



Analyst Meeting
May 2021



Colgate - Palmolive

Key Highlights

Continued Growth Momentum



- Sustained growth - Year Ago and sequential
- Double digit growth across key categories
- Rural growth sustains, while urban shows strong recovery

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Robust Financial Performance Q4'21



- Strong gross margins: **67.5%**
- Health profitability
 - Ebitda: **+840 bps**
 - NPAT Growth: **54.1%**

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Strong Brand Metrics



- India's #1 penetrated brand
- Strengthening brand metrics - top of mind & attitudinal equity
- Category leading innovation

Our strategic framework



Our strategic framework

Winning
with brands



**Driving
Profitable
Growth**





Smile karo aur shuru ho jao

Leading optimism through culture





Colgate

यशस्वी की तरह
आप भी शुरुआत कीजिये

यशस्वी जायसवाल
क्रिकेटर



Colgate

Core continues to grow



Accelerated double digit growth



Among top 3/5 distributed SKUs



Amplified focus on strong teeth for nutrition

I am strong
because my teeth
are strong!



Colgate

Energizing youth everyday

**Everyday is
a Fresh Start**



Colgate®

Amplified across personal experiences



A dazzling relaunch



+80 bps
MT \$SOM*



+120 bps
ECOM \$SOM*

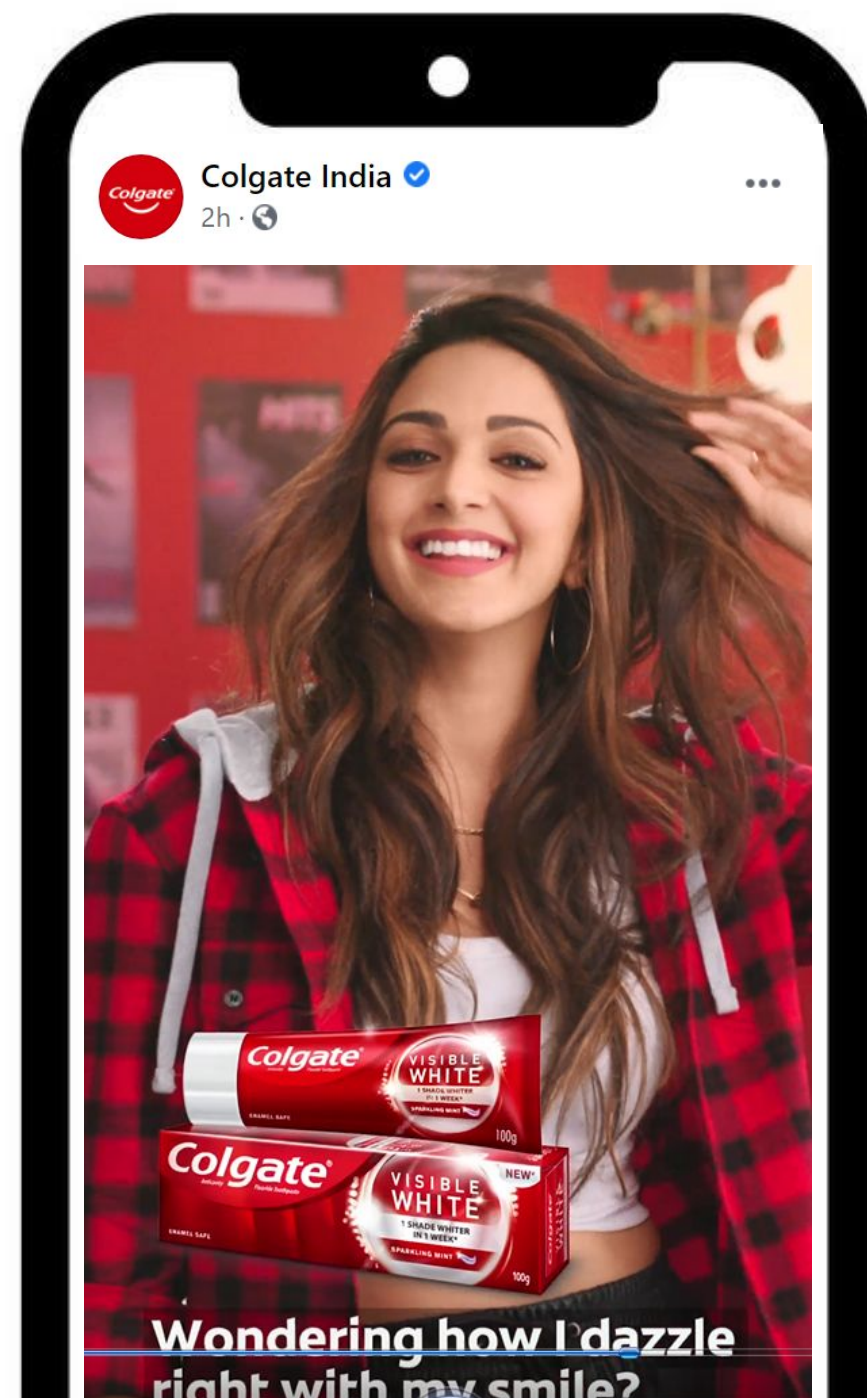
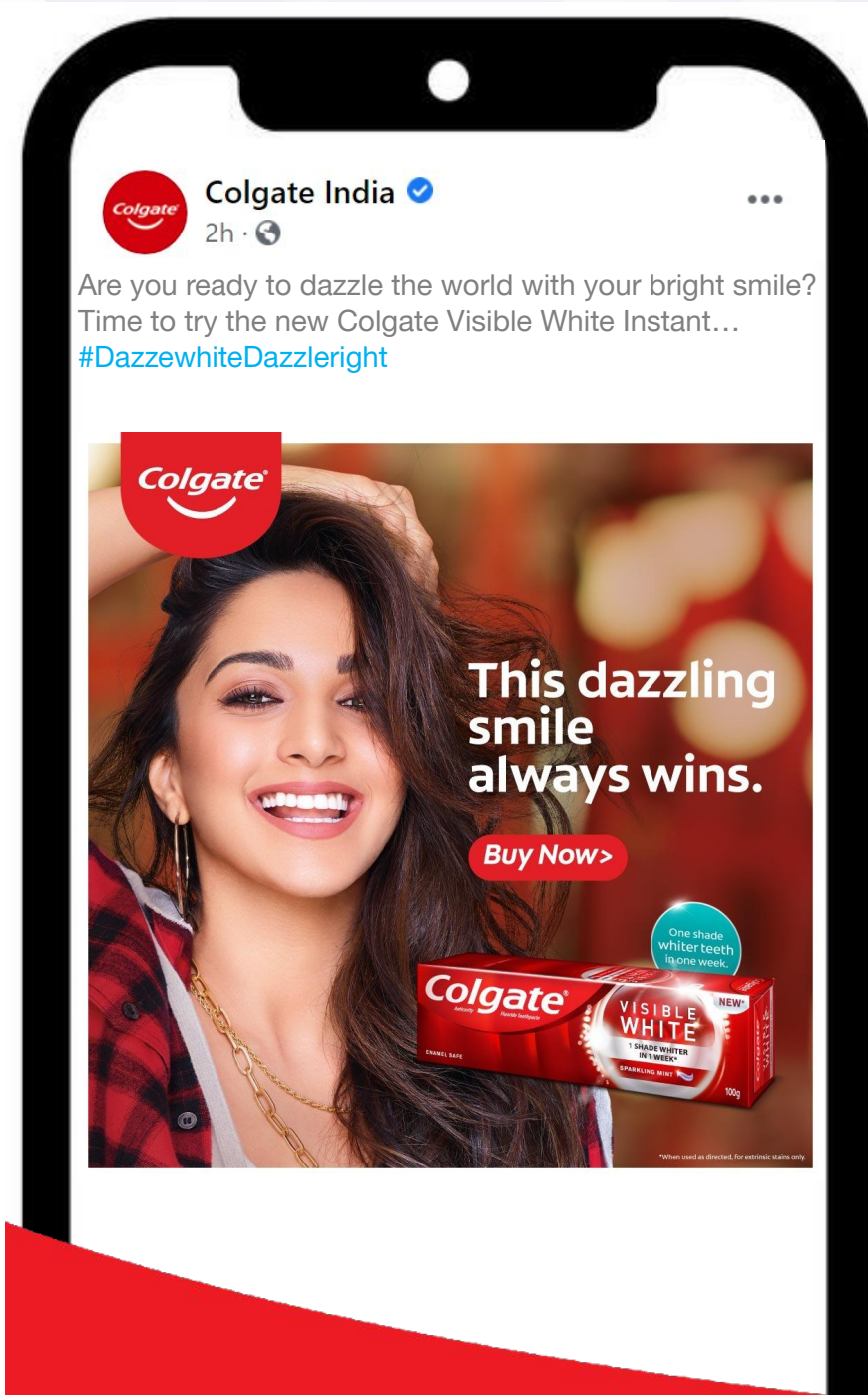


