

Colgate-Palmolive (India) Limited





Key Priorities

Drive
Sales
Growth



Maximize
Earnings



Lead to
Win



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Drive
Sales
Growth

Maximize
Earnings

Lead to
Win





- Superior Brand Engagement
- Innovation for Growth
- Winning in Emerging REs
- 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



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



For the performances that made the country smile

Yashasvi Jaiswal
U19 Indian Cricketer

Colgate Smile karo aur shuru ho jao

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



Life is tough, but so am I.

Deepika Mhatre
Once a maid now a stand-up comic.

Happy Women's Day !

Here's to three strong women, who started their jou...

👍❤️👍 80



She believed she could, so she did.

Haimanti Sen
College student and teacher to street children.

Happy Women's Day !

Here's to three strong women, who...

5 Comments 22 Shares

👍 Like 💬 Comment ➦ Share

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 sasuraal, 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 t... See More



👍❤️👍 29K 1.4K Comments 5K Shares

Dr. Sindhutai Sapkal 📍 तुमच्या पेजवरून माझ्याबद्दलची माहिती दिल्याबद्दल आपले आभार ! आपण सगळे आपली काळजी घ्या.

Like · Reply · See Translation · 1w

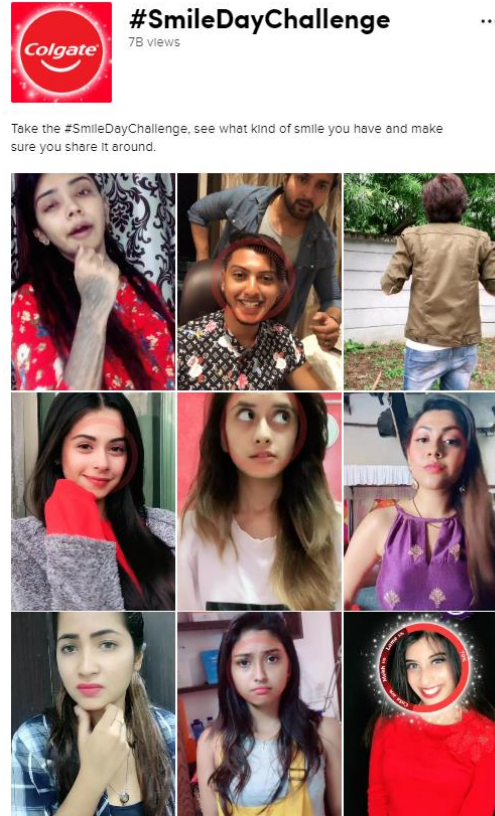
👍❤️👍 225

👉 10 Replies

View more comments

2 of 1,27

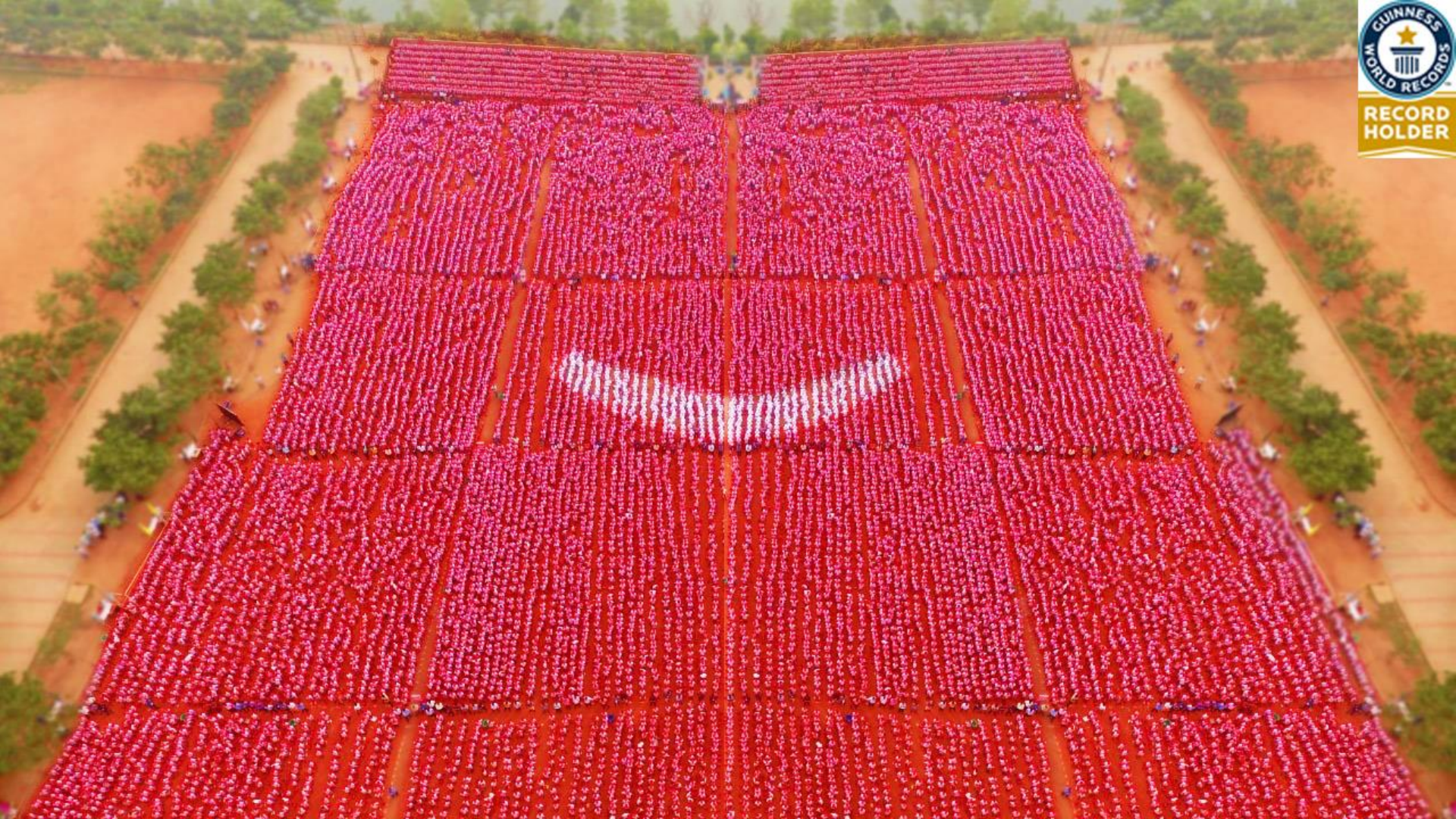
Celebrating Smile Day



2.4Bn+



1.6Mn+



A moment of pride

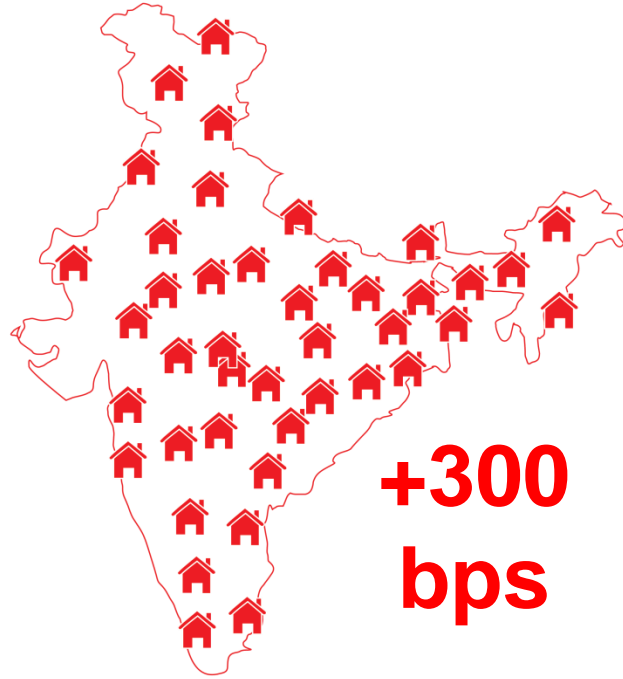
**Guinness World Record for
26,382 children brushing
simultaneously at one venue**

