



Analyst Meeting, Dec 2020



Colgate - Palmolive

Our strategic framework



Our strategic framework

Winning
with brands



Driving
Profitable
Growth





Smile karo aur shuru ho jao

Leading optimism through culture



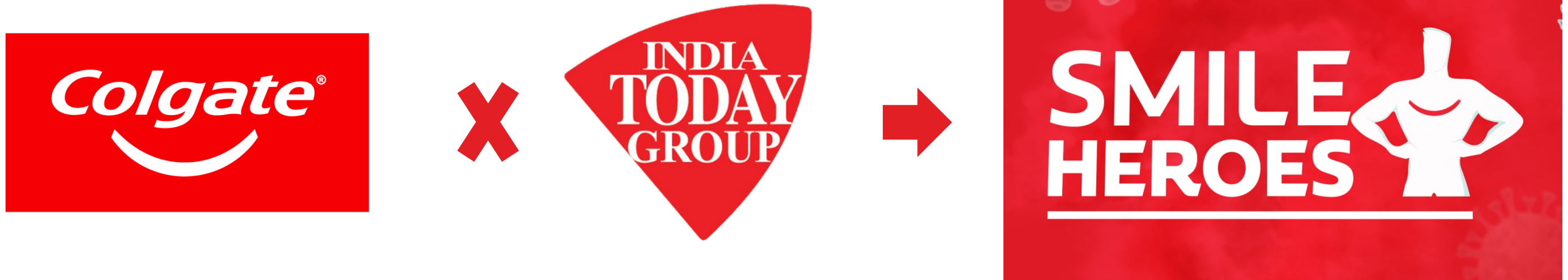
Celebrating Real Life Stories



200 Mn+ Views on digital



Saluting COVID smile heroes



*Dr. Madan Iyengar,
Leveraging his knowledge to
build solutions*



*Ms. Priti Upadhyay,
No soul should go hungry*



*Ms. Niveda R.,
Ensuring basic women hygiene
during COVID*



Official Smile Partner for IPL



6 Teams

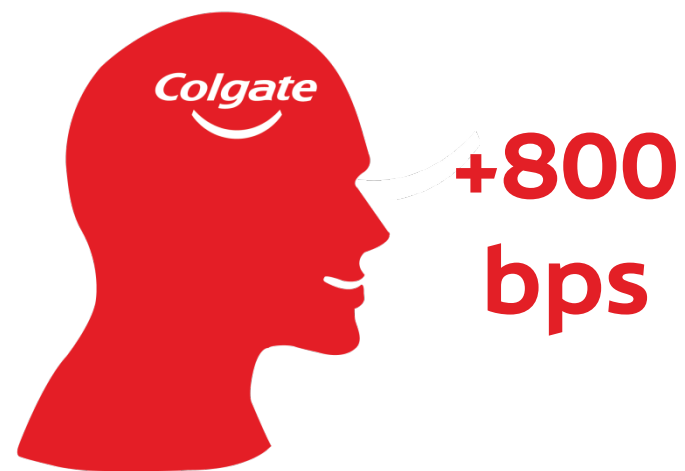
247 Mn
Reach



Disney+
hotstar

You Tube

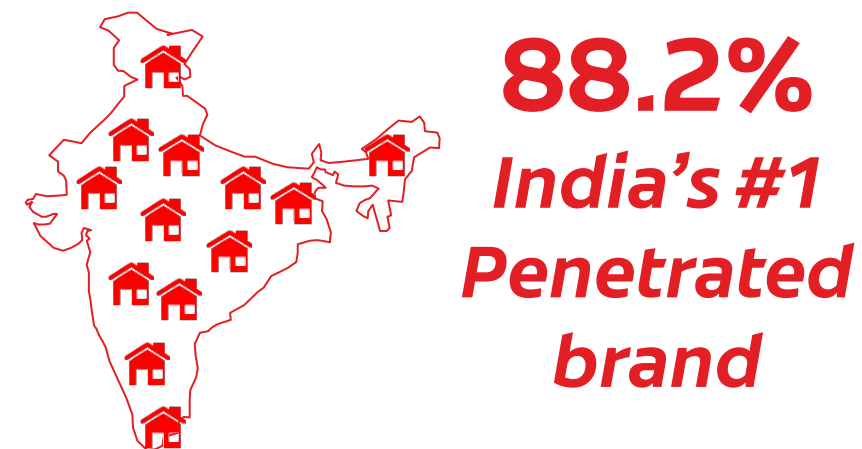
Winning Consumers' minds, hearts & homes