4.3
PRODUCT RATING



*Exit Q1 SOM

Digital First Amplification



Our strategic framework

Winning
with brands



**Driving
Profitable
Growth**



**Leading
Innovation**

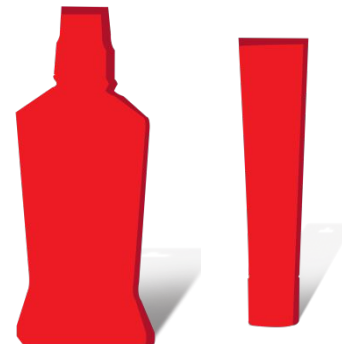


Strategic outlook to innovation

**Build
Platforms**



**Technological
Superiority**



**New
Opportunities**



Building platforms on Vedshakti



Sustained momentum on Vedshakti toothpaste



ET BRANDEQUITY.com
From The Economic Times
#6 Top 10 ads of 2020

#6 Most Loved Ad



+60 bps
SOM



Sustained increase
in loyalty ~ 50%

Creating a new category with Vedshakti Spray



Strong consumer repeats
~ 30%



Already available in
100k stores &
counting



Equivalent to ~1% TP SOM

Amplified digital reach

Shraddha Kapoor
58.3M Followers



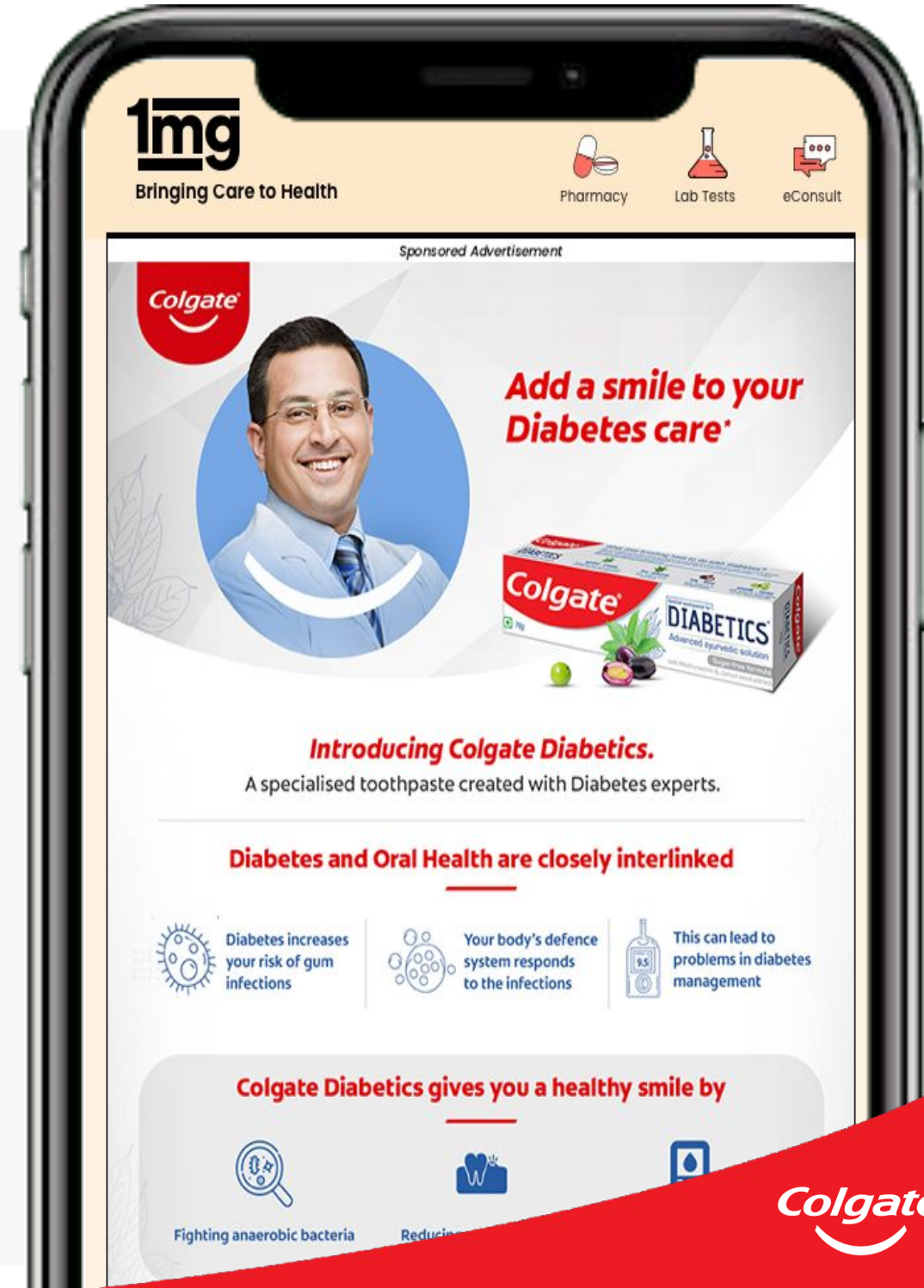
Shahid Kapoor
30.0M Followers



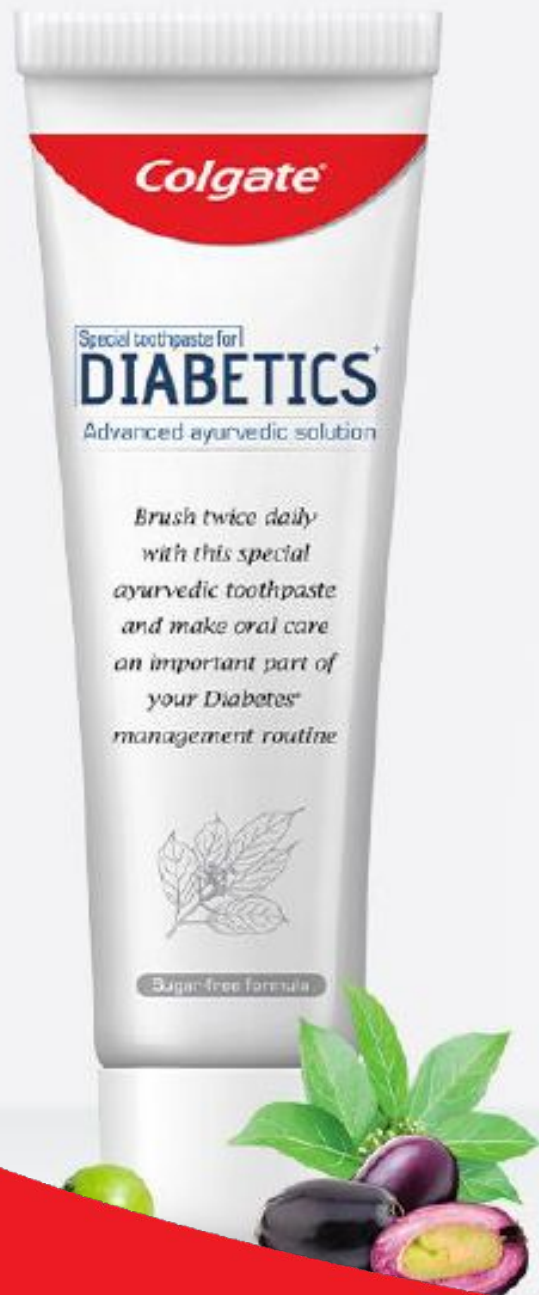
World's 1st TP for diabetics



Led by strategic partnerships



Encouraging start



#1 SKU on e-pharma (4.3 Rating)