Most Trusted Oral Care Brand

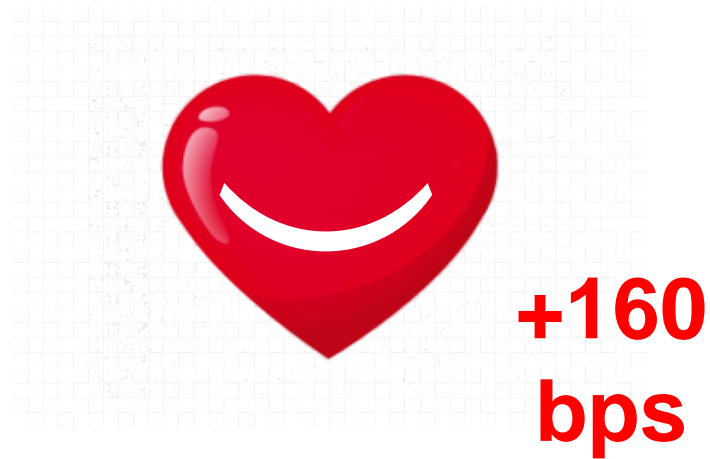


9 yrs in a row!

Bought by more & loved more



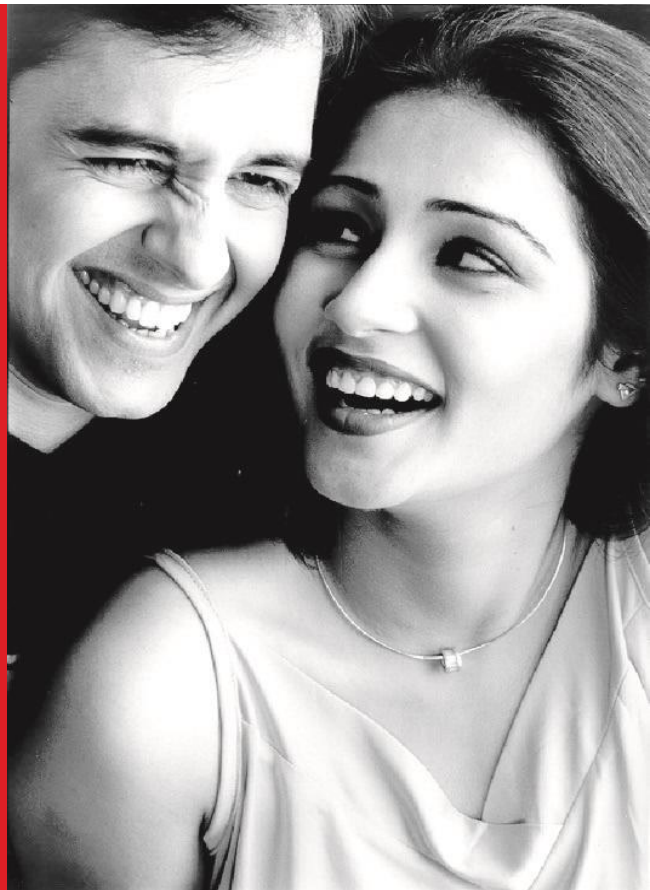
*Colgate Household Penetration – Q1 '20**



*Colgate Brand Love – 2019***



**EXTENDING
OUR
PHILOSOPHY
TO
OUR BRANDS**



Every Day – A fresh start with Maxfresh!