Top of Mind Recall



Attitudinal Equity



HH Penetration

Our strategic framework

Winning
with brands



**Driving
Profitable
Growth**



**Leading
Innovation**

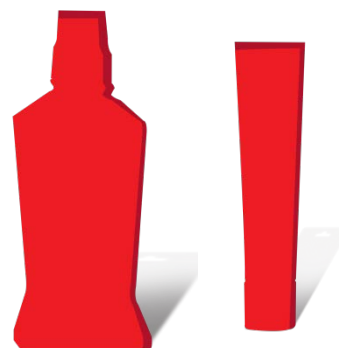


Strategic outlook to innovation

**Build
Platforms**



**Technological
Superiority**



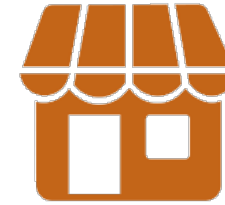
**New
Opportunities**



Strong momentum on naturals



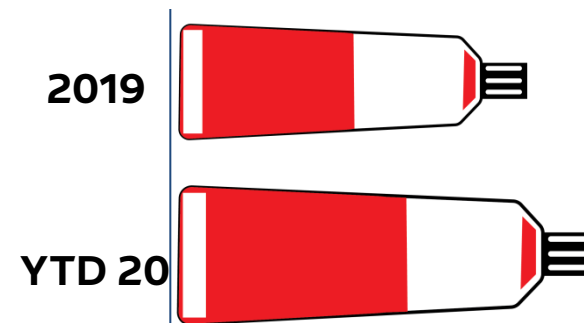
A HEALTHY YOU
A PURE MOUTH MEANS



**2X store
availability**



**+70 bps
Penetration**



**+500 bps
MT & Ecom \$SOM**



Contemporizing & Unique view



Contemporizing & Unique view



India's 1st natural mouth spray



**Freshness & Protection
on the go**

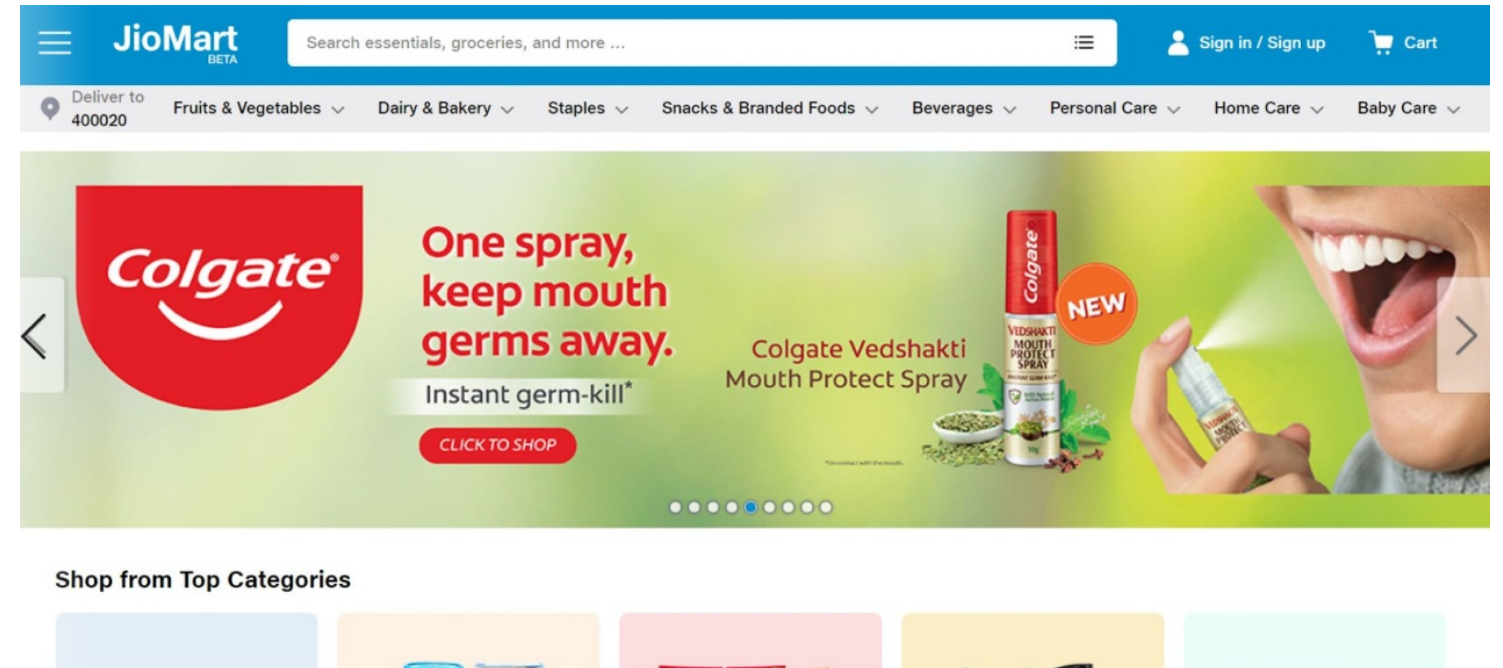


**100+ Spray
₹99**



**Saunf
Freshness**

High Impact Amplification



Introducing Oil Pulling



Sesame Oil blended with
Eucalyptus, Basil, Clove and
Lemon oils

Packed with Anti-Oxidants

MRP 350/- for 200 ml

Building platforms on Vedshakti



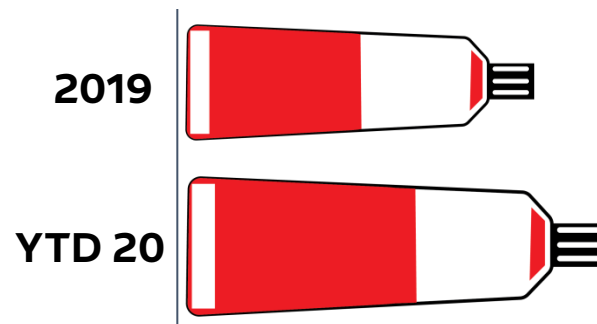
Core continues to grow



+130 bps
Penetration increase



115 idx Growth
During COVID



+120 bps
MT \$SOM

Integrating offline & online



BEST EVER[^]