20% Repeat Rate



**Available in 25% Urban Pharmacies
& Direct Dentist Reach**

Redefining Gentle Cleaning



gentle
ENAMEL



0.8 MT SOM
in 3 months



Top 5
Bestsellers

Amazon's Choice

“tooth brushes ultra soft”



gentle
ULTRAFOAM



0.9 MT SOM
in 3 months



Top 10
Bestsellers

Amazon's Choice

“toothbrushes soft”



Extending Slimsoft with Naturals

SlimSoft™
Himalayan Salt



₹85/-

SlimSoft™
Turmeric



₹85/-

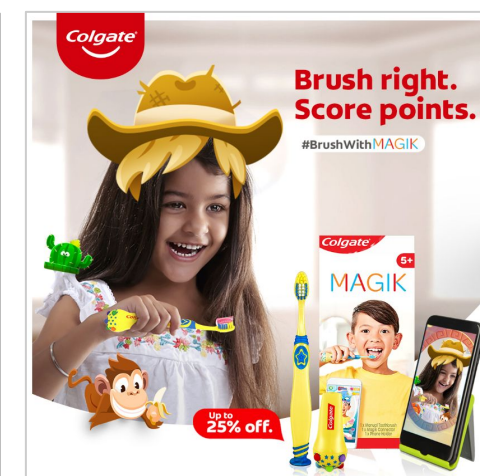
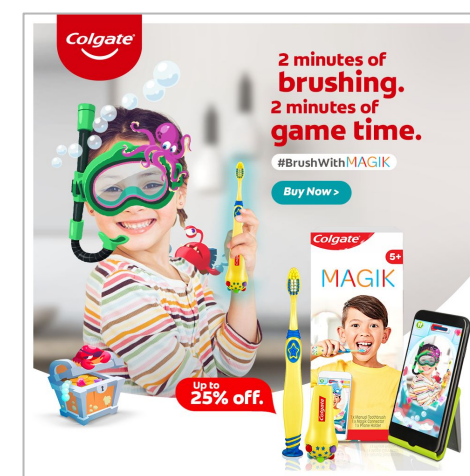
Innovation in Kids portfolio