MaxFresh[®] X Ranveer Rap Battle



GOLD at IMAI (Indian digital awards 2020) for the Best use of Instagram

Winning with Naturals



Colgate®

SWARNA
VEDSHAKTI

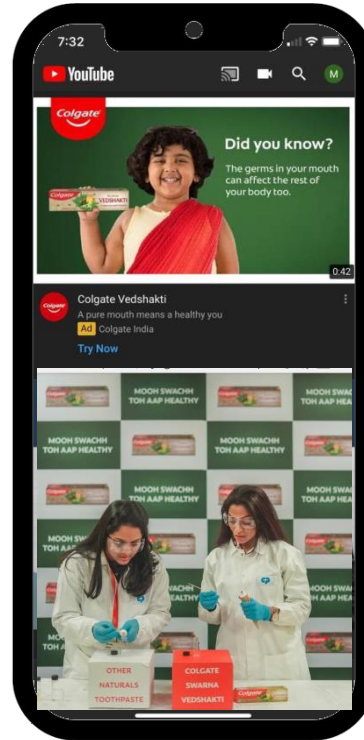
मुँह स्वच्छ
तो आप हेल्दी



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



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New News in India's #1 Brand



Biggest Revolution in Oral Health in decades

Our Best Ever Clinically Superior Technology

23+

Clinical
Studies

25+

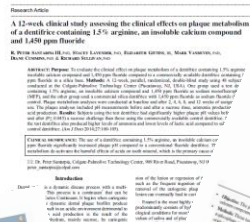
Consumer
Tests

10+

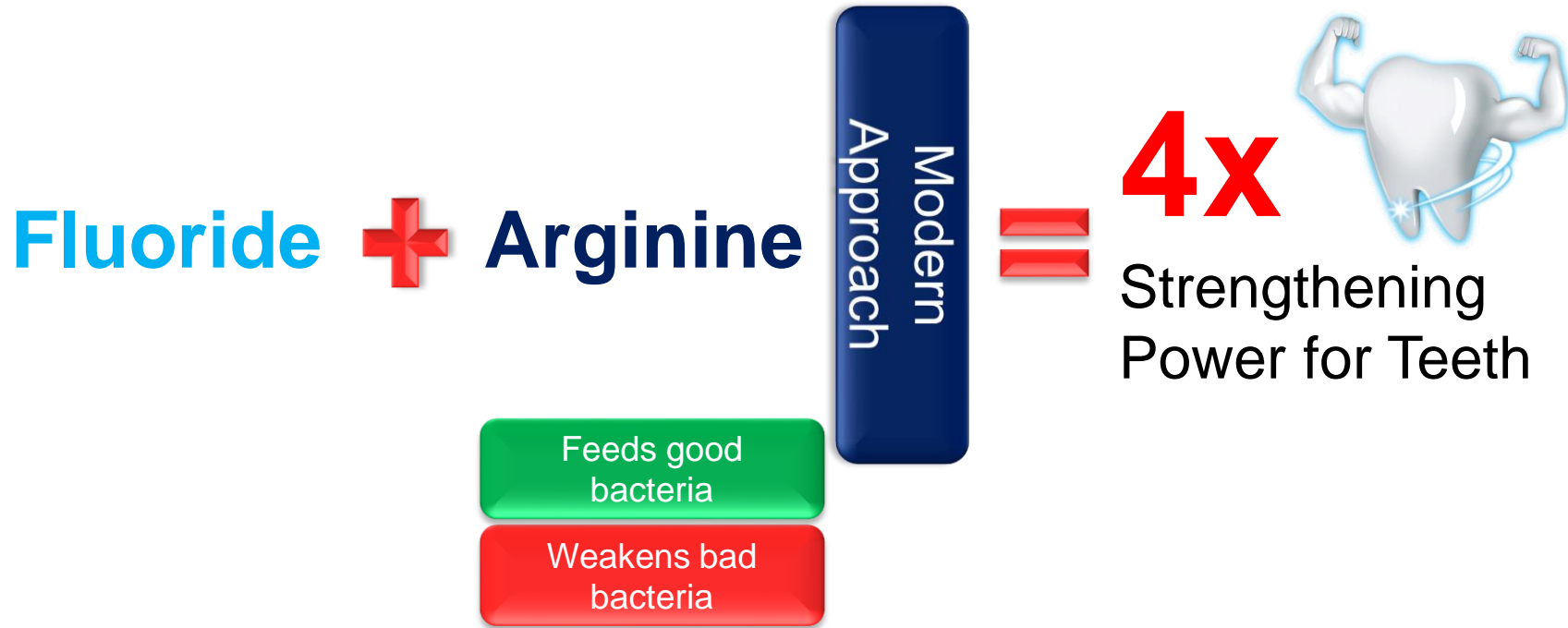
Years of
Research

+18,000

PEOPLE PARTICIPATING



Building strong teeth with Amino Shakti



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



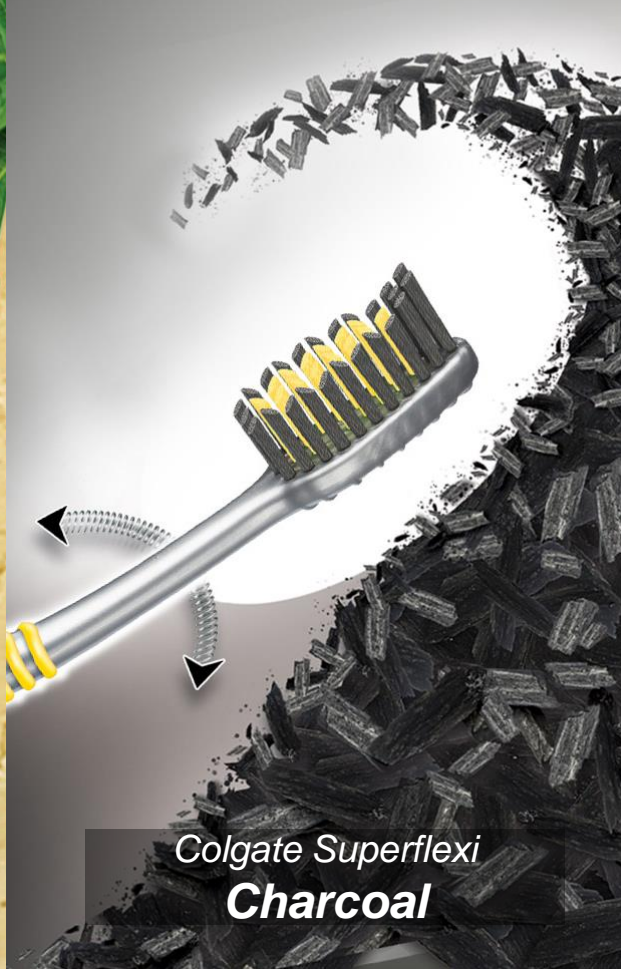
0%

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