AMINO SHAKTI⁺

Scan To Join
Colgate Smiles Club
& Unlock Rewards **



** Purchase of pack is not mandatory.



4X^{*} Strengthening Power for Teeth

NEW. BEST EVER

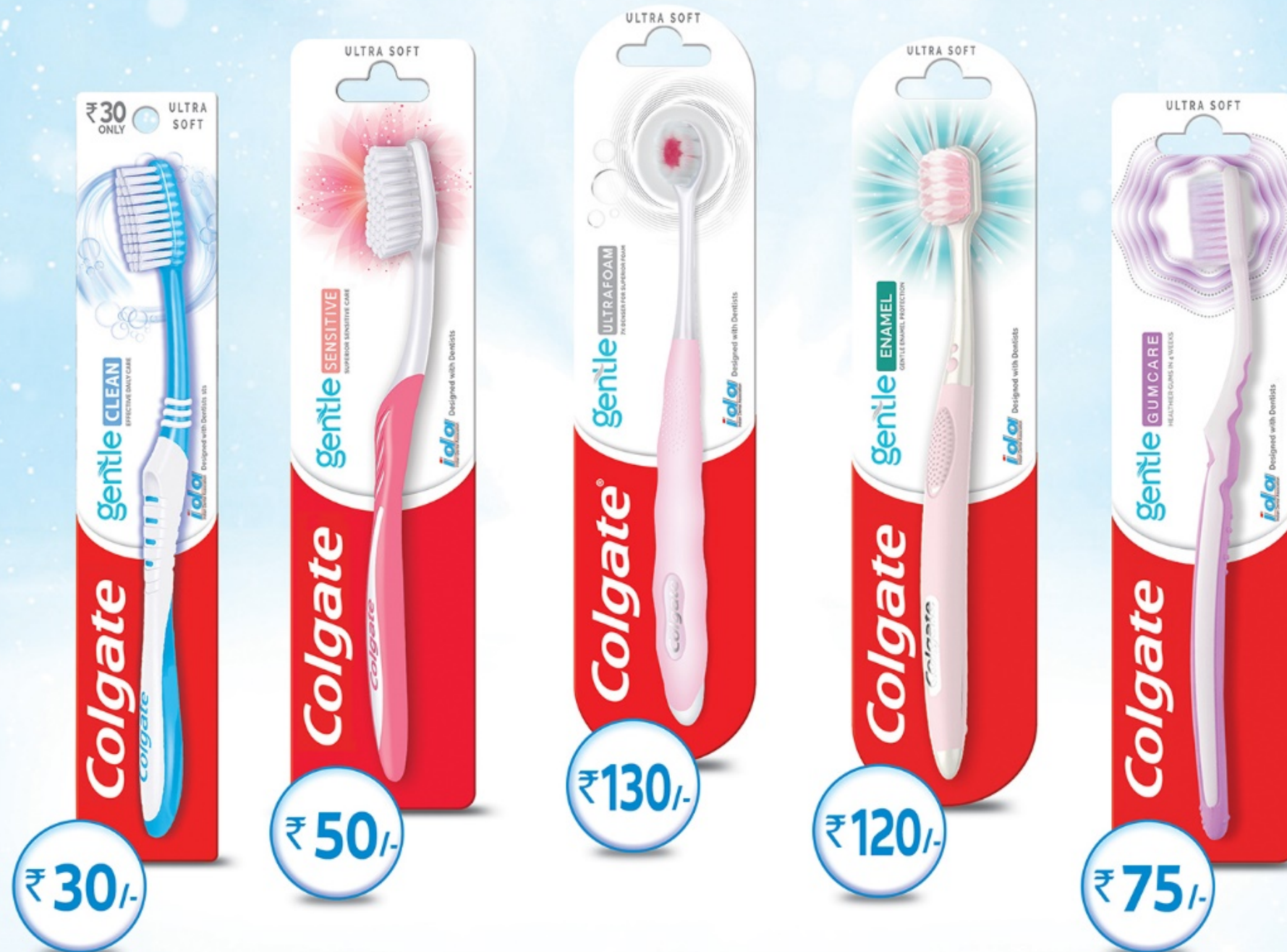
Colgate[®] Strong Teeth

With AMINO SHAKTI⁺

BENEFITS

Redefining Gentle Cleaning

gentle





Our 1st anti-bacterial brush



100% Anti-Bacterial
Bristles



Colgate



Naturals in India's #1 brush

Super FLEXI
Salt



₹25/-

Super
FLEXI
CHARCOAL



₹25/-

Colgate®



Extending ZZ with Turmeric

ZIG ZAG
Turmeric



₹35/-



ZIG ZAG
Neem



₹35/-



ZIG ZAG
Charcoal



₹35/-



Whitening a big opportunity

#

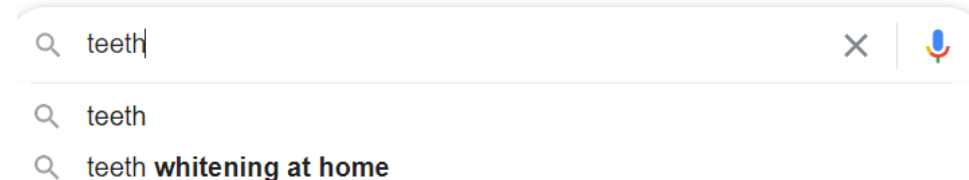
1

Searched Oral Care Concern in India

Oral Care Video Content on YT

Need of the consumer

Google