Exclusive



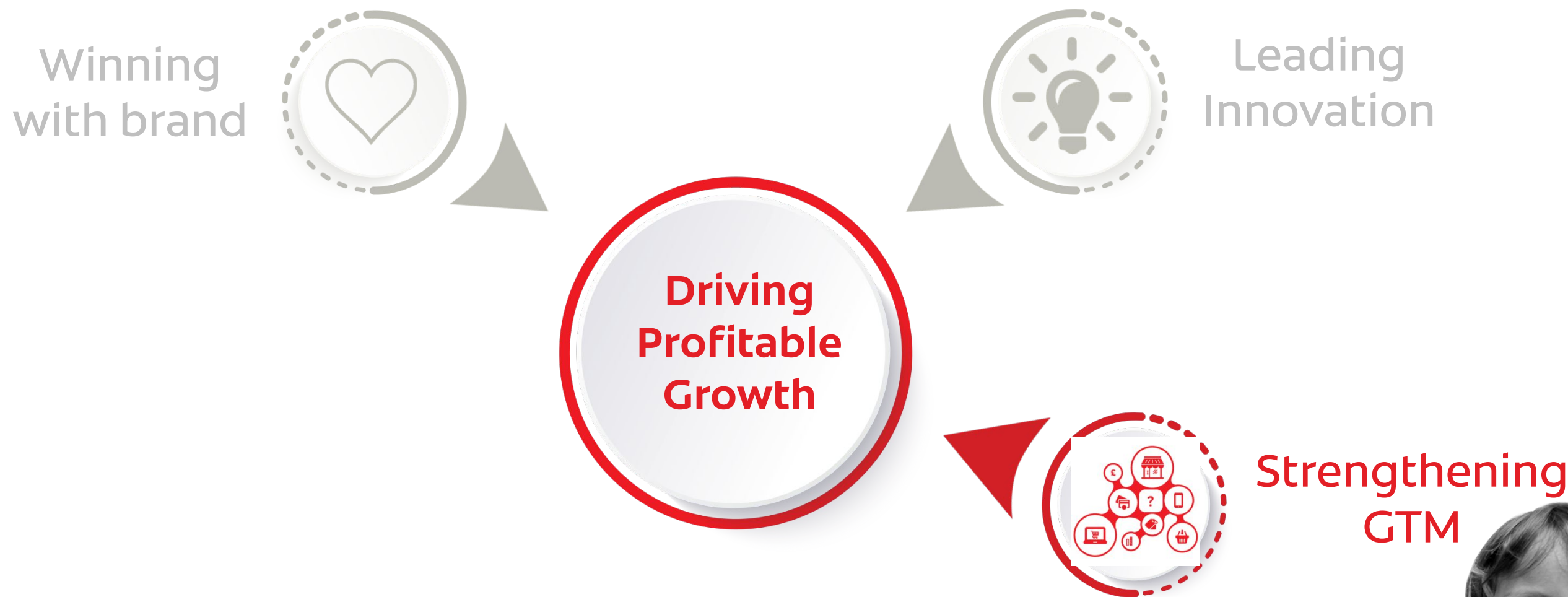
Colgate Magik

*India's 1st
Augmented Reality
Based Toothbrush*





Our strategic framework



Winning in Ecom



Win with Right Portfolio



Increase traffic to drive conversions

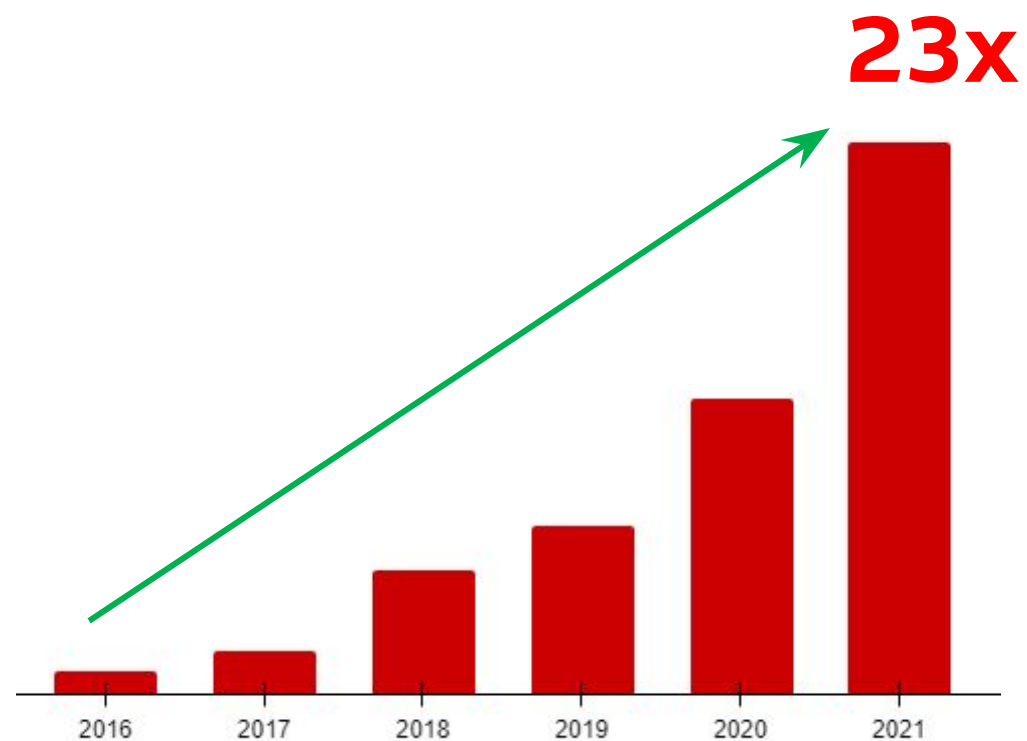


Win across platforms



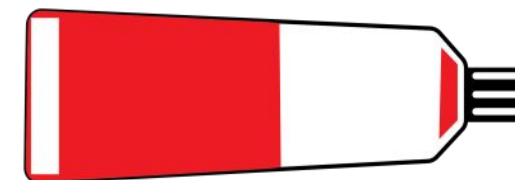
Focus on shopper journey

Winning in Ecom

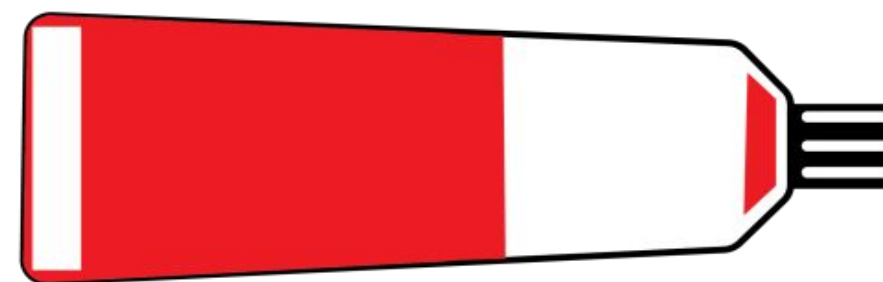


Colgate E-commerce Business

FY' 19



YTD' 21



+1400

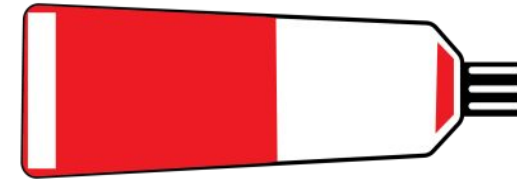
Bps gain

Colgate E-commerce SOM

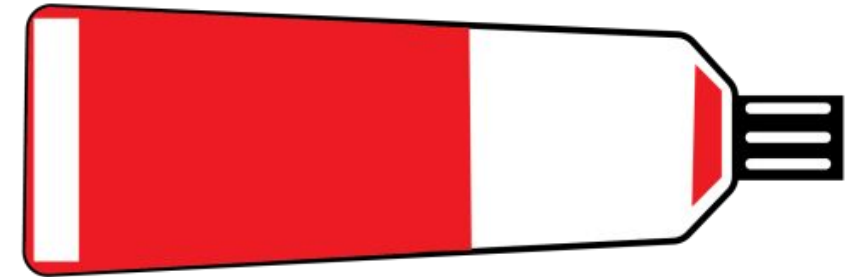
Winning in Modern Trade



YTD 20



YTD 21



+170
Bps gain

Strengthening our Rural Presence



