

# Colgate-Palmolive (India) Ltd

Your trust.  
It's what helps us keep India smiling.





COLGATE-PALMOLIVE (INDIA) LIMITED

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Main Street,  
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Fax : (91 22) 25705088  
www.colgatepalmolive.co.in  
CIN : L24200MH1937PLC002700

May 15, 2018

The Secretary  
BSE Limited  
P.J.Towers- 25<sup>th</sup> floor  
Dalal Street  
Mumbai- 400001

Scrip Code: 500830

The Manager – Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza, C-1, Block – G  
Bandra – Kurla Complex  
Bandra (East), Mumbai 400 051

Symbol: COLPAL  
Series: EQ

Dear Sir,

Intimation of Analyst/Institutional Investor Meeting.

We wish to inform you that pursuant to Regulation 30(2) of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, a presentation on the Audited Financial Results for the financial year 2017-18 shall be made to Analyst/ Institutional Investors on May 21, 2018.

Kindly take the same on record and acknowledge the receipt.

Thanking you,

Very truly yours  
**Colgate-Palmolive (India) Limited**

K. Randhir Singh  
Company Secretary & Compliance Officer

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# Agenda



- Q4 & FY 2017-18 Results
- Company Overview
- Key growth drivers
- Overall Performance
- Q&A

# Agenda



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# Financial Strategy

Sales/ Volume



Margin



Non Variable  
Overheads



Advertising



Operating  
Profit



# ***Financial Results***

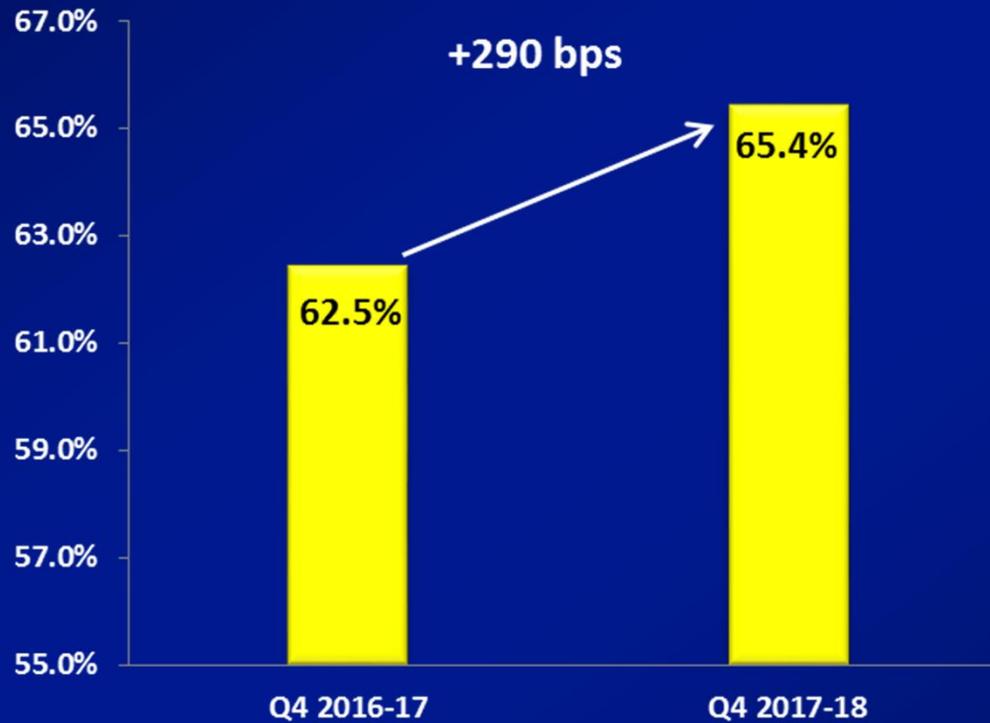
## ***Q4 2017-18***

# Net Sales

(Rs. Crores)

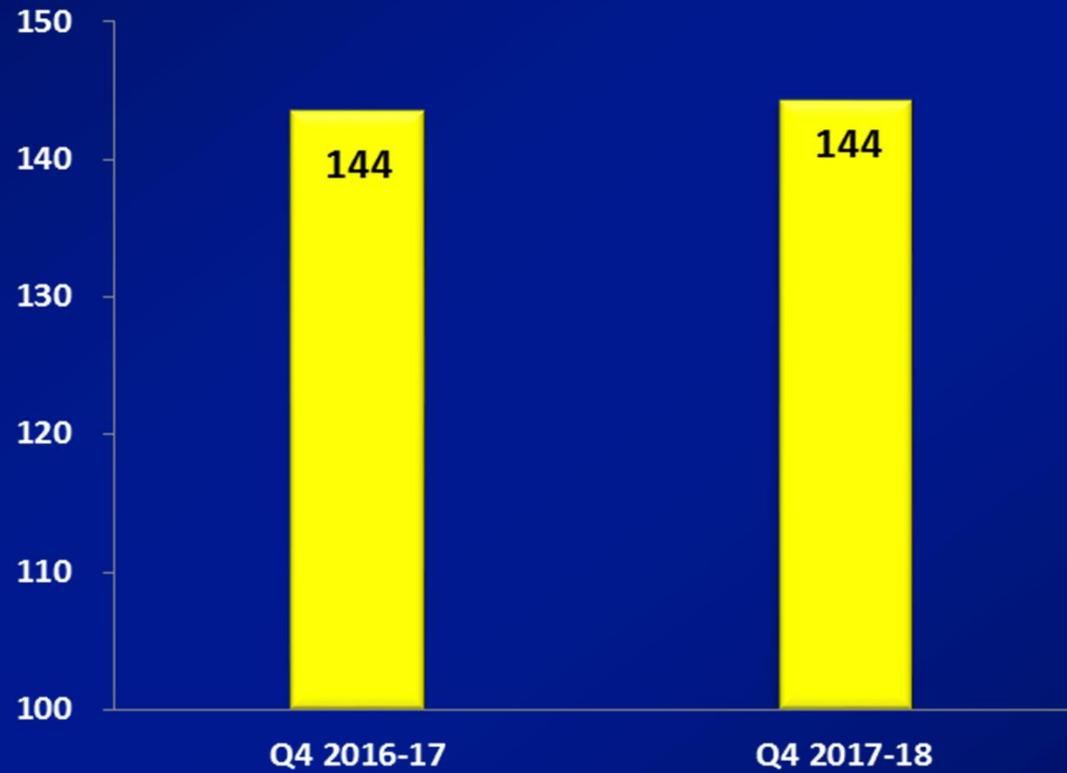


# Gross Margins

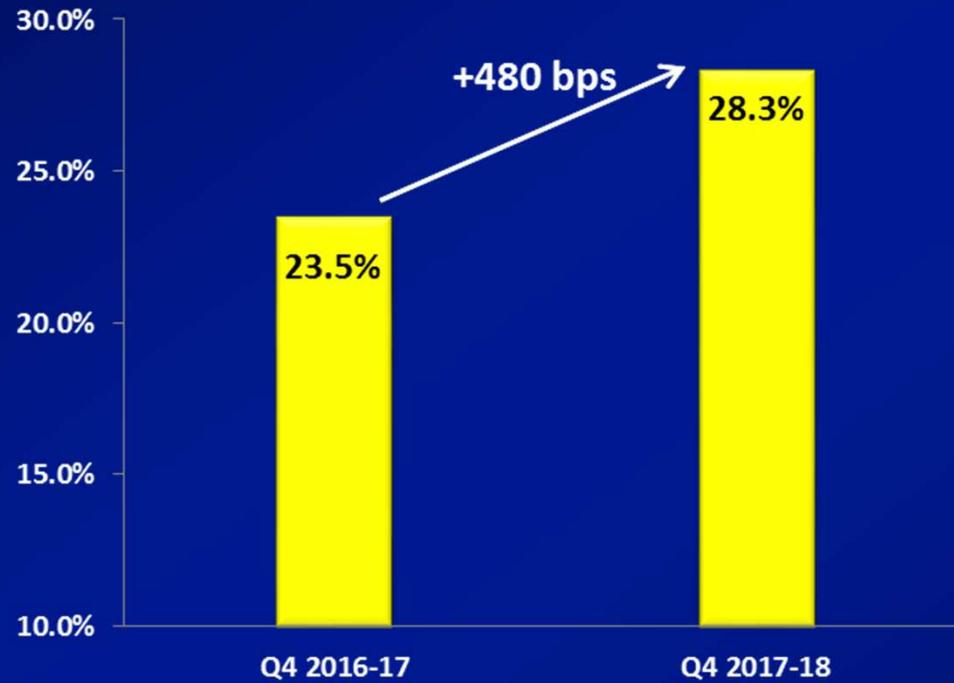


# Advertising

(Rs. Crores)



# EBDITA



# Profit After Tax

(Rs. Crores)