You Tube

Upgrade to shinier teeth



Dazzle White, Dazzle Right



Superior Whitening Tech



Optic brighteners
Exfoliates stains & polishes teeth surface



Advanced particles to remove stains



Whiter teeth from the 1st brushing



With Outstanding Presence



Protects enamel & freshens breath

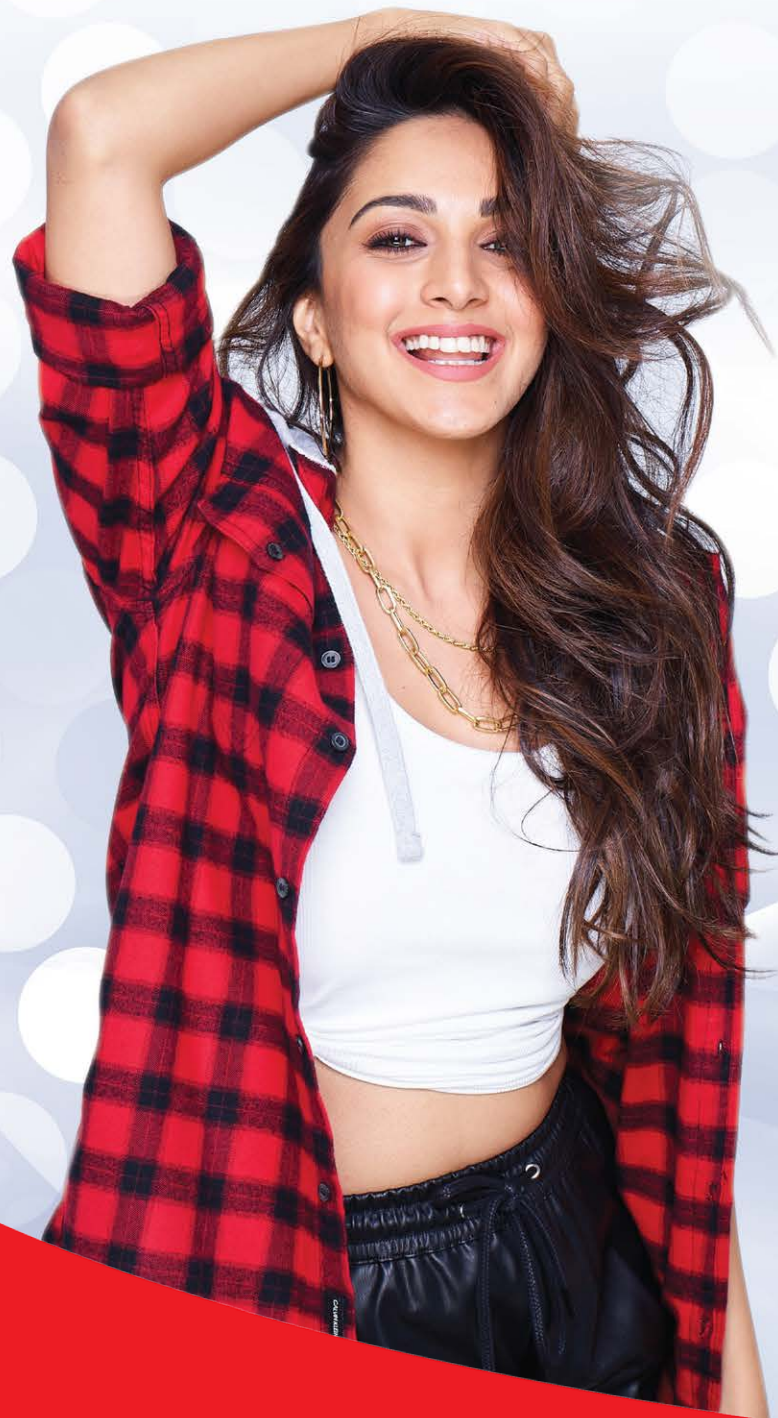


Holographic premium packaging



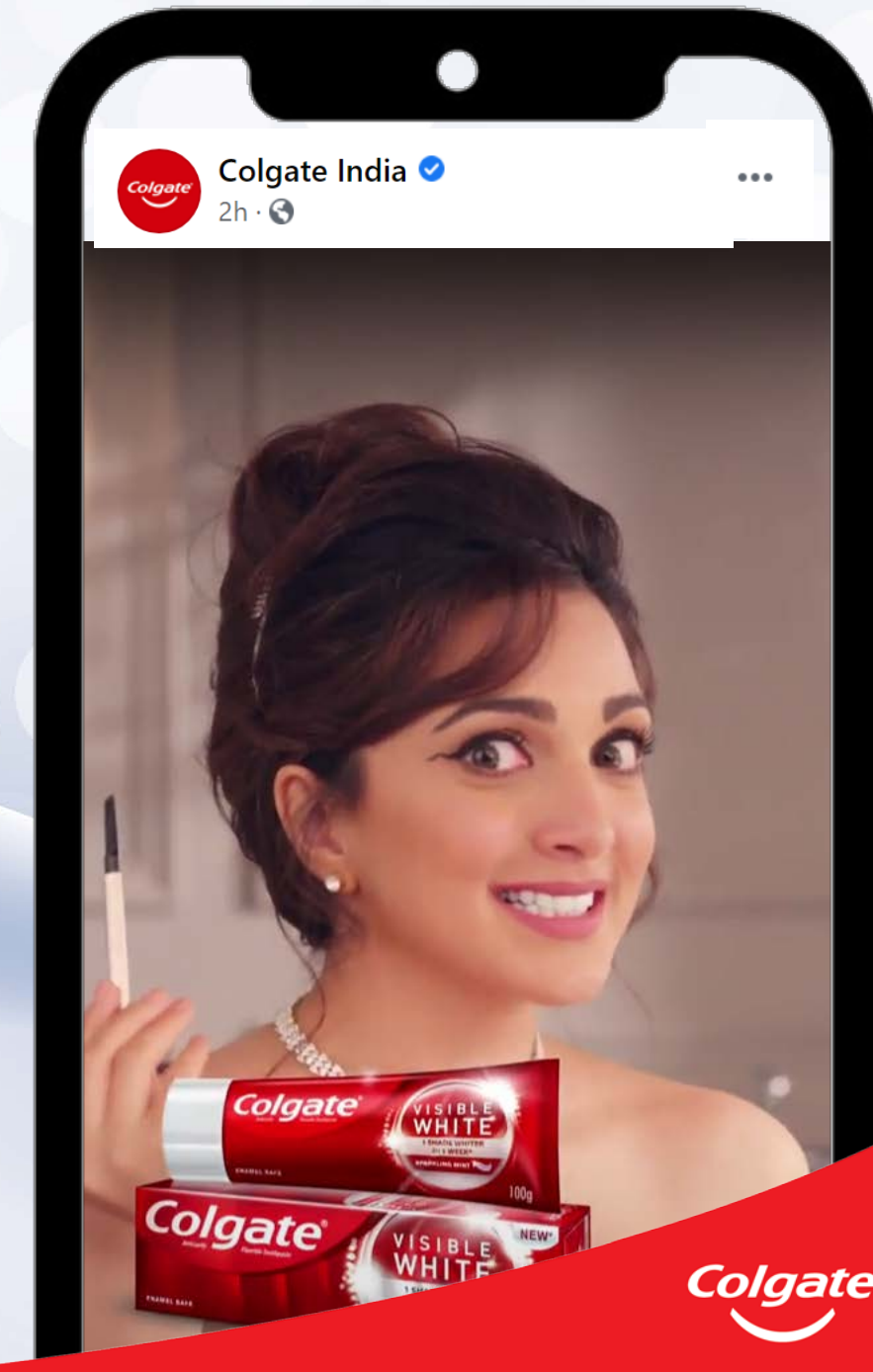
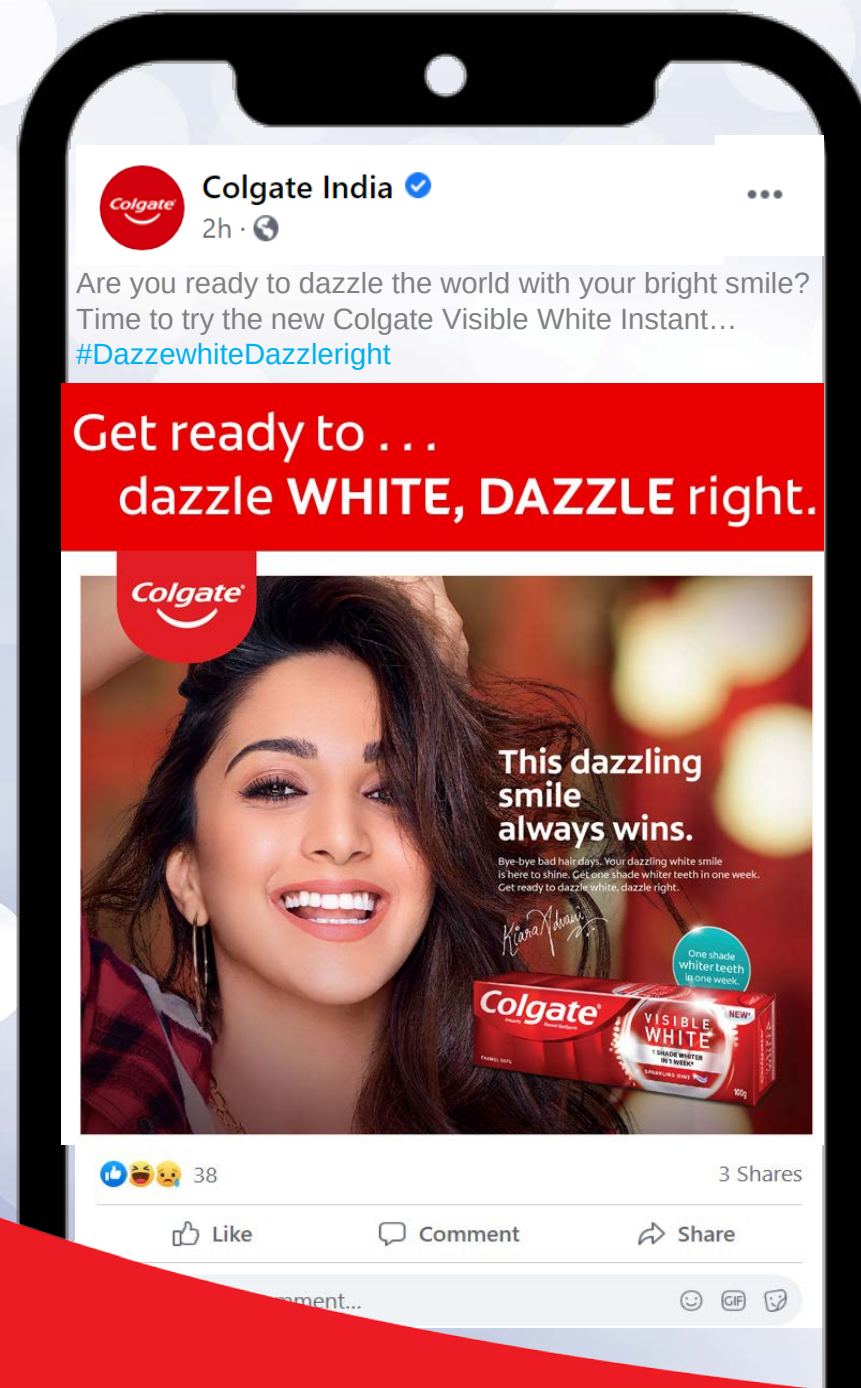
Premium Pricing

A dazzling opportunity



Colgate®

Digital First Amplification

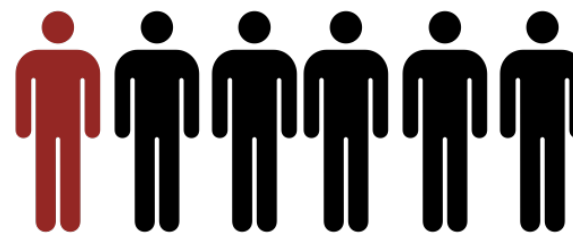


Leading narrative on Oral Health

We all probably know



73 MM Diabetics in India



***1 in 6 adults with diabetics
globally belongs to India***

Leading narrative on Oral Health

?