Continued expansion with
Muskaan program

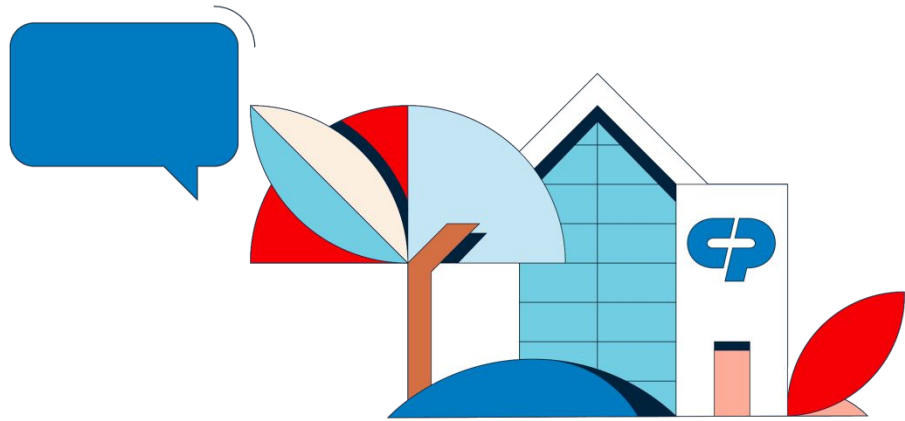
3x

Idx growth of Muskaan WS

Our strategic framework

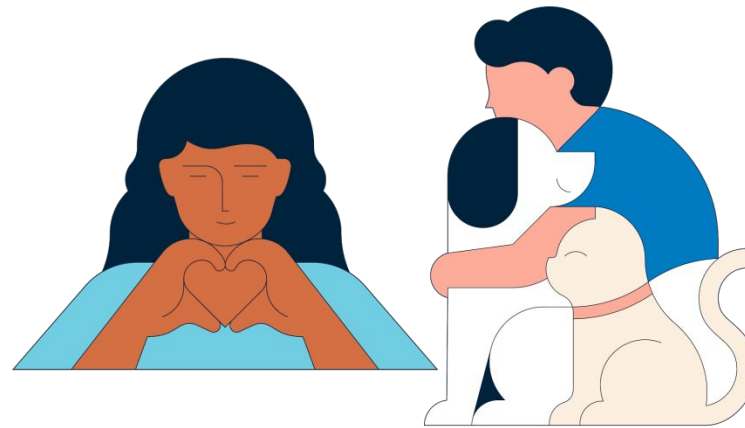


Reimagining a healthier future



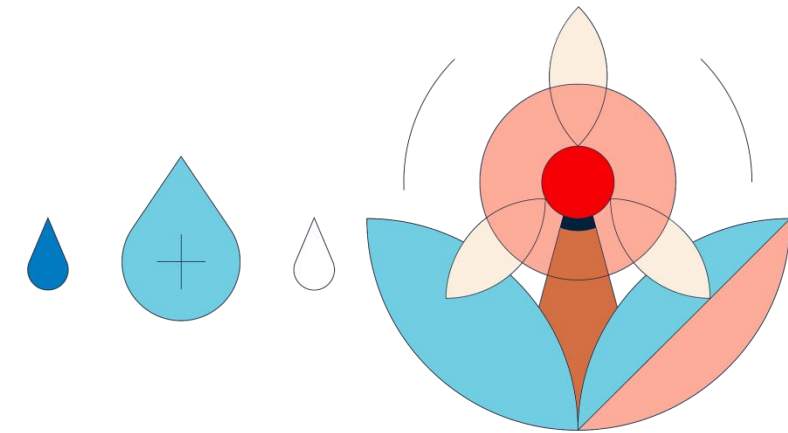
Driving

Social Impact



Helping

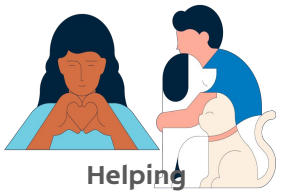
Millions of homes



Preserving our

Environment

Continued COVID response



Milions of homes



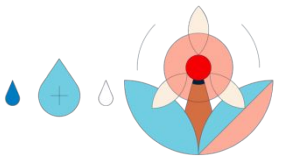
2.4Mn meals

5Mn pcs of health & hygiene packs

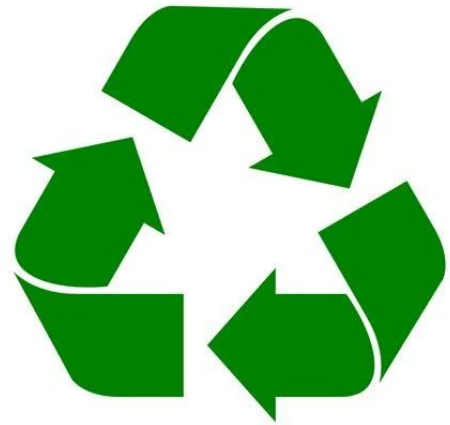
1.2 Mn pcs of sanitisers

**Partnering with Govt. authorities on
medical infrastructure nationally**
(beds, oxygen, relevant supplies)