*\*PAT before tax reversals and exceptional item for Q4 2017-18*

# Summary Q4 2017-18

**Net Sales**

+5% growth

**Gross Margin**

+290 bps

**Advertising**

13.2% to sales

**EBITDA**

28% to sales

**PAT**

*(Before tax reversals and exceptional)*

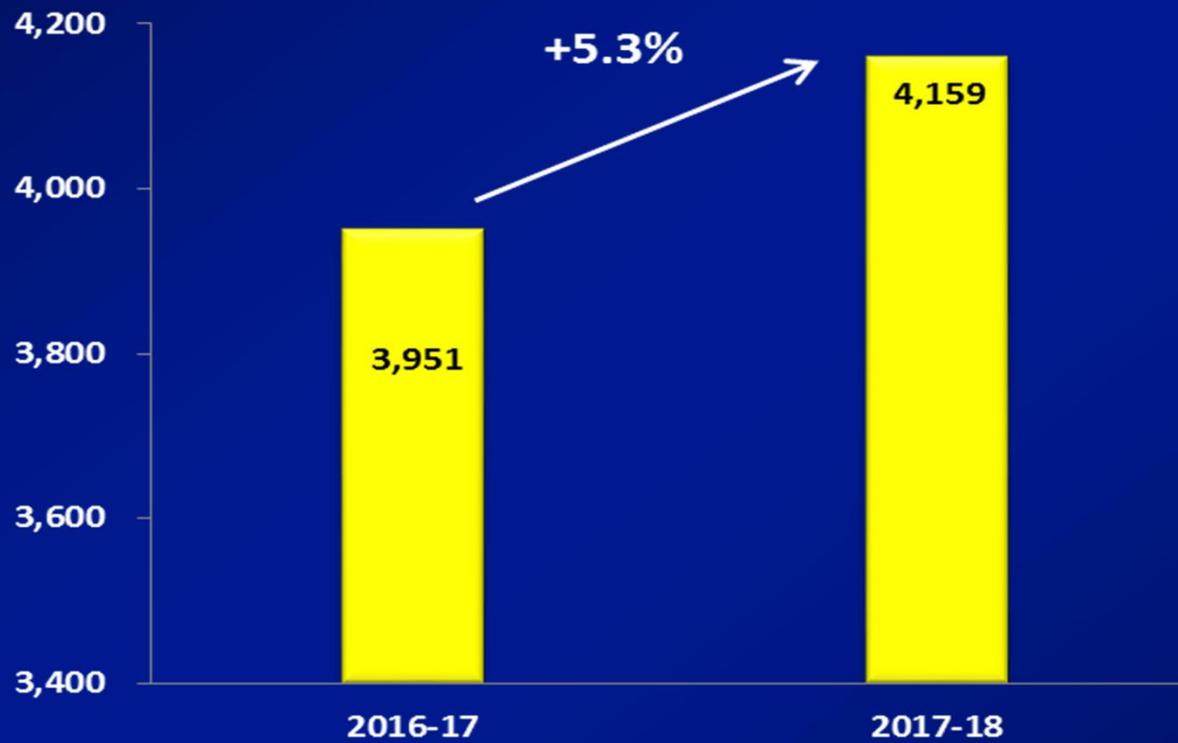
+25% growth

# ***Financial Results***

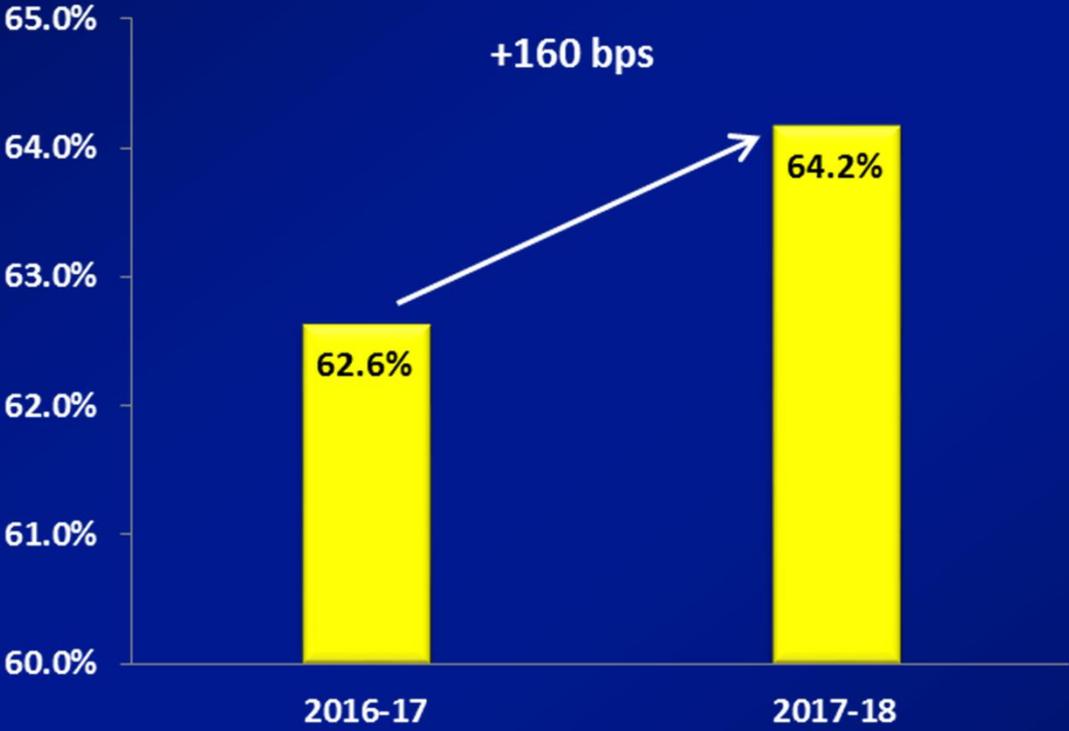
## ***FY 2017-18***

# Net Sales

(Rs. Crores)