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Winning in Ecom



Dedicated Organization

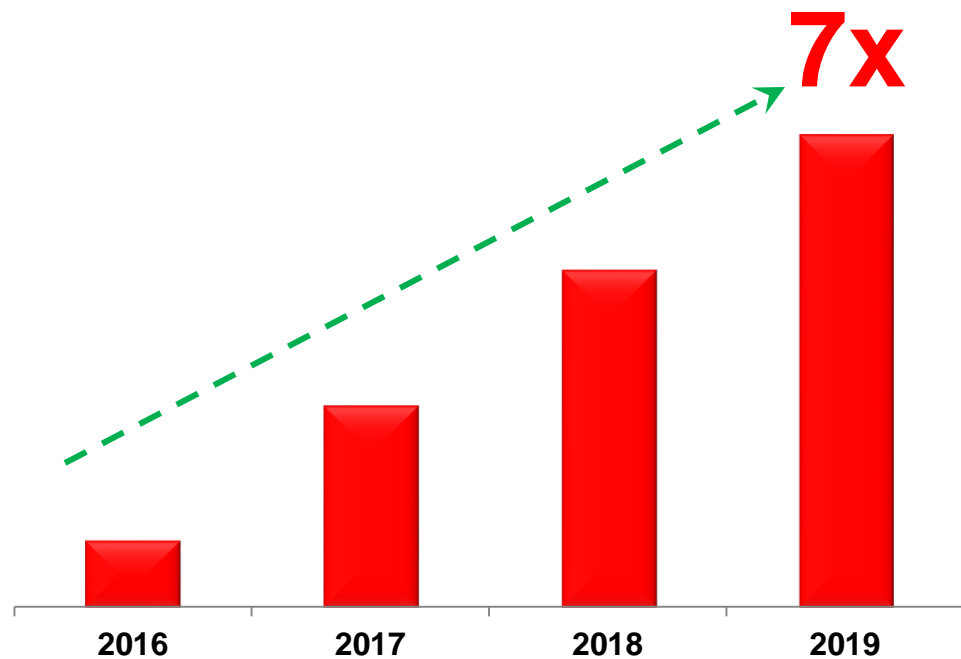


Distinctive Portfolio

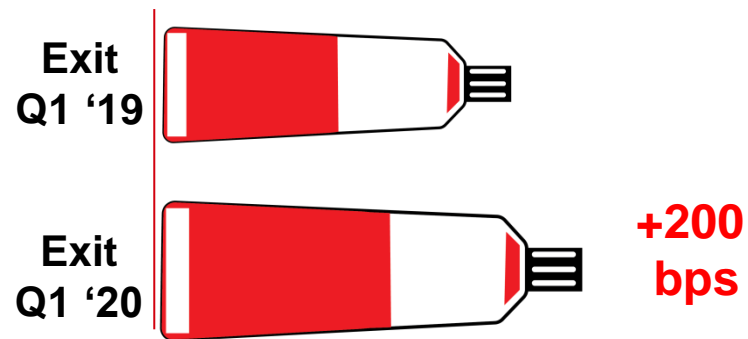


Customer Event partnerships

Winning in Ecom



Colgate E-commerce Business



Colgate E-commerce SOM

Winning in Modern Trade

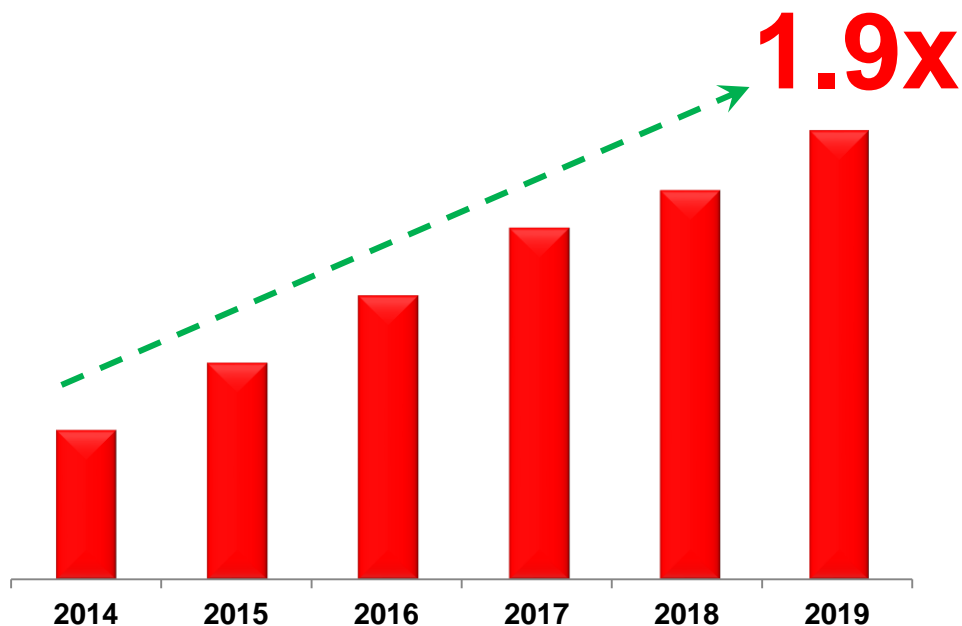
Shopper focused portfolio