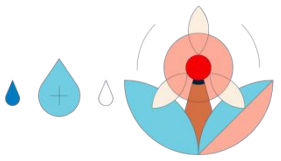
Innovative Recyclable Tube



Preserving our
Environment



Protecting the future



Preserving our
Environment

Colgate®



Save water & protect the future
by brushing with just one cup



#EveryCupCounts

Amplified digital campaign

320Mn Ltr water saved, 64k pledges
in a record 1 year

2 Bn Ltrs target
by 2022



Our strategic framework



Financial Strategy

Sales/Volume



Margin



Non-variable
Overhead



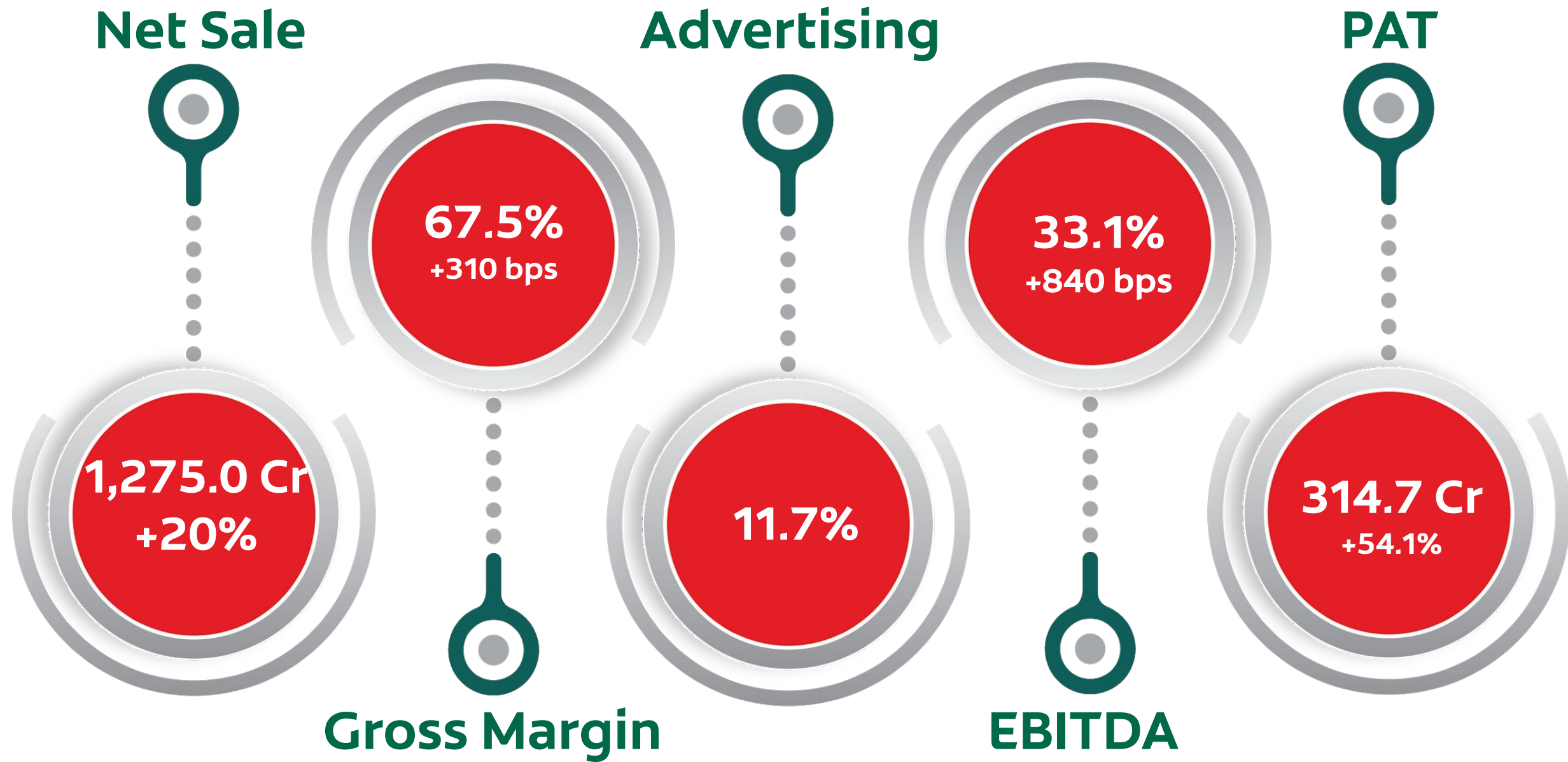
Advertising



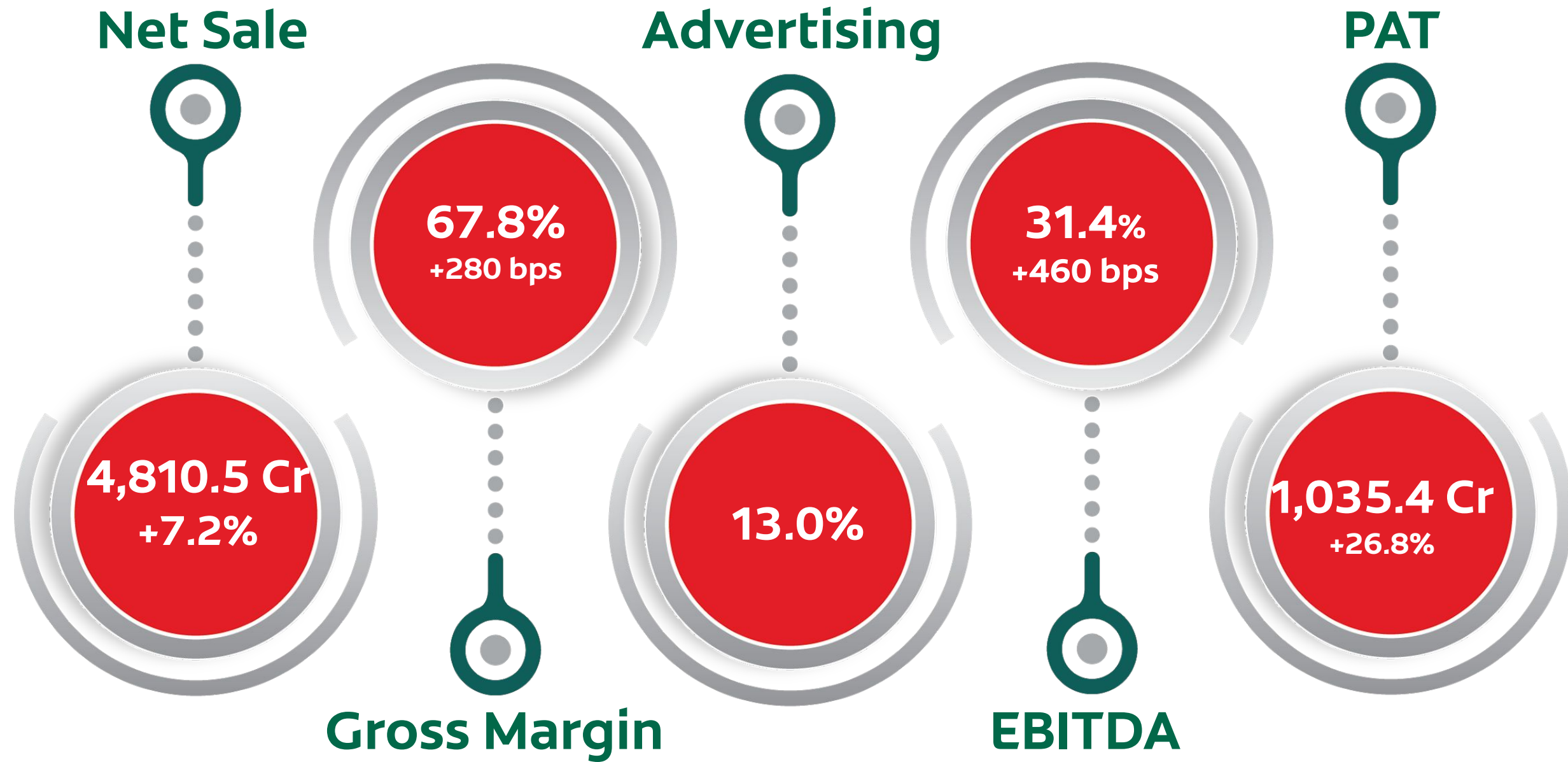
Operating Profit



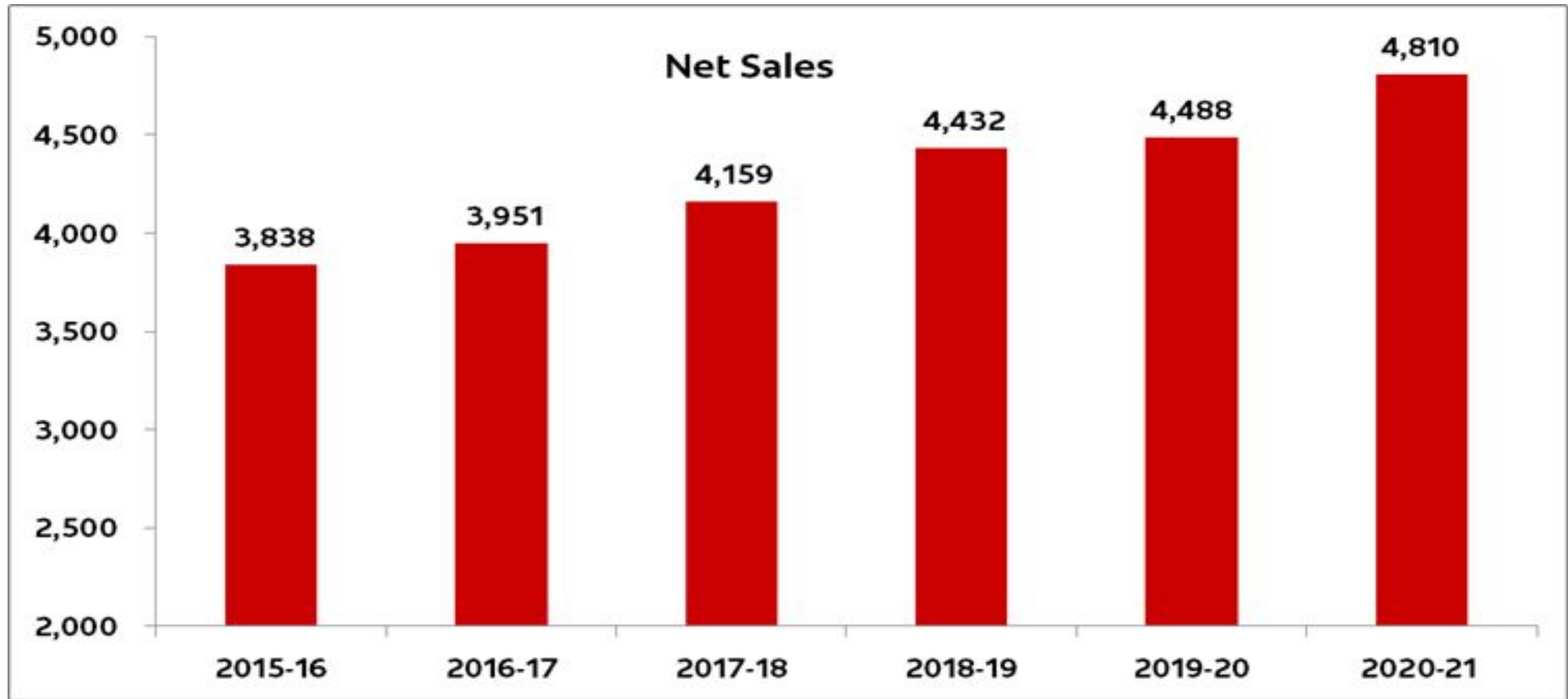
Q4 2020-21



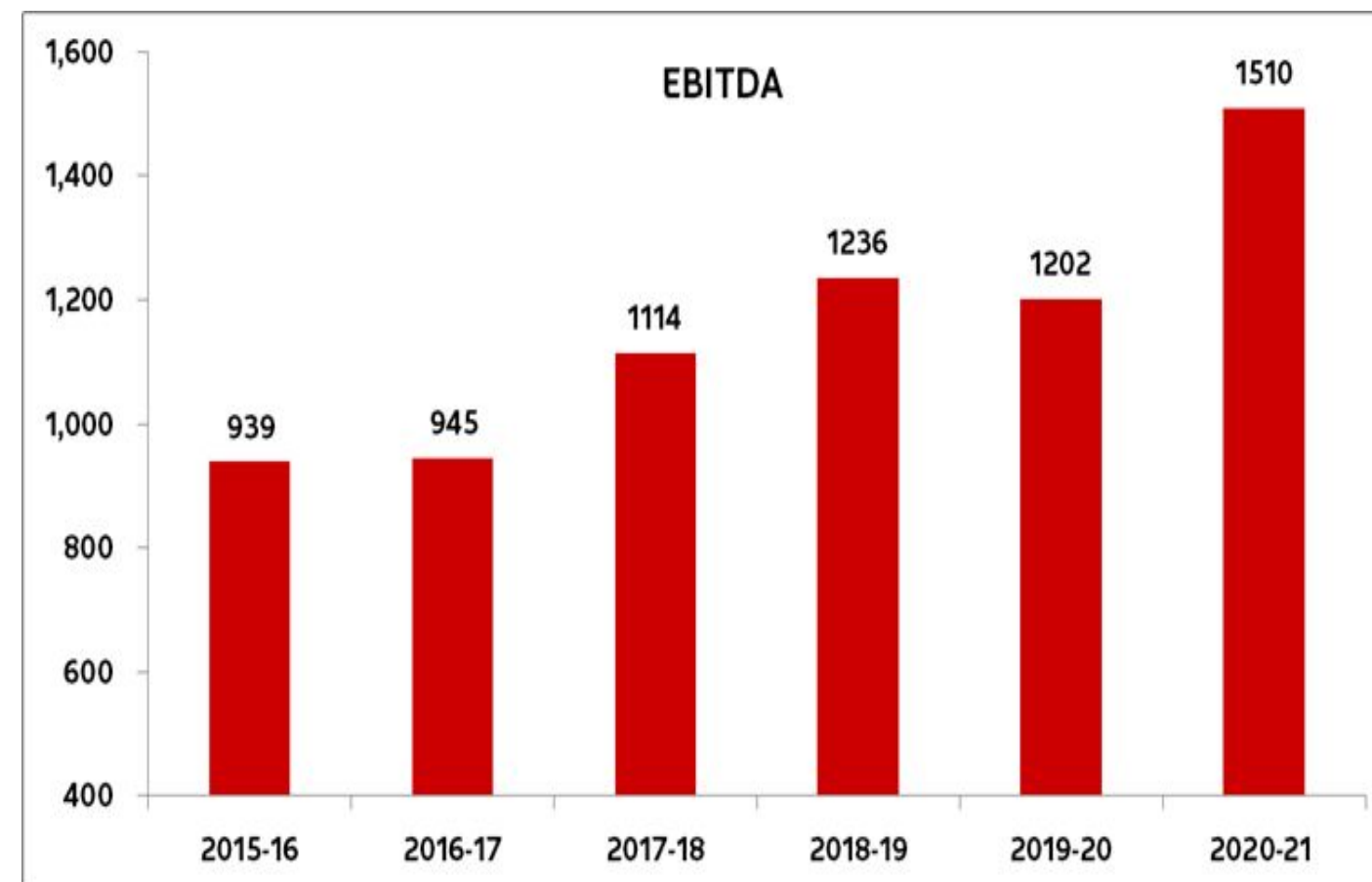
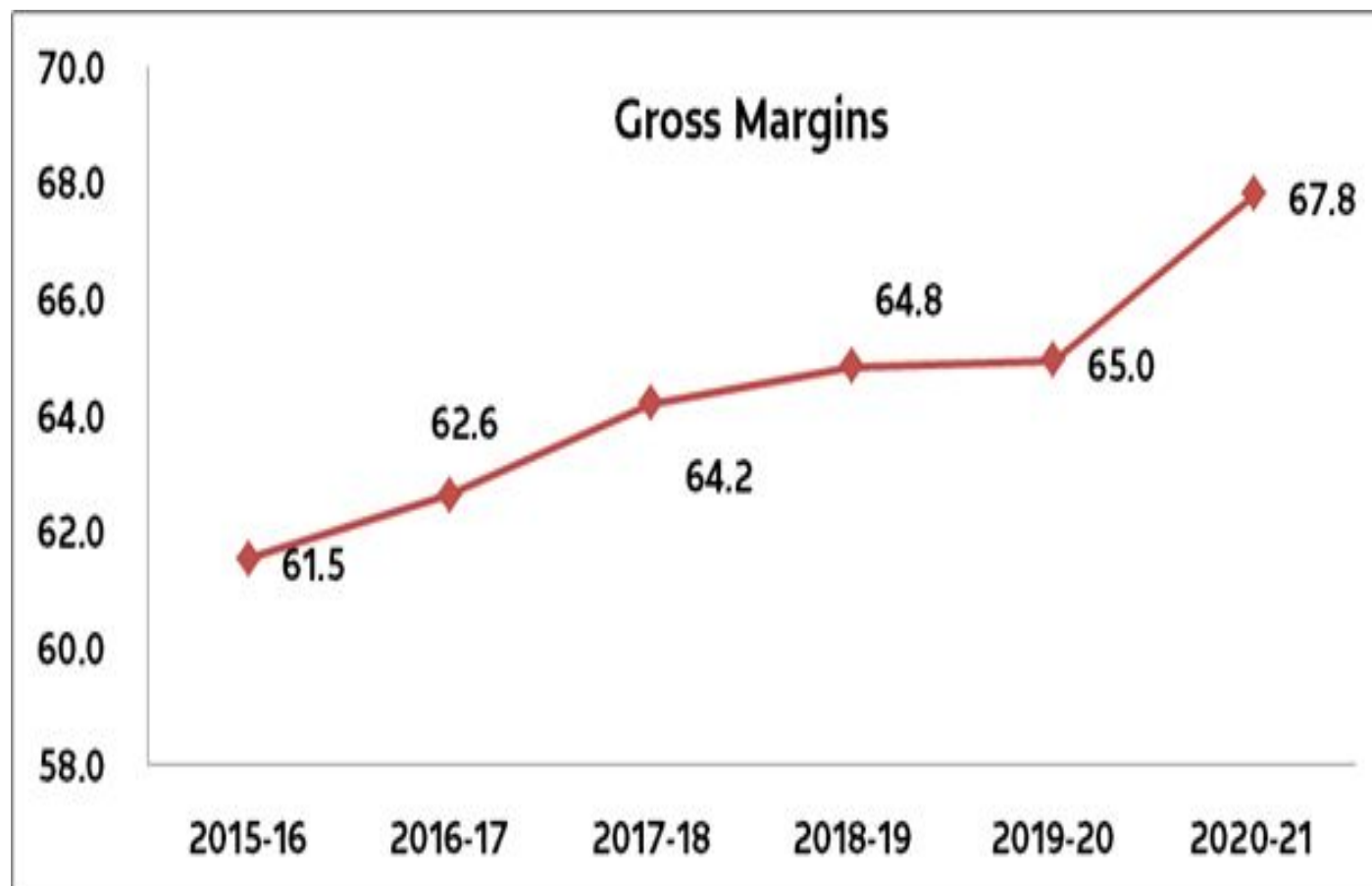
FY 2020-21