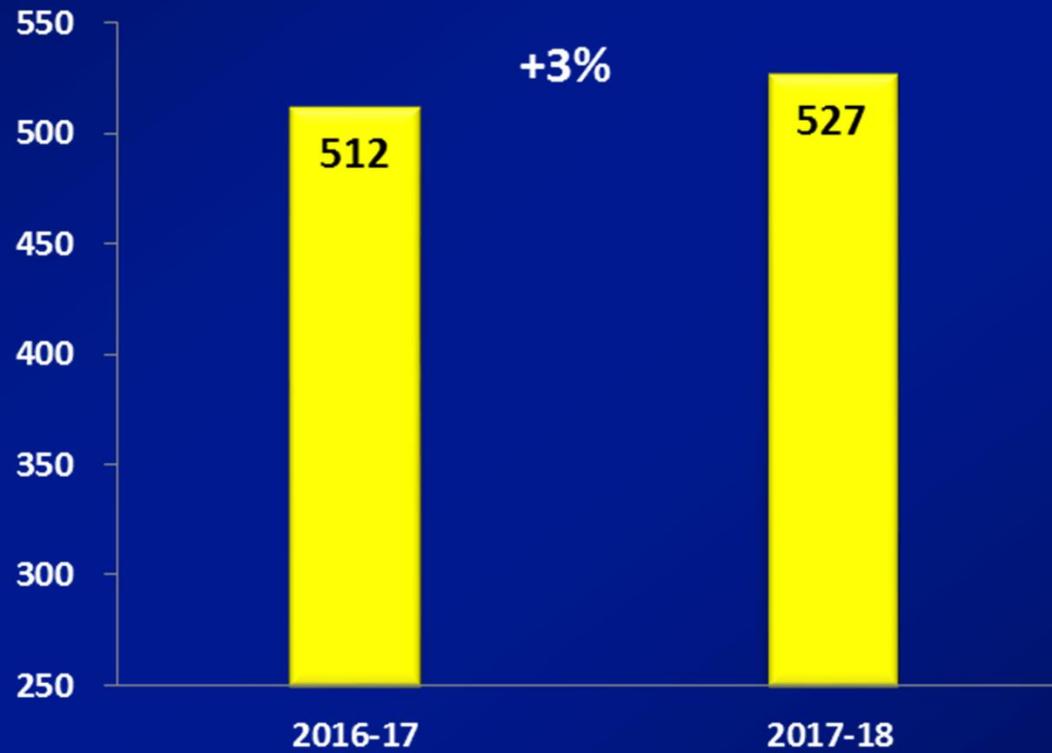


# Gross Margins

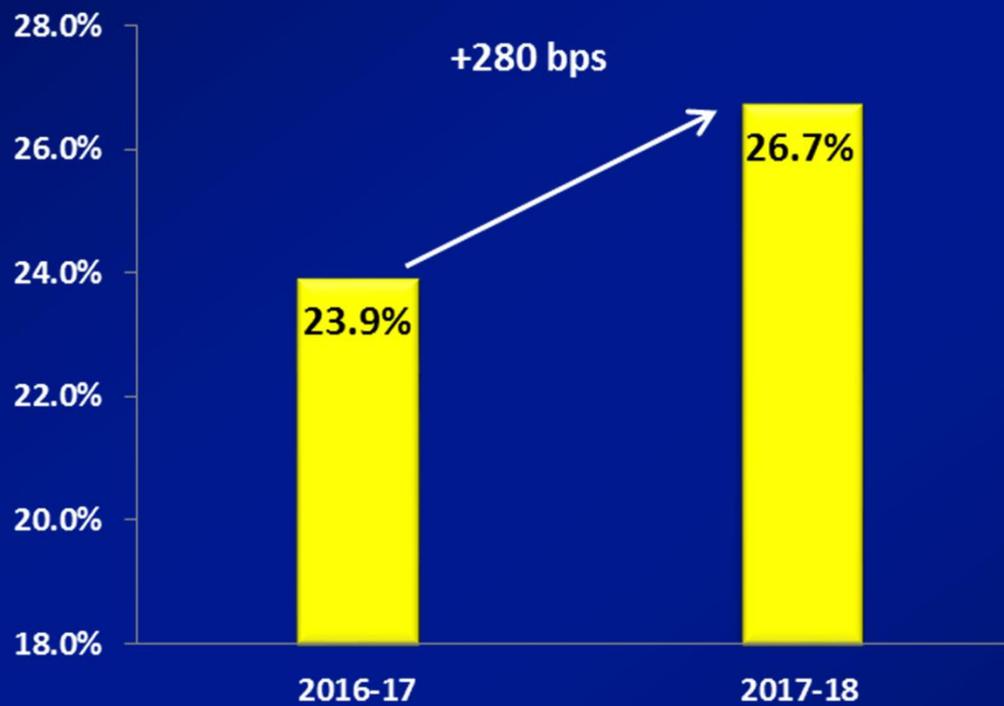


# Advertising

(Rs. Crores)

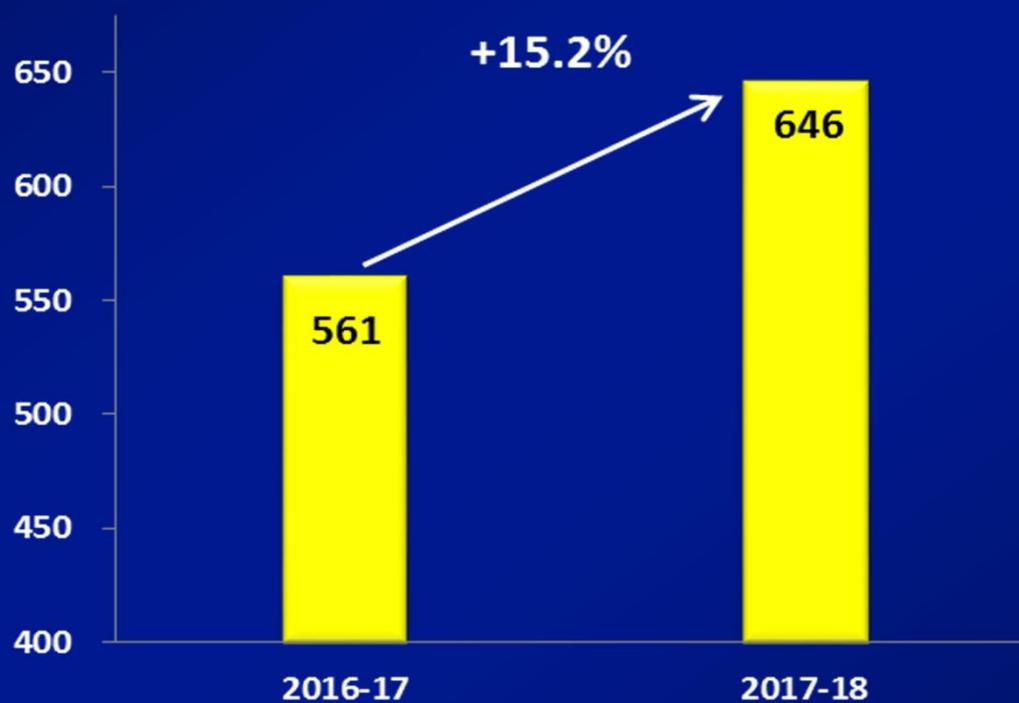


# EBDITA



# Profit After Tax

(Rs. Crores)



*\*PAT before tax reversals for FY 2016-17 & 2017-18 respectively*

# Summary FY 2017-18

**Net Sales**

+5% growth

**Gross Margin**

+160 bps increase

**Advertising**

+13% to Sales

**EBITDA**

27% to sales

**PAT**

*(Before tax reversals and exceptional )*

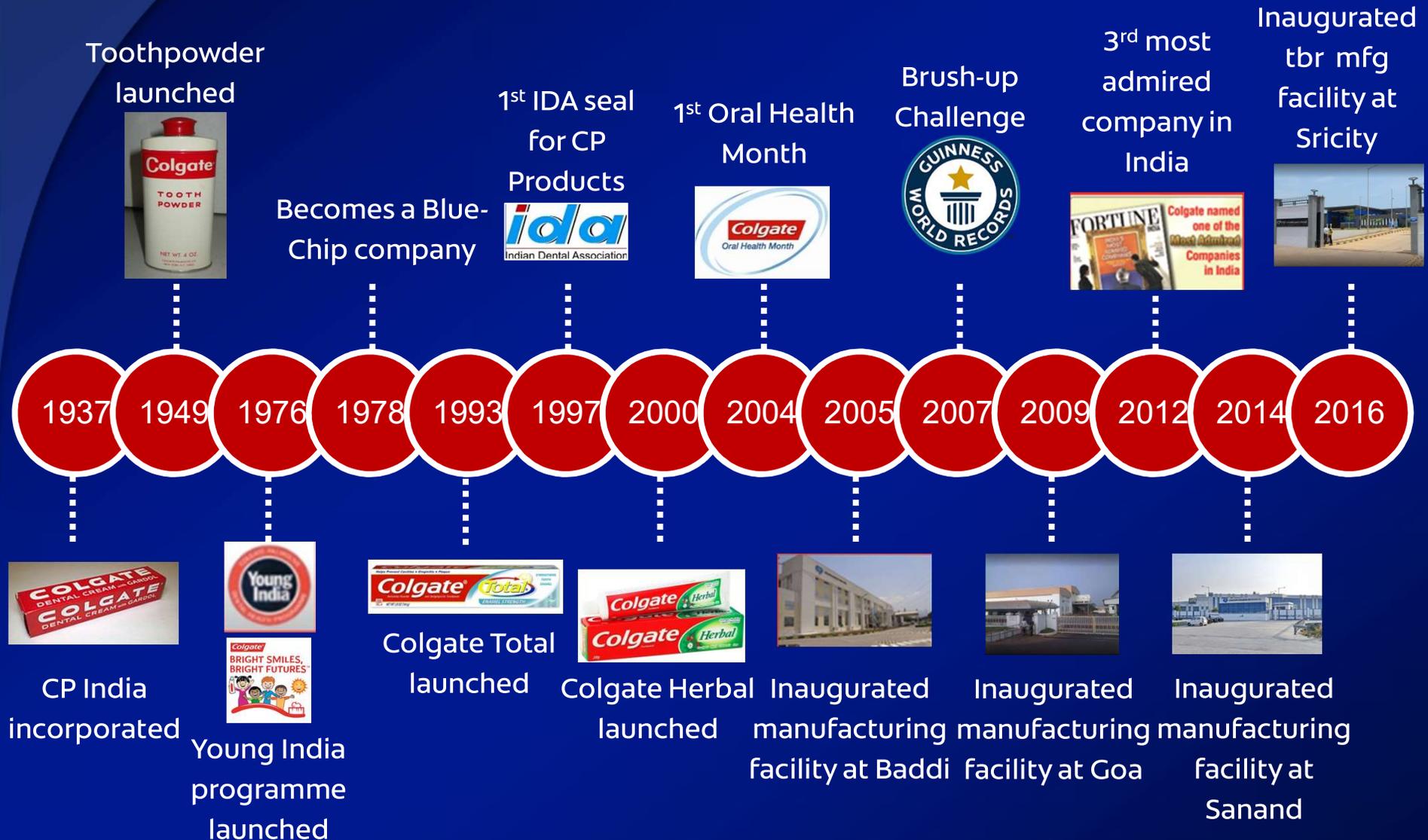
+15.2% growth

# Agenda



- Q4 and FY 2017-18 Results
- CP India Overview
- Key growth drivers
- Overall Performance
- Lets Talk