But, Did You Know



*Periodontitis & diabetes
has a cyclical relation*



**3x risk of
gum
diseases**

*Poor Oral Health increases
risk of diabetes & vice versa*

Introducing World's 1st TP for diabetics



Technology that works



50% Reduction
in Gum Bleeding

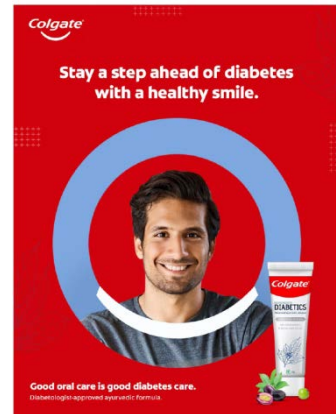


22% Reduction
in Plaque severity

**Ayurvedic Proprietary
Medicine**

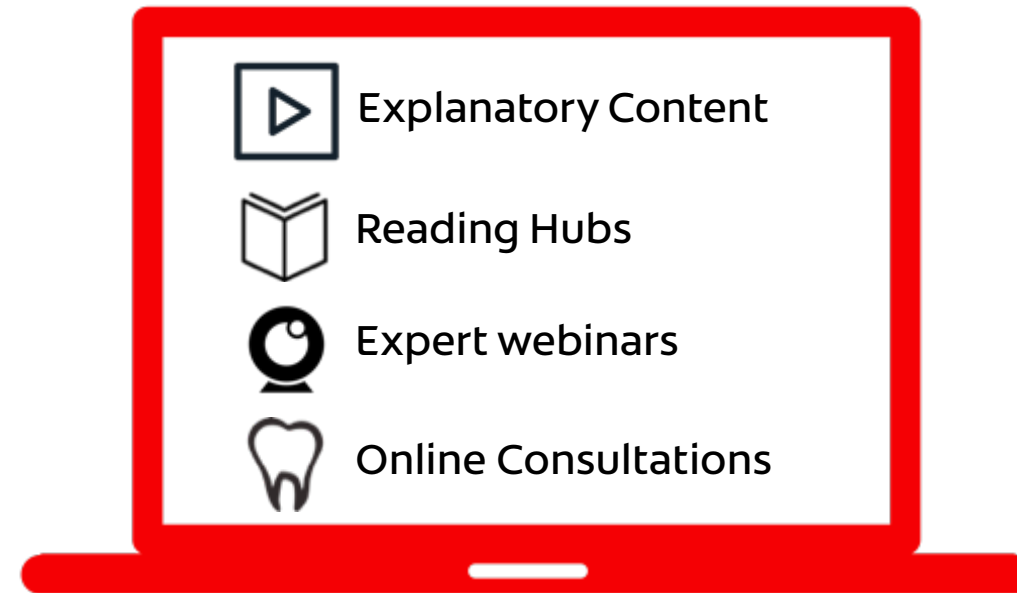
Goa FDA Approved

Partnering with Consumer through the journey



Targeted digital plan

Colgate for diabetics hub



Educate on Diabetes & Oral Health connections



On-going education & improving lives

Unique GTM

**Strategic Partnerships
with HCPs**



**Sharp Digital targeting
for education & sales**

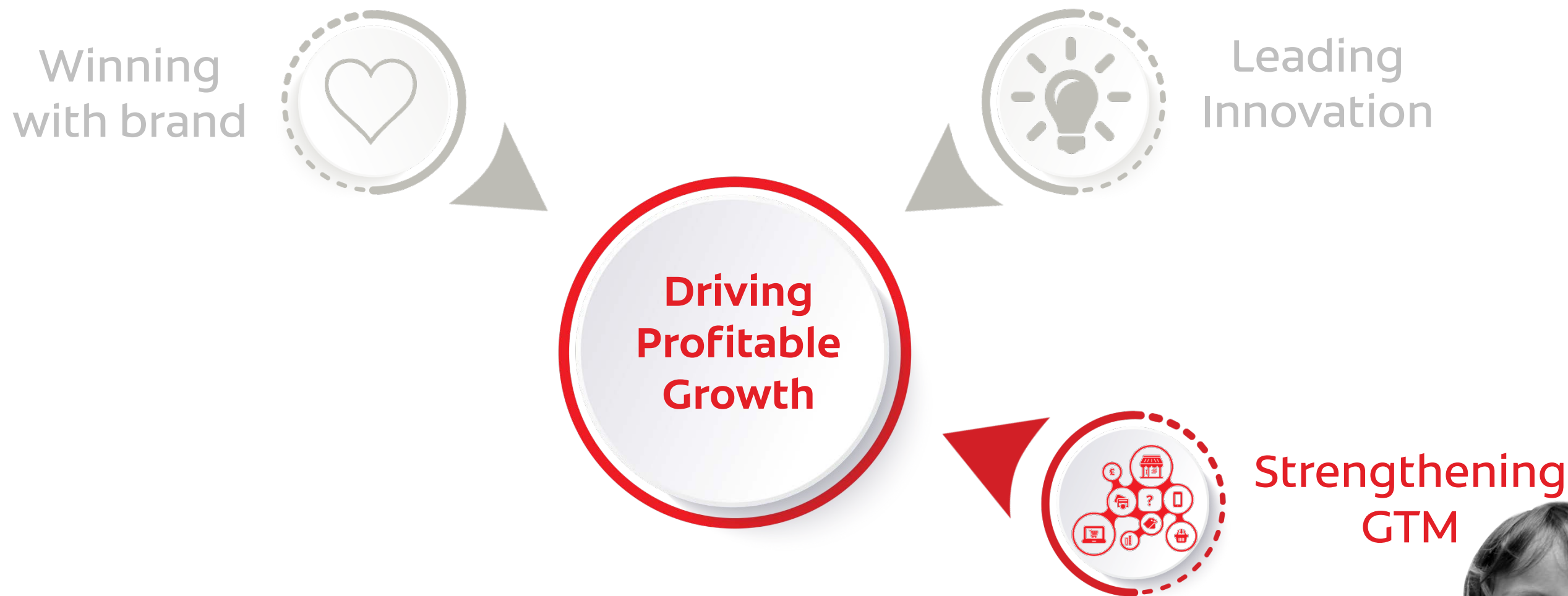


The Diabetic



Pharma 1st GTM

Our strategic framework



Winning in Ecom



*Increase traffic to
drive conversion*



*Win across
platforms*

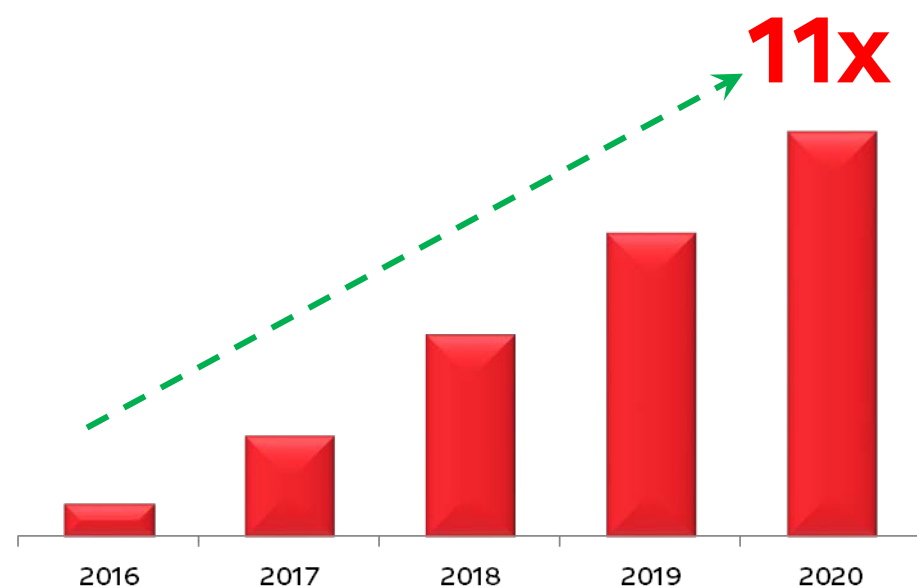


*Focus on Consumer
Journey & Analytics*



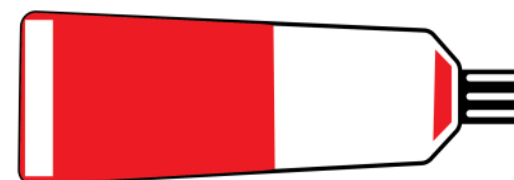
*Activate Brilliant
Basics*