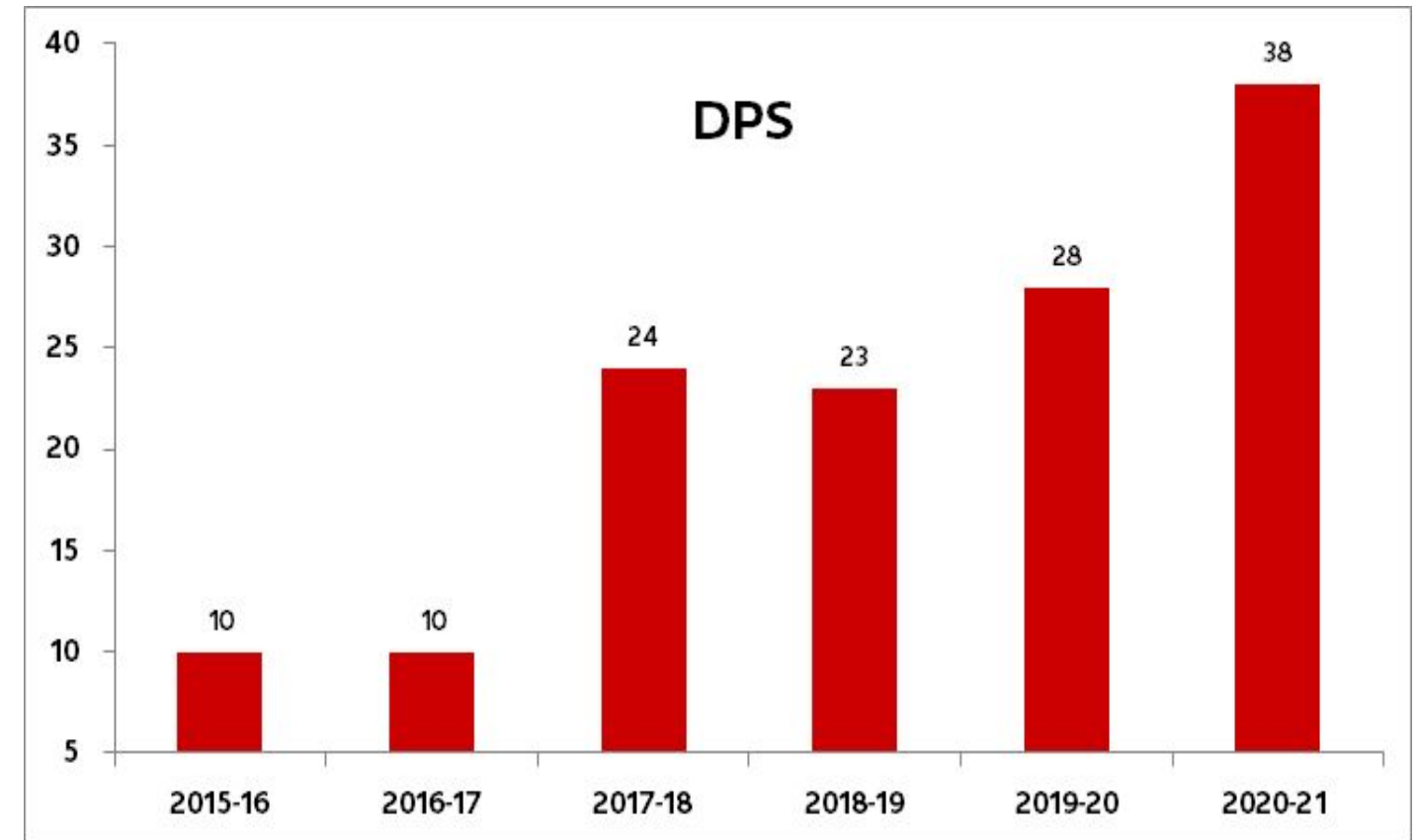
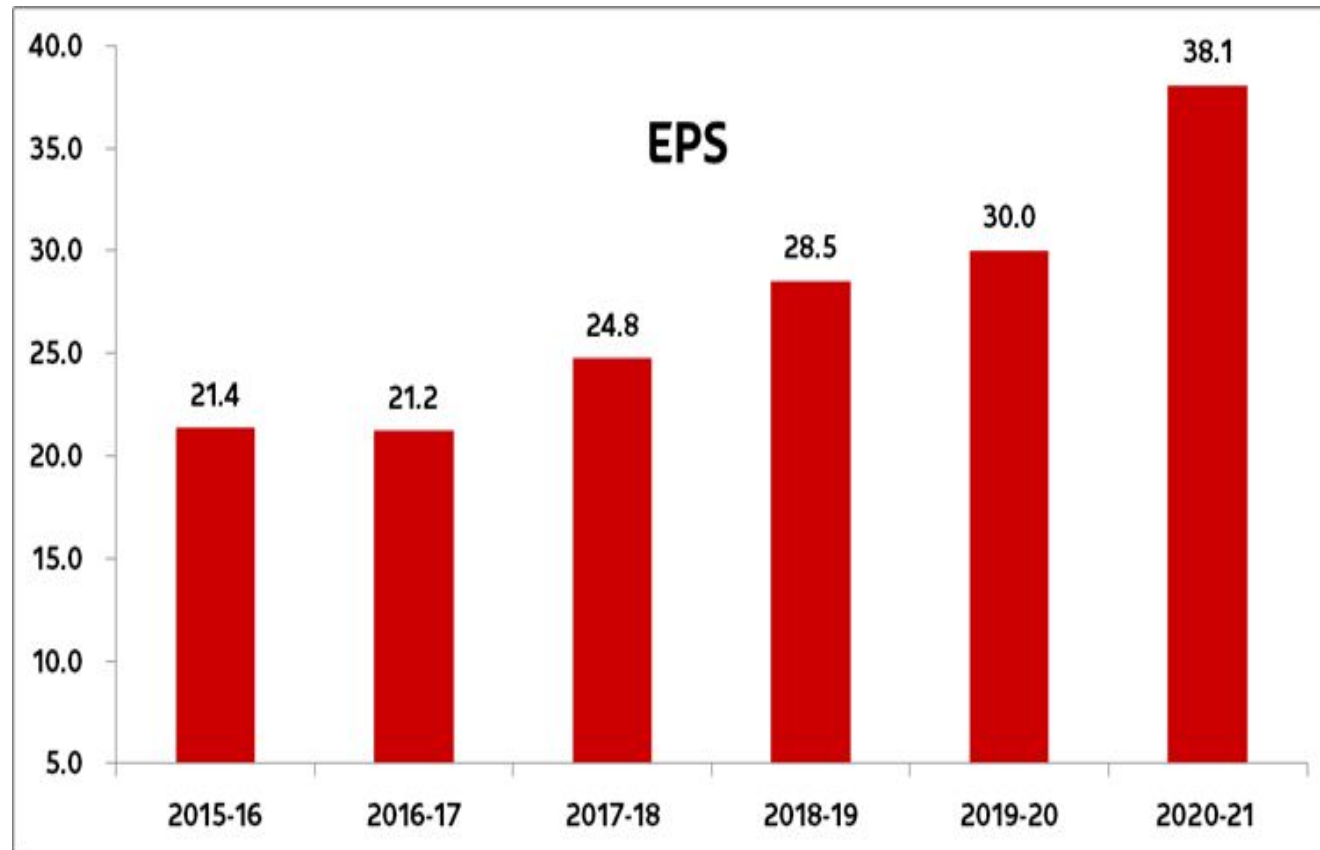
Net Sales Trend