# Our remarkable journey



# India's Most Trusted Brand

## 7<sup>th</sup> year in a row!

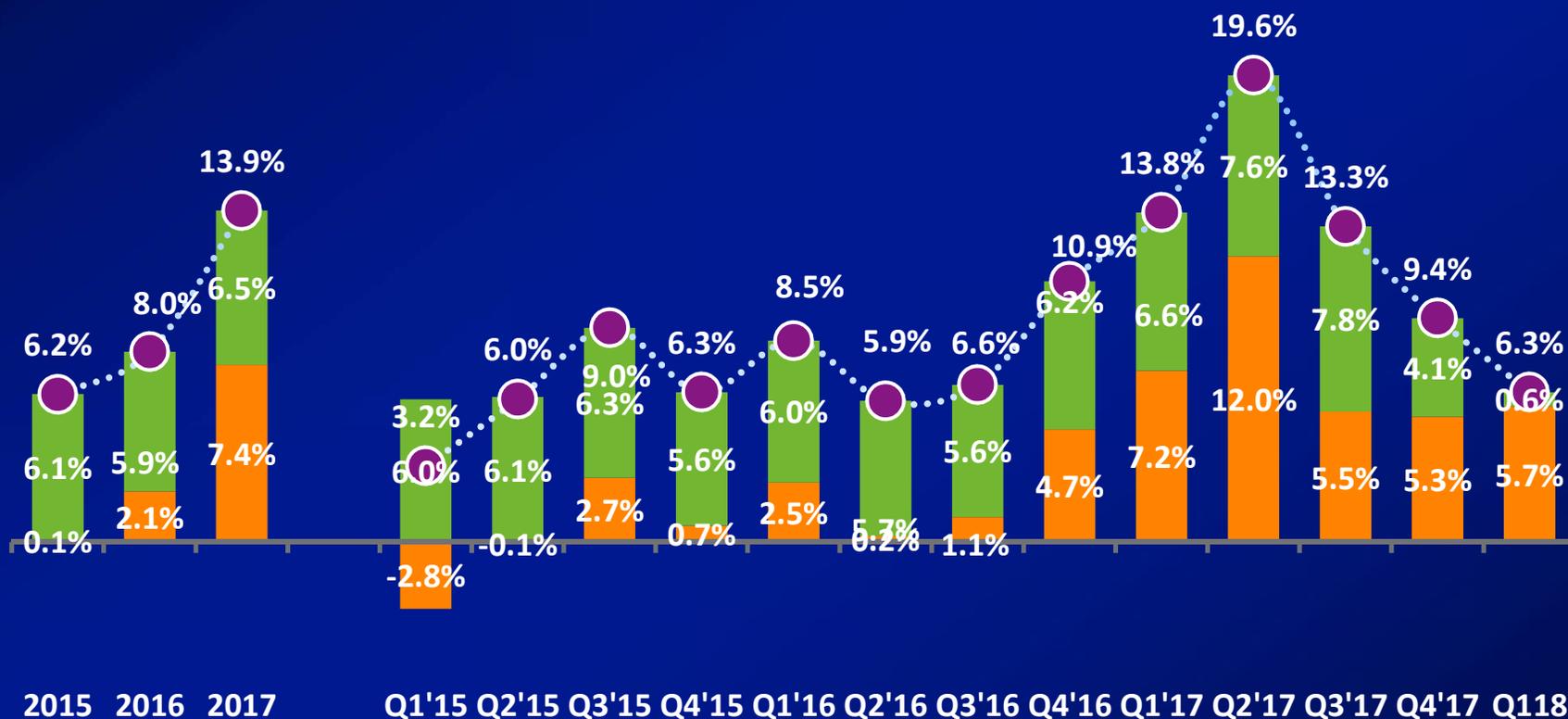


# Endorsed by some the *Biggest Celebs in India*



# Toothpaste Market Growth

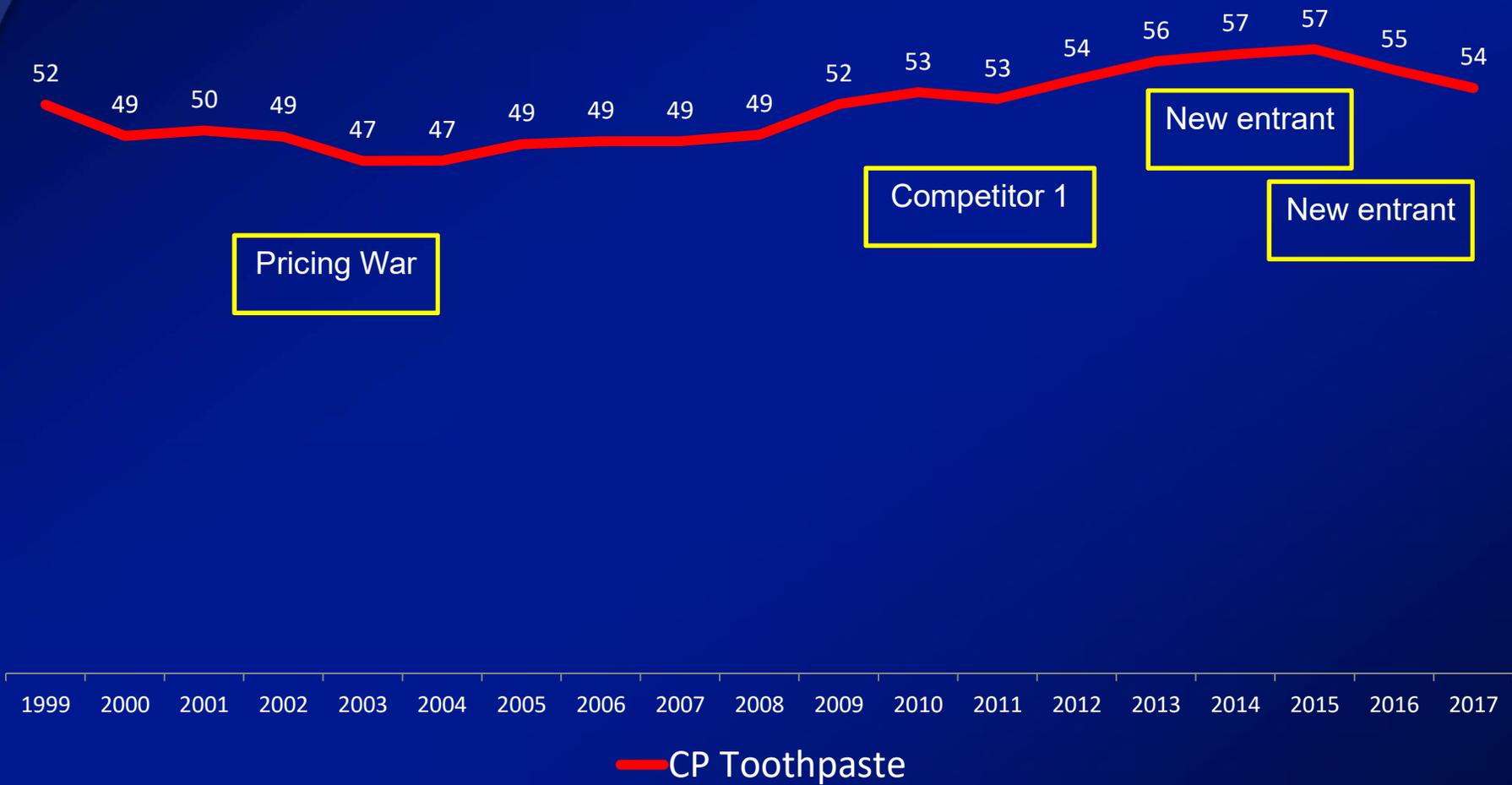
■ Consolidated Volume Growth
 ■ Pricing Growth
 ● Nominal Growth