Winning in Ecom

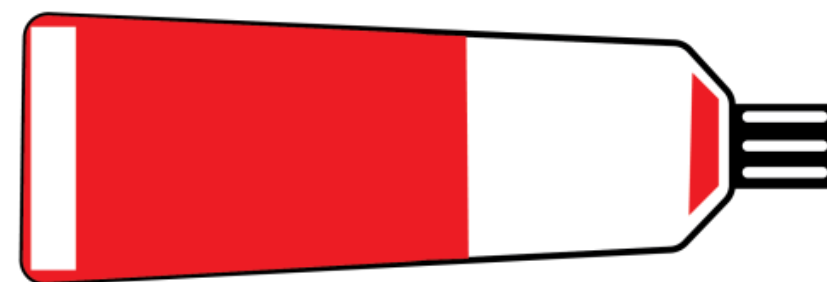


Colgate E-commerce Business

YTD 19



YTD 20



+1300

Bps gain

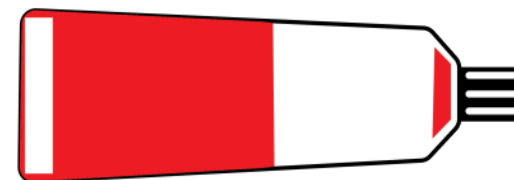
Colgate E-commerce SOM

Winning in Modern Trade

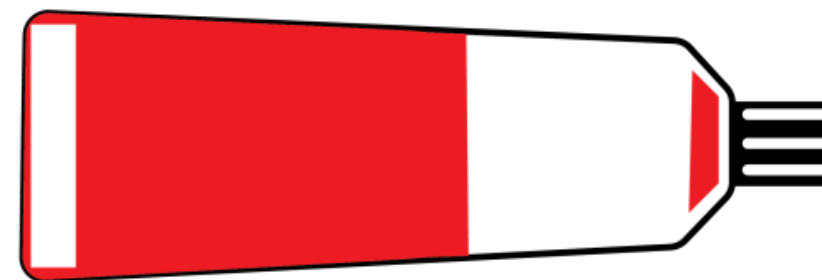


Outstanding shelf presence even in COVID

YTD 19



YTD 20



+170
Bps gain

Modern Trade \$SOM 107 idx to AI SOM

Winning in Distribution



Reigniting WS with **Muskaan** program



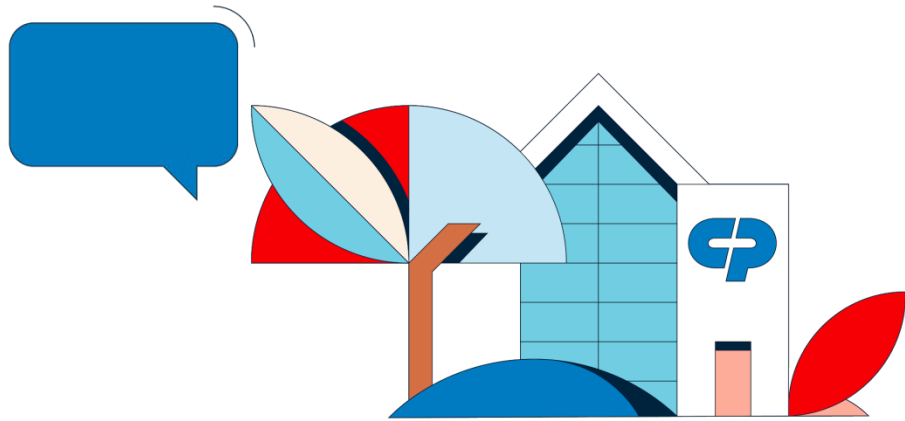
Idx growth of Muskaan WS to overall WS

1.7x

Our strategic framework

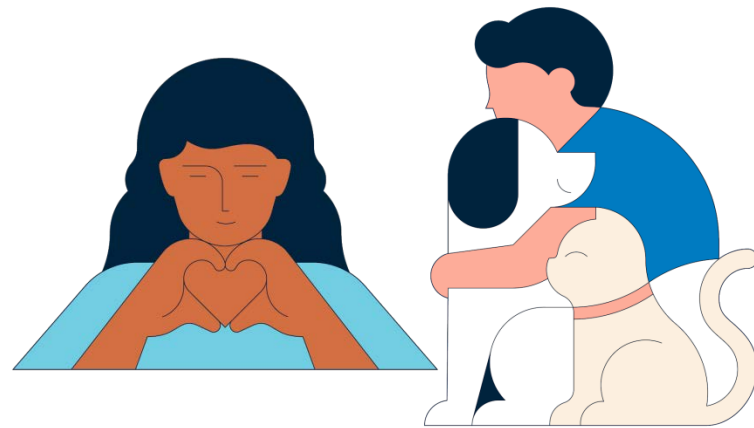


Reimagining a healthier future



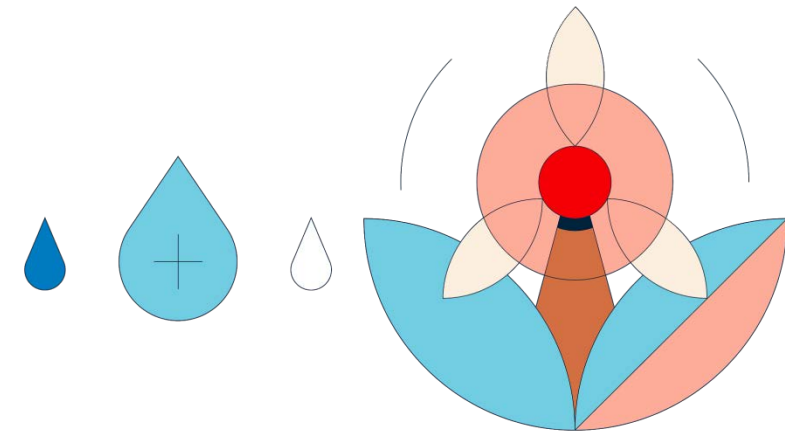
Driving

Social Impact



Helping

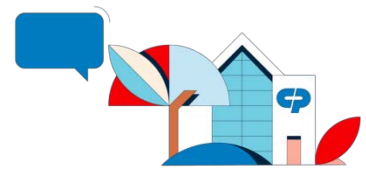
Millions of homes



Preserving our

Environment

Driving Social Impact



Driving
Social Impact



Provide Foundational Support



*78000+ applications
340 scholarships*

Helping Millions of homes



Helping
Millions of homes

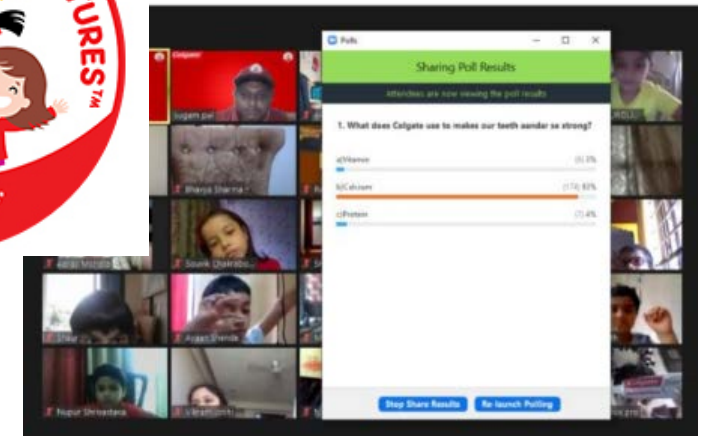


COVID support - Access to the underprivileged:

- Ration kits
- Oral Health packs

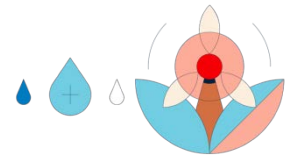


Anytime, Anywhere
Dentist support



e-BSBF modules for Oral
Health education

Preserving Our Environment



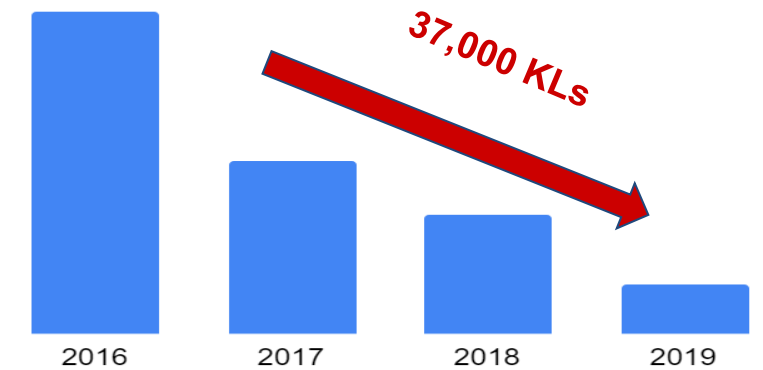
Preserving our
Environment



*Solar & Wind Installations
across plants*



*Platinum LEED Certification
across ALL sites*



*Reduction in water
usage across plants*

Our strategic framework



Financial Strategy

Sales/Volume



Margin



Non-variable
Overhead



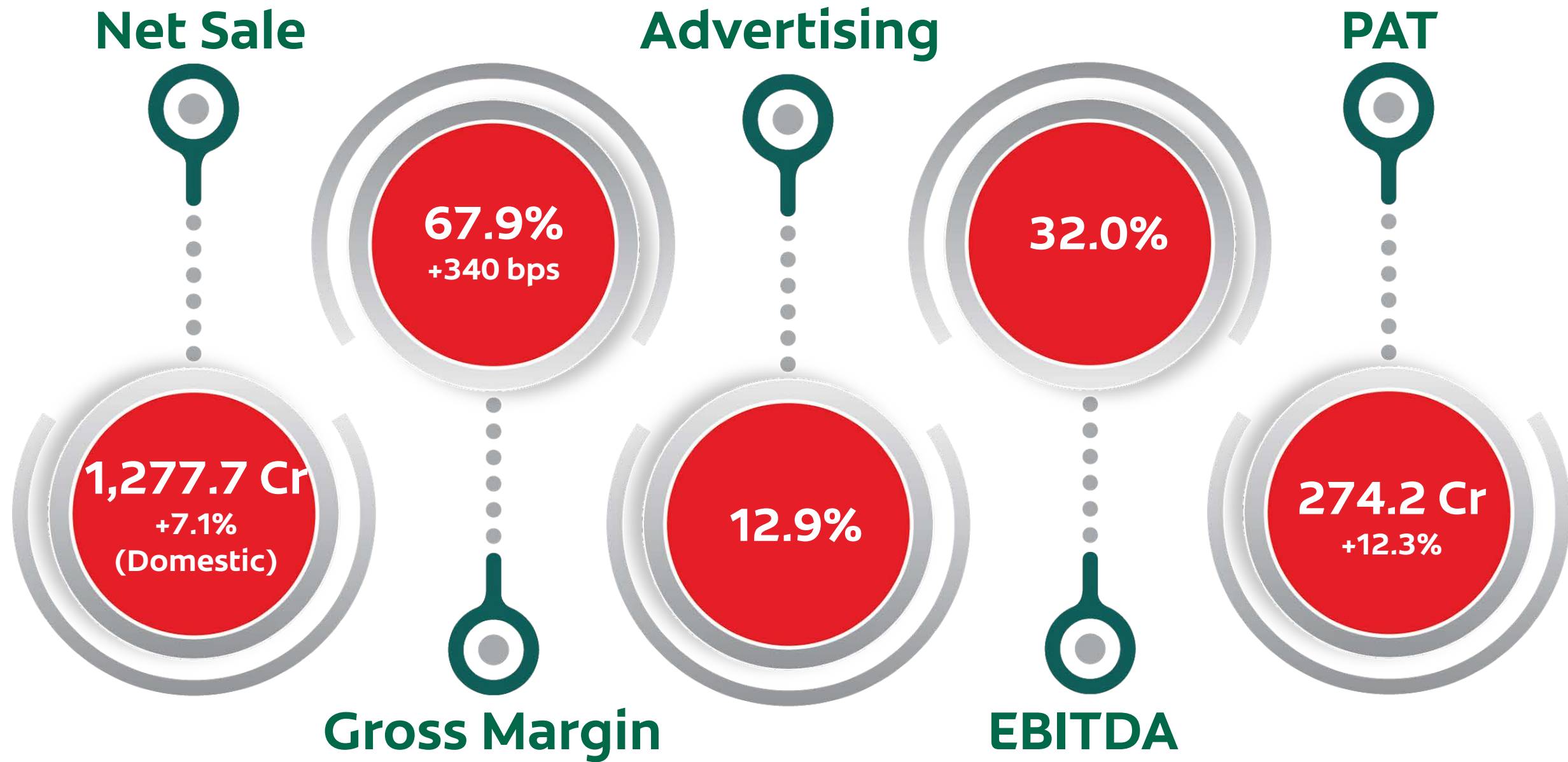
Advertising



Operating Profit

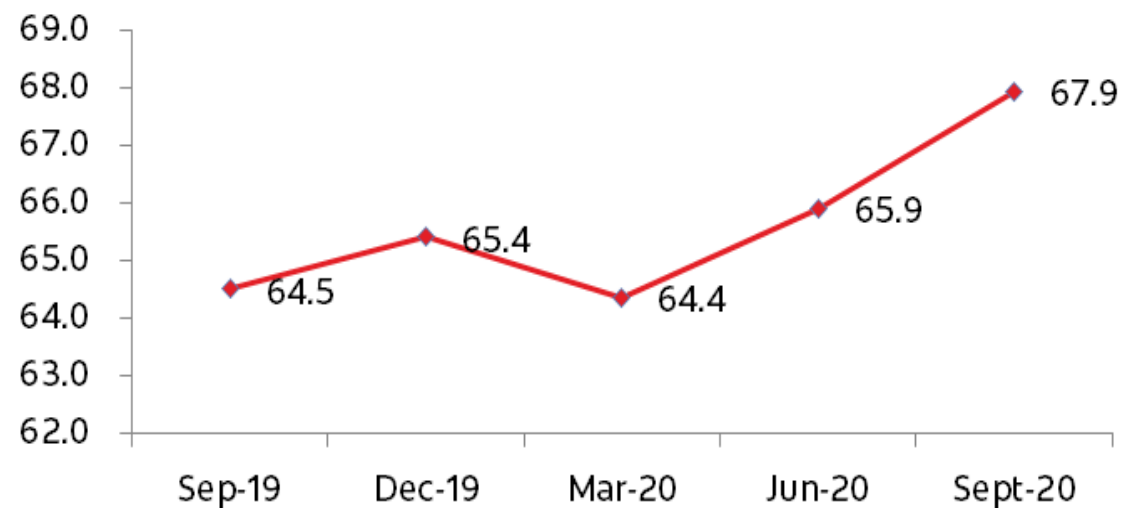


Q2 2020-21