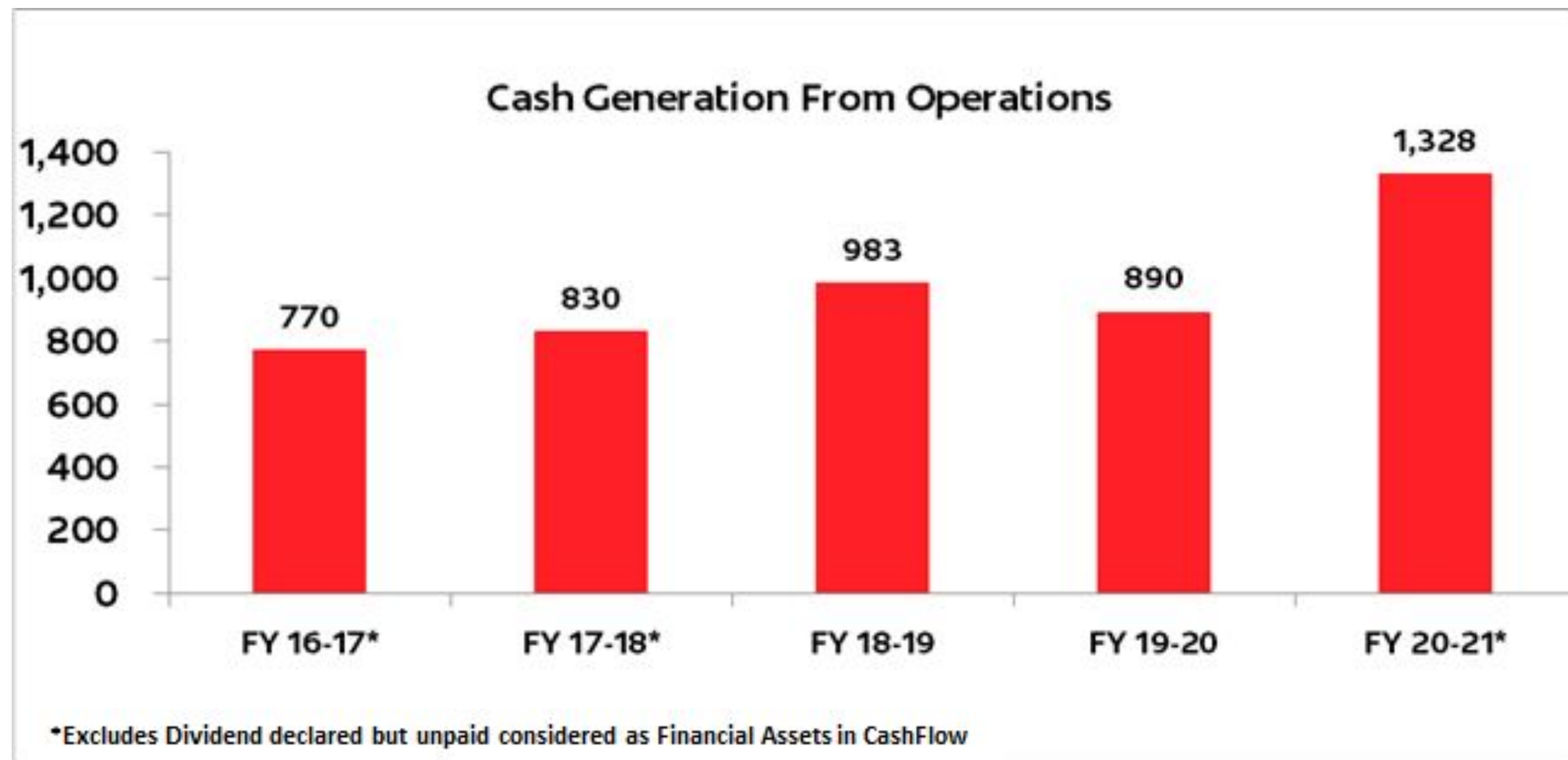
Gross Margins & EBITDA



EPS & DPS



Strong Cash Generation





Smile karo aur shuru ho jao

ਸਮਾਇਲ ਕਰਕ ਆਰ ਆਰੰਭ ਕਰਿ ਦਿਯਕ

स्माइल करो और शुरु हो जाओ

ସ୍ମାଇଲ୍ କର ଆଉ ଆରମ୍ଭ କର

ਸਮਾਇਲ ਕਰਨ ਆਰ ਭੁਰੂ ਹੁਯੇ ਧਾਨ

स्मैल् ಮಾಡಿ, ಸ್ಟಾರ್ಟ್ ಮಾಡಿ.

ਸਮਾਈਲ ਕਰੋ ਅਤੇ ਸ਼ੁਰੂਆਤ ਕਰੋ

स्माइल करऽ आऊर सुरु हो जा

സ്മൈൽ ചെയ്യൂ, സ്റ്റാർട്ട് ചെയ്യൂ.

ஸ்மைல் பண்ணுங்க, ஸ்டார்ட் பண்ணுங்க.

ਸਮਾਇਲ ਫ਼ਰੋ ਅਨੇ ਸ਼ਰੂਆਤ ਫ਼ਰੋ

स्माईल करा आणि सुरुवात करा

स्మైಲ್ చేయండి, స్టార్ట్ చేయండి.

Colgate[®]



QnA