# Toothpaste Volume Share



# Unwavered by competition attacks !!



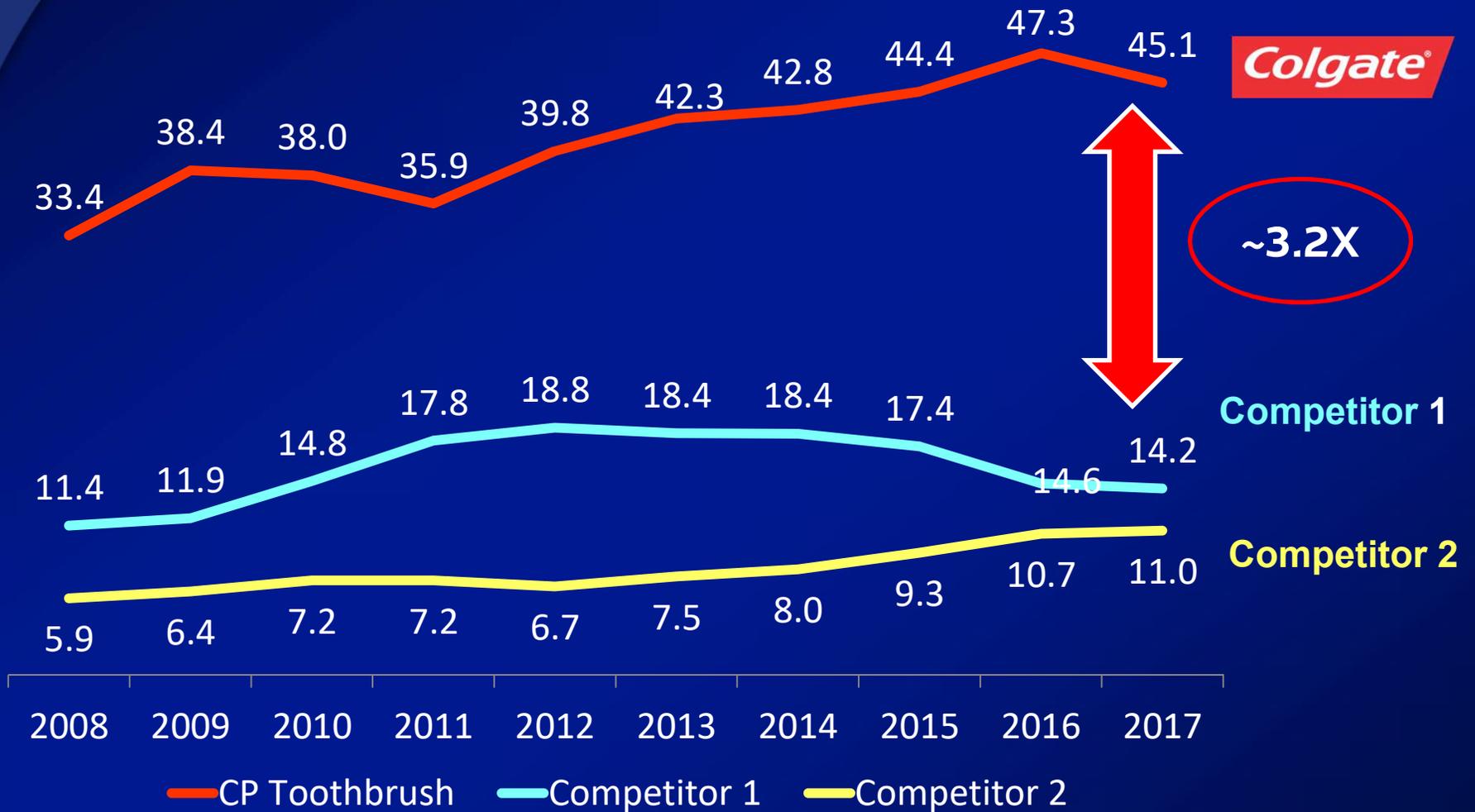
Market : All India(U+R) Volume Share Source : A C Nielsen DEC'17



# Toothbrush Market Growth



# Toothbrush Volume Market Share



# Agenda



Q4 and FY 2017-18 Results

CP India Overview

Key growth drivers

Overall Performance

Lets Talk

# *Key Growth Drivers*

**Innovation**

Engaging with  
consumers to  
build our  
brands

Winning on  
the Ground

Strong  
professional  
partnerships

# *Key Growth Drivers*

**Innovation**

Engaging with  
consumers to  
build our  
brands

Winning on  
the Ground

Strong  
professional  
partnerships

*Innovations developed over the last  
few years*

# Excellent Natural solution for Oral Care needs

**Colgate Cibaca Vedshakti**



**Packed with goodness of everyday natural ingredients**

# Active Salt – First in the Naturals segment



# Establishing new sub-segments

Making brushing fun for Kids!



Fun filled exciting characters

# Innovation in Sensitivity Portfolio



**First Sensitivity toothpaste with Clove**



**Colgate Sensitive Pro Relief  
with a new name**

# Innovations in Manual Toothbrushes

**SuperFlexi Black**



**India's first value-tier  
'black' toothbrush**

**Slim-Soft Advanced**



# Building new sub-categories



# Exciting new Flavor - Plax



# Introducing new “Convenient” Pump format in Bodywashes



# Building 'Palmolive Naturals' Hand Wash Portfolio



***And that's not all...***

# The “Perfect” Sangam

**Colgate Swarna Vedhshakti**

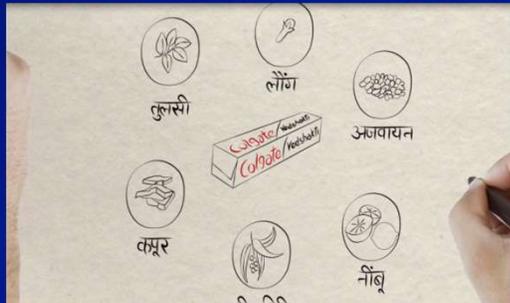


**Ved Aur Vigyaan  
ka Perfect Sangam**

# Building Conversations on Digital



“Dadima ke Nuskhe”



Living the Perfect Sangam

# Driving Awareness - SVS

*Colgate Swarna Vedshakti Review*  
WEDNESDAY, OCTOBER 04, 2017



India is well known for its tradition and culture, still we keep ourselves updated with modern science without leaving our customs behind. Our country has mastered the art of collaborating past with the present seamlessly. This same concept has been followed to create NEW Colgate Swarna Vedshakti toothpaste. Colgate is well known for their tooth care products for over many decades, they have incorporated traditional oral care ingredients in their new toothpaste so that we could get the "Best of both worlds."

With the help of Ayurvedic expertise, New Colgate Swarna Vedshakti has incorporated some fantastic traditional ingredients like Tulsi, Neem, Aloe vera, Clove, and Honey in their toothpaste. All these ingredients are not only traditional, but they have also been proved to be beneficial scientifically.




# Strong Naturals Portfolio



*Adding Exciting colours to life*

**Colgate** neo



**Ultrasoft 3626 Bristles**

# Adding Exciting colours to life



# Smiles Affordable for Everyone



Colgate Star

Toothbrush @ Rs 10



# Body Washes to add to your “Glamour”

Palmolive

Feel Good & Feel Glamorous



# *Key Growth Drivers*

Innovation

Engaging  
with  
consumers to  
build our  
brands

Winning on  
the Ground

Strong  
professional  
partnerships

# Impactful Consumer Engagement Programs

Scholarship

Collectibles

Learn & Win

Oral Health Month

**Colgate** SCHOLARSHIP OFFER\*

Padhoonga aur Badhoonga

Aayush Bansal  
Winner

WIN SCHOLARSHIPS WORTH ₹1 LAKH\*

**Colgate** Strong Teeth  
with Cavity Protection

Free video/audio courses worth ₹999\* inside every pack of 100g and above.

\*T.C. apply for details/terms and conditions on scholarship offer and/or offer for more details visit [www.colgate.com](http://www.colgate.com)

FREE! MAGICAL JUNGLE SAFARI  
JUST CUT, PLAY AND LEARN

FREE! MAGICAL JUNGLE SAFARI BOOK

**Colgate** Strong Teeth  
with Cavity Protection

**Colgate** Collect all 3 packs today!

**Colgate**

सीखो और जीतो\*

जीतें 1000 से भी ज्यादा टैबलेट्स\*

मिस्त्र कॉल करें और एक आसान सवाल का जवाब दें.

FREE! LEARN & WIN OFFER

**Colgate** Strong Teeth  
with Cavity Protection

\*विजय व जीतें 1000 से भी ज्यादा टैबलेट्स के लिए [www.colgate.com](http://www.colgate.com) पर जाकर जवाब दें और 21.12.2017 तक [www.colgate.com](http://www.colgate.com) पर जाकर जवाब दें और 21.12.2017 तक [www.colgate.com](http://www.colgate.com) पर जाकर जवाब दें