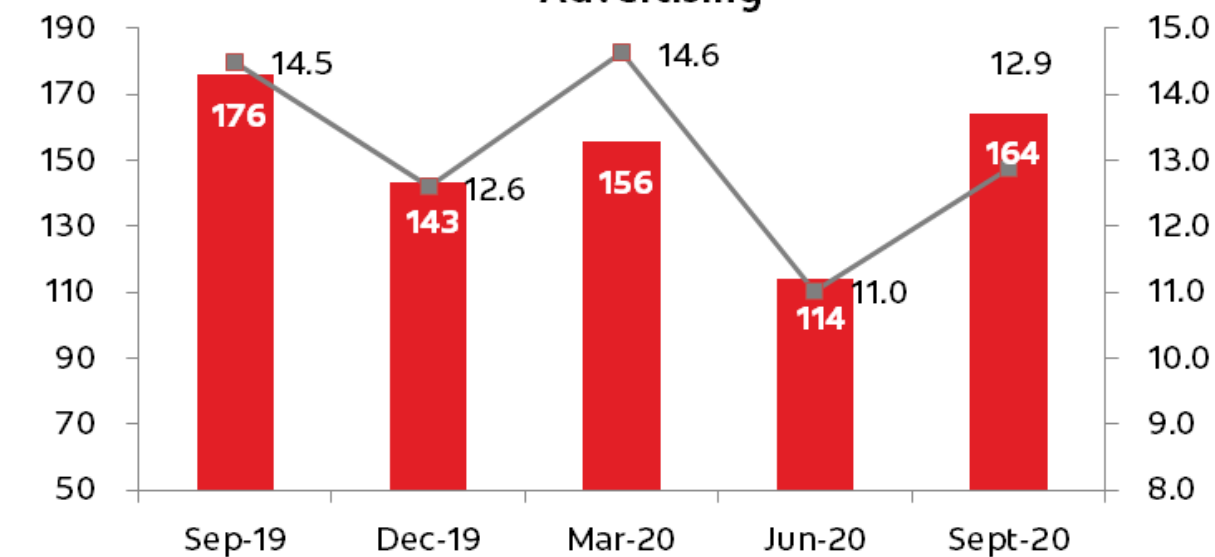
Financial Metrics

Gross Margins

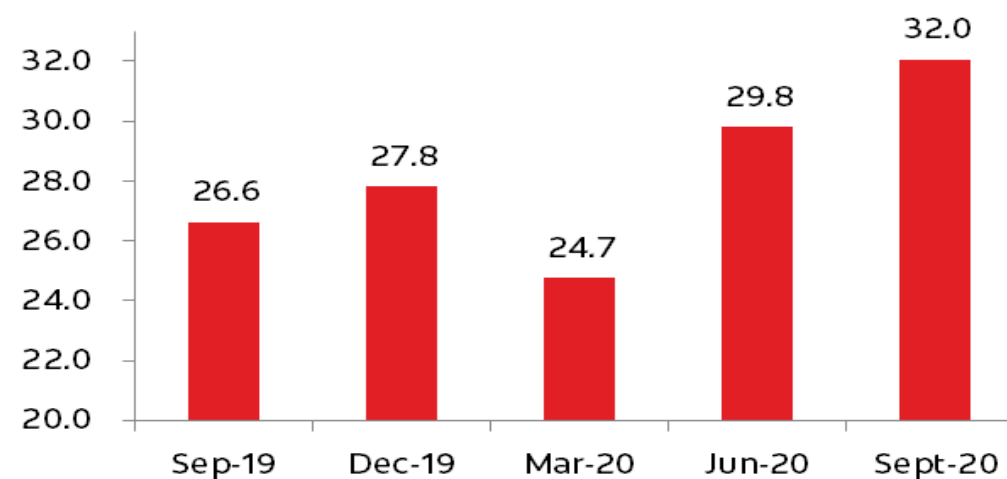


Rs. Crs

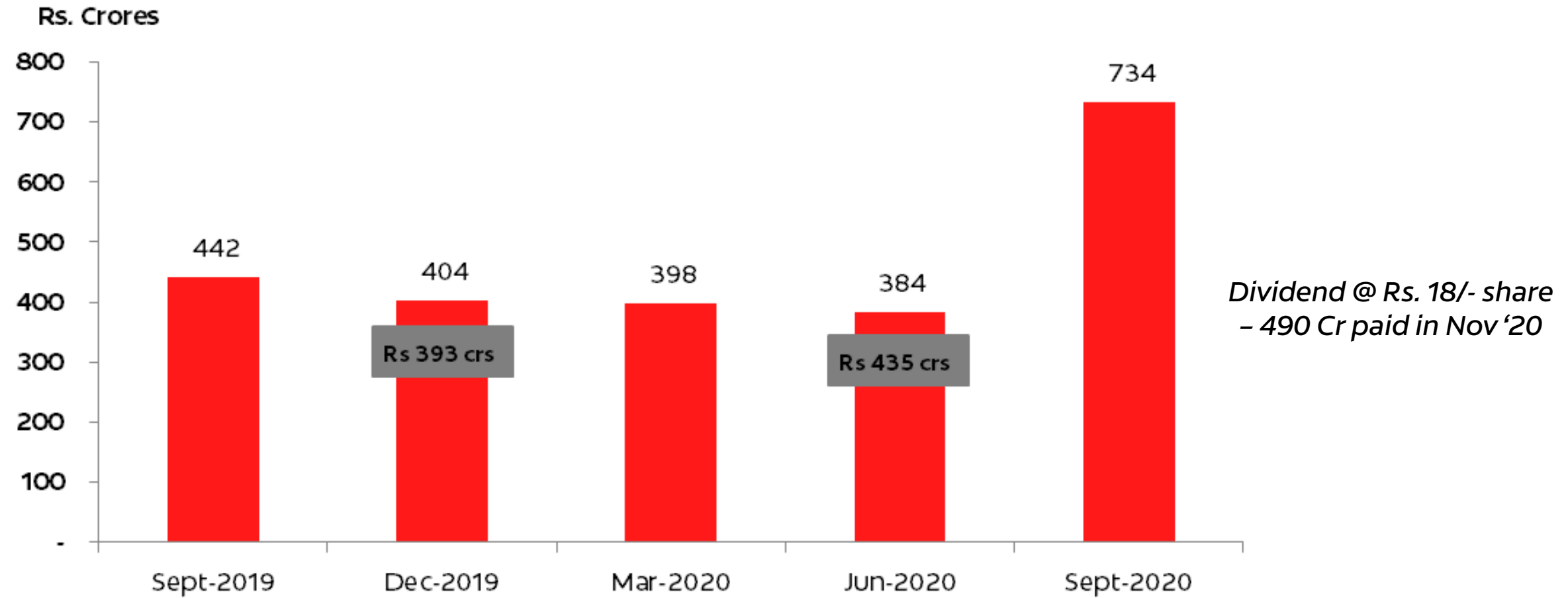
Advertising



EBITDA



Strong Cash Management



**Dividend paid*

Colgate®



Smile karo aur shuru ho jao

ਸਮਾਇਲ ਕਰਕ ਆਰ ਆਰੰਭ ਕਰਿ ਦਿਯਕ

स्माइल करो और शुरु हो जाओ

ସ୍ମାଇଲ୍ କର ଆଉ ଆରੰଭ କର

ਸਮਾਇਲ ਕਰਨ ਆਰ ਅਰੰਭ ਹੁਯੇ ਧਾਨ

ਸ്മೈਲ ਮਾਡਿ, ਸ਼ਾਰਟ ਮਾਡਿ.

ਸਮਾਈਲ ਕਰੋ ਅਤੇ ਸ਼ੁਰੂਆਤ ਕਰੋ

स्माइल करऽ आऊर सुरु हो जा

സ്മൈൽ ചെയ്യൂ, സ്റ്റാർട്ട് ചെയ്യൂ.

ஸ்மைல் பண்ணுங்க, ஸ்டார்ட் பண்ணுங்க.

ਸਮਾਇਲ ਕਰੋ ਅਨੇ ਸ਼ਰੂਆਤ ਕਰੋ

स्माईल करा आणि सुरुवात करा

ਸ്മైਲ் ਚੈਯੰਡੀ, ਸ਼ਾਰਟ ਚੈਯੰਡੀ.

Colgate[®]



QnA

