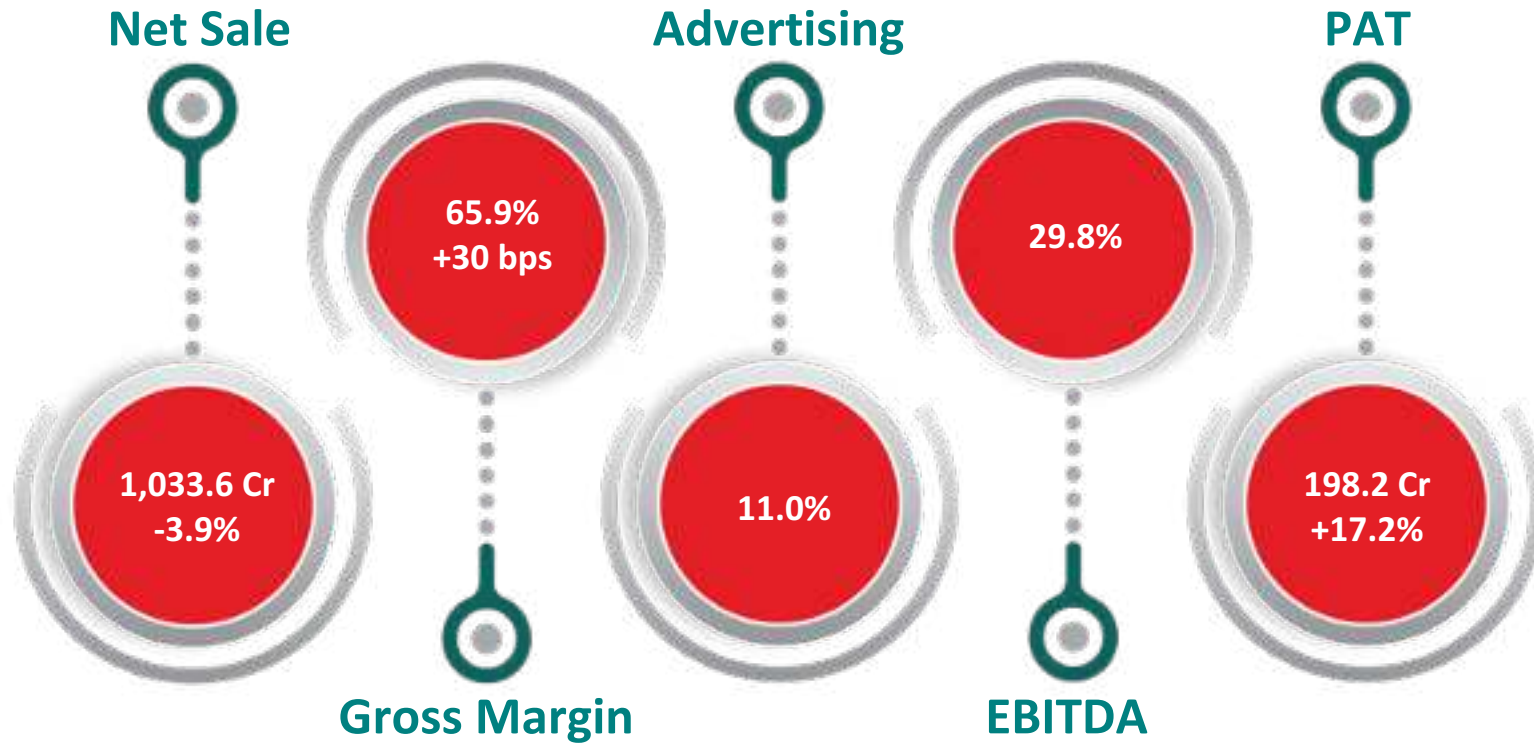
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People – Our response to COVID



Access to the underprivileged:

- Ration kits
- Oral Health packs



Partnering with Govt on Suraksha Stores initiative



Sanitiser support for frontline warriors

Leading to win



Lead with
OUR HOME



Help
EVERY HOME
Thrive



Take Care of
PLANET HOME

*Focused commitment on where we can
make the greatest difference*

Dentist Support – Anytime, Anywhere



80,000 Patient Registrations & counting

People – Providing foundational support



*To Provide Foundational Support to
millions of Indians*



*e-BSBF
Bringing Oral Health education
to children*



Smile karo aur shuru ho jao