**Colgate** + **ida**  
ORAL HEALTH MONTH

KEEP INDIA SMILING  
WITH FREE DENTAL CHECK-UPS

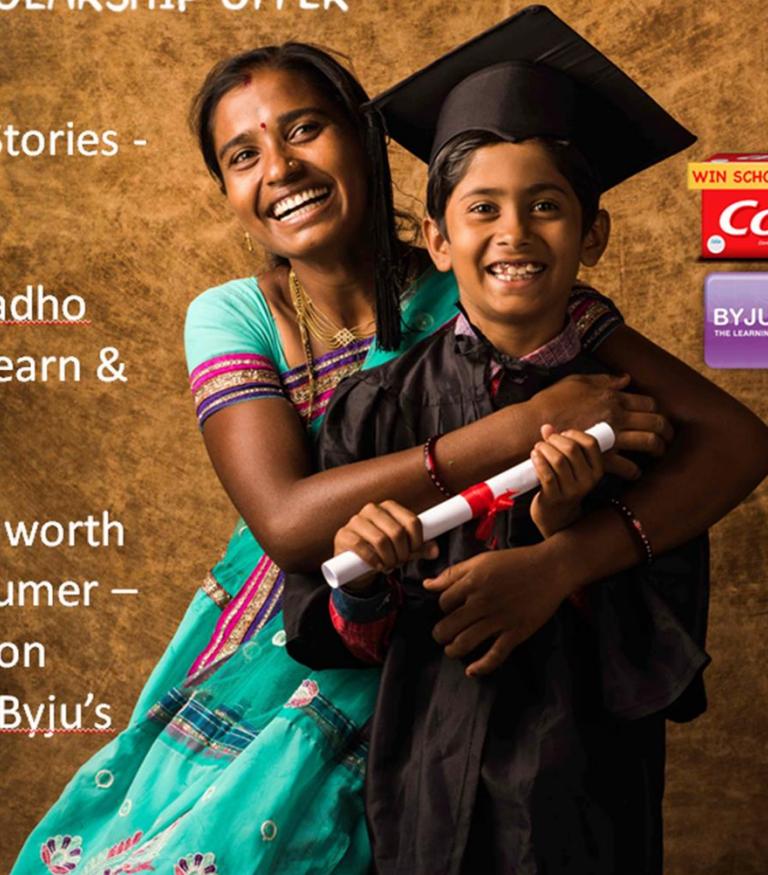
GIVE A MISSED CALL ON 1800 4197 575 TO FIND A DENTIST NEAR YOU.

**Colgate** BRAND RECOMMENDED BY DENTISTS

# Scholarship with every CDC pack

## Colgate® SCHOLARSHIP OFFER\*

- Real Winner Stories - Real Impact
- IMC Idea – ‘Padho aur Badho’ (Learn & Progress)
- Something of worth to every consumer – 40mn Education courses from Byju’s



FREE\* EDUCATIONAL COURSES WORTH ₹999/- INSIDE EVERY 100g PACK AND ABOVE.

# Collectibles on pack Magical Safari Adventure



# New Max Fresh Relaunch

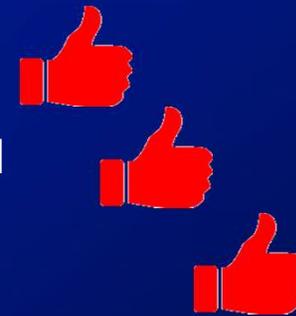
Xtra  
freshness  
like never  
before



Colgate®



Intense  
Freshness  
Prevents bad  
breath  
Taste I like



# Translating to Smiles thru' Digital Media



# Providing Dental Advice with missed calls..



**Colgate** + **ida**  
Indian Dental Association

**दांतों की समस्या?**  
1800-266-0646  
पर मिसड कॉल लगाएं  
और मुफ्त में सलाह पाएं!

कोलगेट पॉकेट डेंटिस्ट,  
रखे भारत की मुस्कुराहट बरकरार.

**Colgate**  
डेंटिस्ट का 'सुहाया' "1" हैण्ड!

सर्विस प्रोवाइडर और इस संख्या पर कॉल करने की लागत, अपने से संबन्धित सभी धरों को शामिल करके ₹ 1000 से अधिक हो सकती है।  
हमें कॉल करने से पहले इस लिंक पर जाएं [www.colgate.co.in](http://www.colgate.co.in)



# Retailer Engagement on Toothbrushes

Exclusive Limited Edition Virat pack before IPL Season



# Exclusive Virat Packs

**Colgate Super FLEXI** ₹18 MEDIUM

**Exclusive Virat Pack**

Win a Chance to Watch a Match\*

India's #1 Toothbrush Brand\*\* Recommended by Dentists

**SPECIAL OFFER: 10 + 2 FREE**

What's exclusive is 'Virat' - all his Indian teammates call him by that name.

Virat holds the record for most runs in a century for India (100 runs in 112 balls).

Among 10 nations, Virat's home country is the Super Power.

Virat is the first Indian to score a century in World Cup debut.

Virat is the first Indian to score 2000 runs in 200 Test matches.

At the age of 23, Virat was named the 2012 ODI Cricketer of the year.

Virat led India to victory in the Under-19 World Cup 2008.

Virat is the fastest Indian to reach 1000 runs in 100 ODI matches.

Virat was adjudged the second most marketable athlete in the world.

Virat is the first Indian to score 4000 runs.

In 2013, Virat was awarded with the Arjuna Award.

Virat is the only Indian cricketer who has 10000 runs in 10000 ODI matches.

**SPECIAL OFFER: 10 + 2 FREE**

**Colgate Super FLEXI Black** ₹20 MEDIUM

**Exclusive Virat Pack**

Win a Chance to Watch a Match\*

India's #1 Toothbrush Brand\*\* Recommended by Dentists

What's exclusive is 'Virat' - all his Indian teammates call him by that name.

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# Changing Habits through Digital campaigns



Office copy



Home copy



Call to action copy



67 MN Impressions

14.1 MN Views

# *Key Growth Drivers*

Innovation

Engaging with  
consumers to  
build our  
brands

**Winning on  
the Ground**

Strong  
professional  
partnerships

# Superior In-store Execution

## Swarna Vedshakti



# Superior In-store Execution Swarna Vedshakti



# Superior In-store Execution

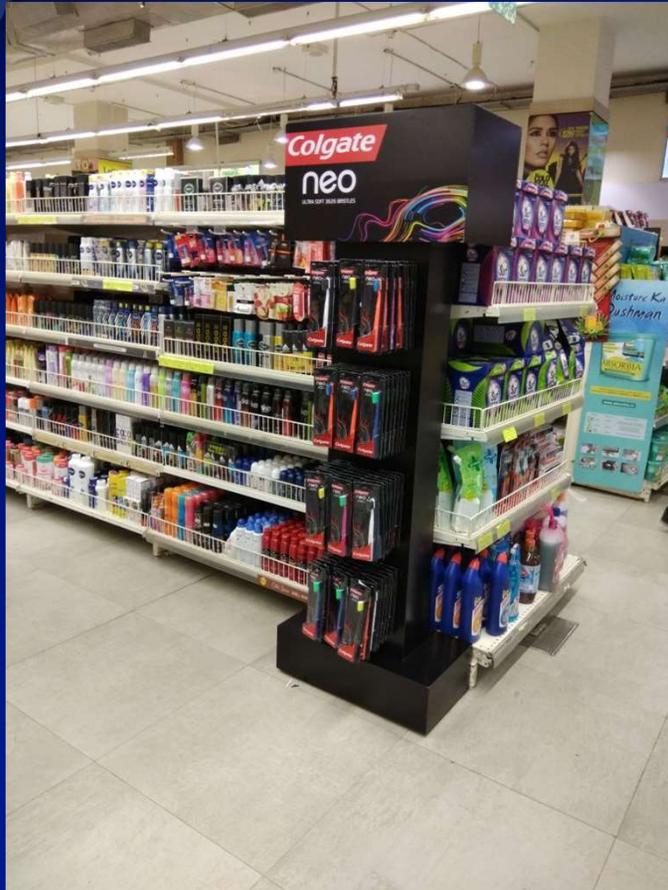
## CDC Collectibles



# Superior In-store execution Cibaca Vedshakti



# Superior In-store execution Colgate Neo



# Superior In-store execution Colgate Active Salt



# Consumer Engagement on CAS



Celebrating Tamil culture with Thirukkural Tribute Truck

# Superior In-store execution

## Rs 99/- packs in Modern Trade

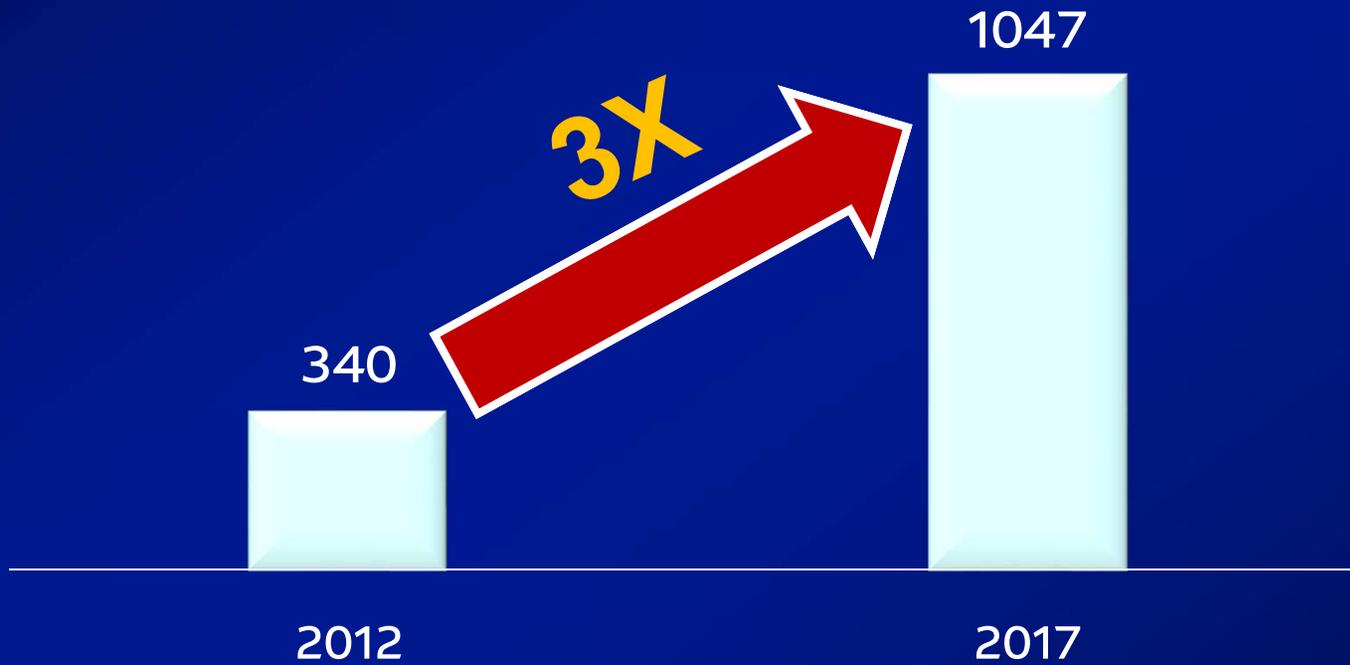


# Reaching out to millions



# Increasing distribution & availability

No. of vans in Rural



Invested behind infrastructure

# *Key Growth Drivers*

Innovation

Engaging with  
consumers to  
build our  
brands

Winning on  
the Ground

**Strong  
professional  
partnerships**

# Partnering with the Indian Dental Association



- Continuing dental education programs in 450 IDA branches
- National & State conferences
- IDA-Colgate Scholarships
- Oral Health Month
- IDA seal on Colgate products



Enhancing engagement & education with 40,000 + IDA dentists

# *Leading to Win*

## *Working with our Community*

# Oral Health Month



**Colgate + idA**  
Indian Dental Association  
**ORAL HEALTH MONTH**

**KEEP INDIA SMILING**  
WITH FREE DENTAL CHECK-UPS\*

Give a missed call on  
**1800 266 1255.**  
Free check-up card inside the  
Colgate Oral Health Month pack.

**Colgate** Strong Teeth  
with Cavay Protection

**Colgate**  
#1 BRAND RECOMMENDED BY DENTISTS



35,000+ dental clinics in OHM vans in 25+ towns  
1300+ towns



2 Day Dental camp for Mumbai Taxi Drivers at Mumbai International Airport



# Bright Smiles Bright Futures

1976



0.45 MM

1986



3.2 MM

1996



6.9 MM

2006



49.1 MM

2017

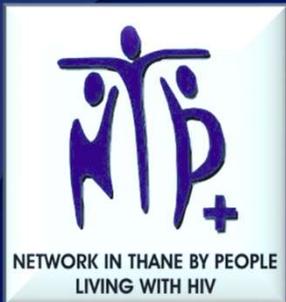


150.6 MM



Over 150 million school children contacted across 327,000 schools in the last 40 years

# Working with NGO Partners



Addressing Inequalities - Payroll giving program to support education and nutrition for children affected and infected by HIV.

Conservation of Natural Resources, Vocational training for self sustenance of villagers, Girl child empowerment

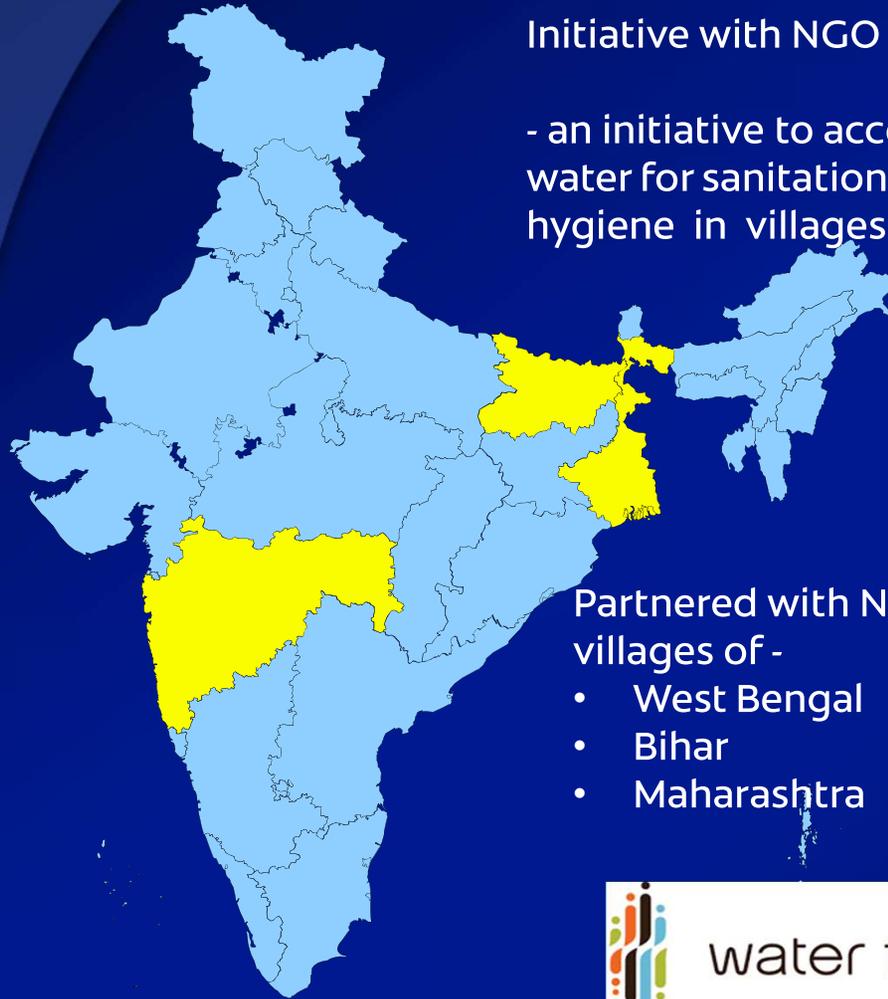


Program for Social & Economic Empowerment of the underprivileged & marginalized Youth

# Save Water Program

Initiative with NGO -Water for People

- an initiative to access drinking water, water for sanitation and promoting of hygiene in villages



Partnered with NGO for water starved villages of -

- West Bengal
- Bihar
- Maharashtra



# Save Water Program

Partnership with Metro C&C for Save Water Program



Join Us!  
Turn off the tap while brushing.



On purchase\* of select Colgate packs, we will contribute ₹10/- per pack to support save water initiatives of communities.



Contributions to help facilitate the water connections in village households of Amravati

# Colgate Wins Asia Book Reward



Asia Book Record for “Most People Brushing their Teeth together “  
23,615 people brushing at the same time at SRU Grounds, Chennai

# Agenda



Q4 and FY 2017-18 Results

CP India Overview

Key growth drivers

Overall Performance

Lets Talk

# Net Sales

(Rs. Crores)



\*Numbers are restated as per Ind AS

# Gross Margin

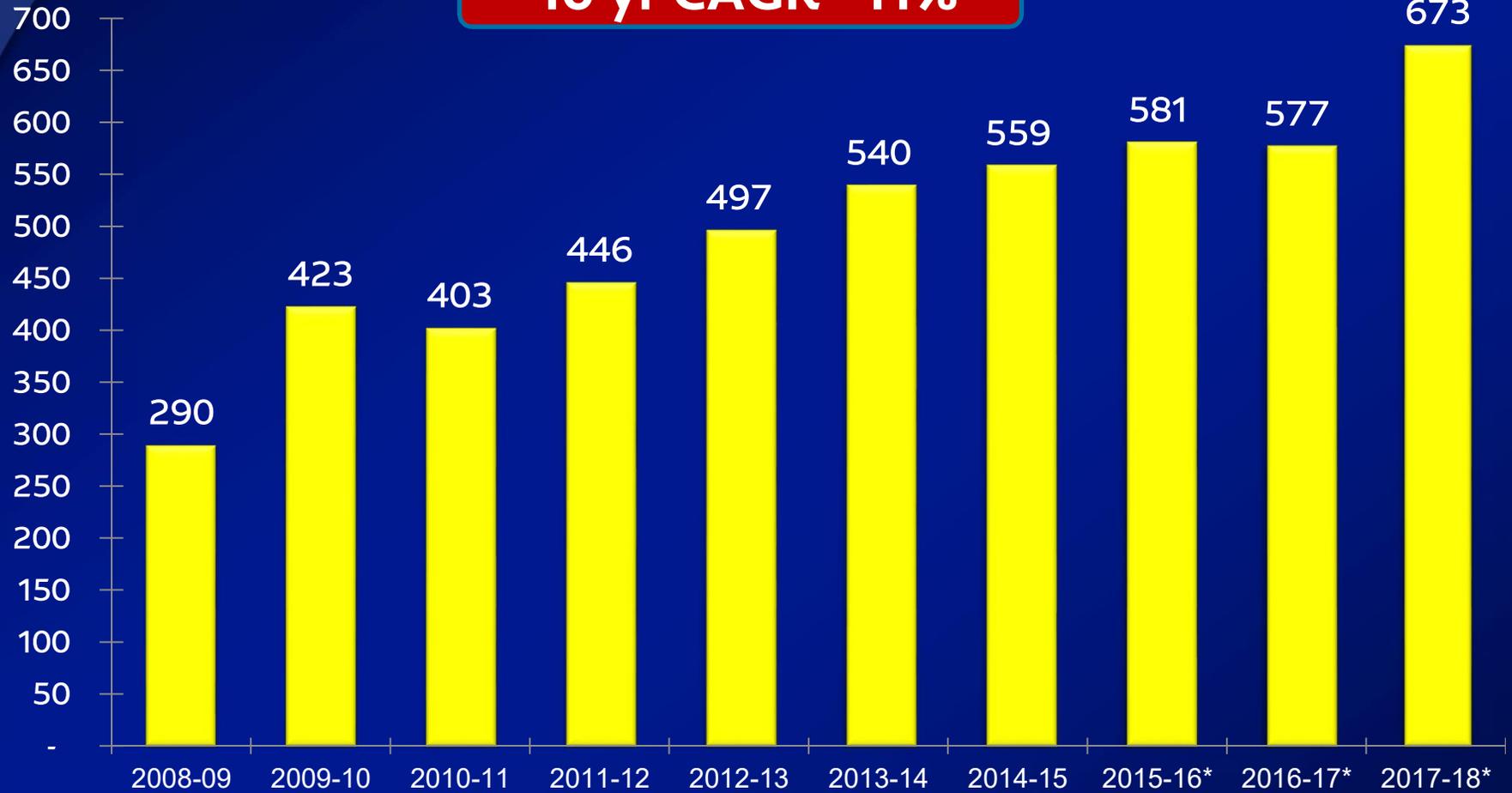


*\*Numbers are restated as per Ind AS*

# PAT

(Rs. Crores)

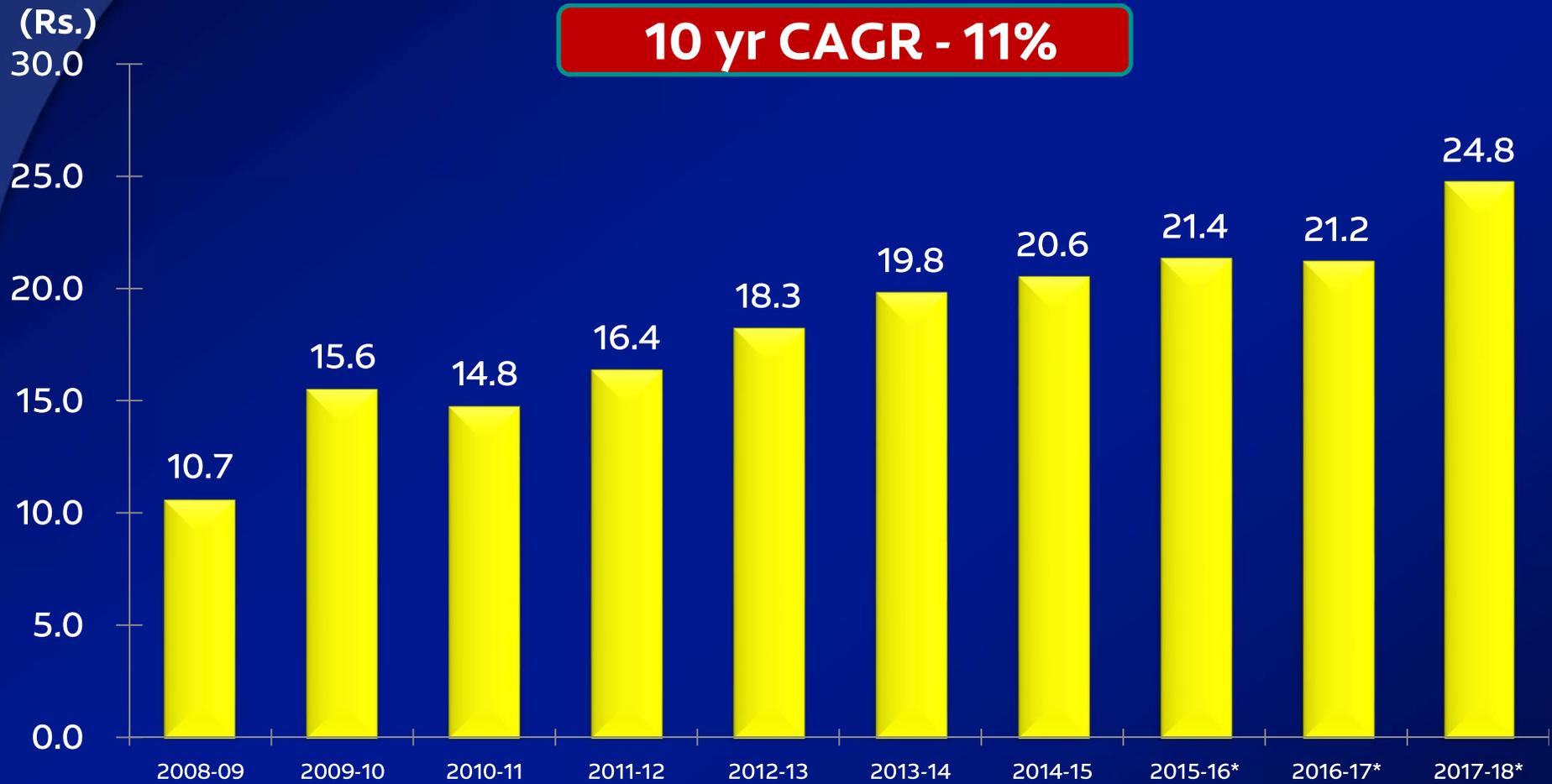
10 yr CAGR - 11%



\*Numbers are restated as per Ind AS

# EPS

10 yr CAGR - 11%



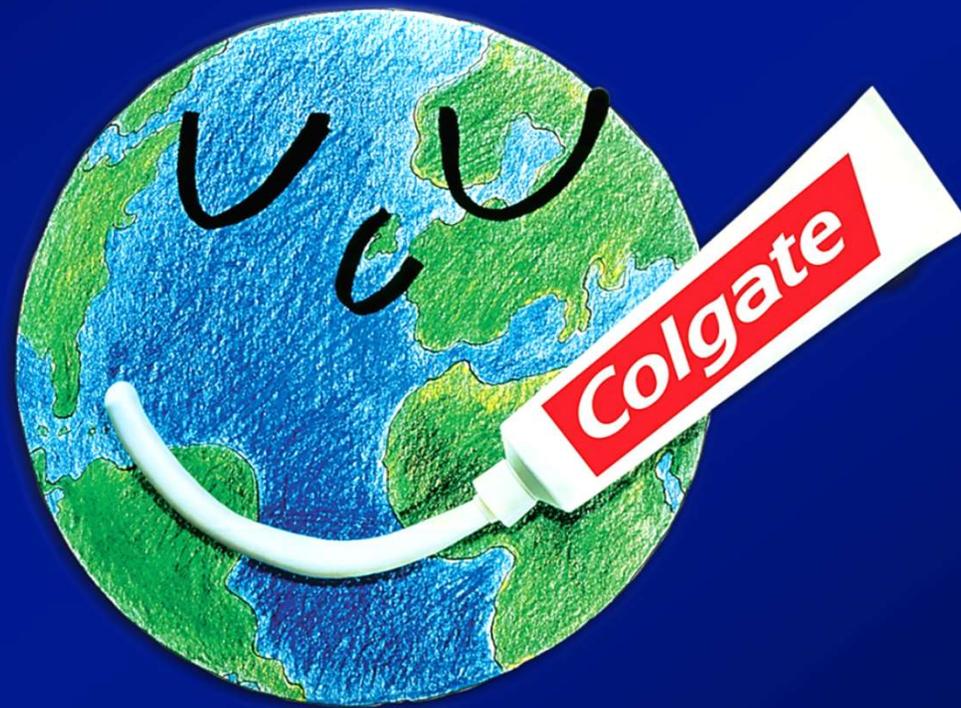
\*Numbers are restated as per Ind AS

# DPS

10 yr CAGR - 14%



# *Well-poised to continue to grow shareholder value*



***Lets Talk***

*Colgate*<sup>®</sup>