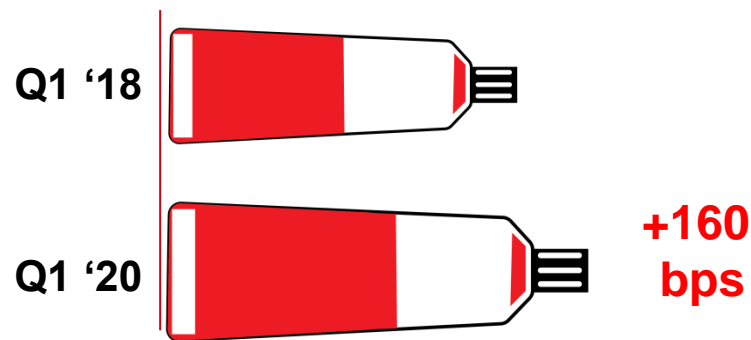
Demand generation in-store



Winning in Modern Trade



Colgate Modern Trade Business

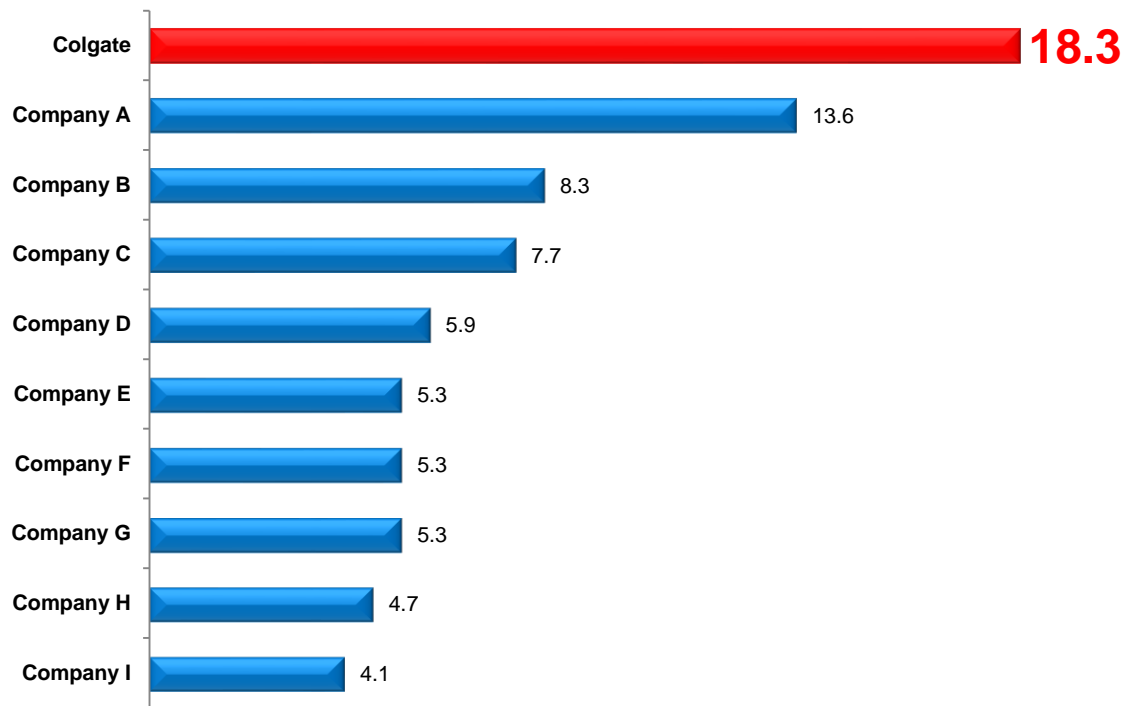


Colgate Modern Trade SOM



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Winning with our stockists



*Colgate-Palmolive voted as
the most preferred
manufacturer by distributor
community*



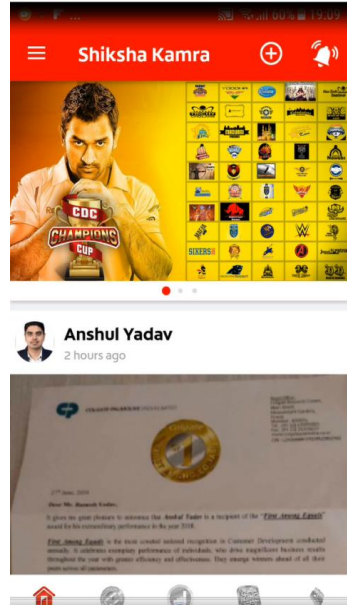
Winning with Wholesale



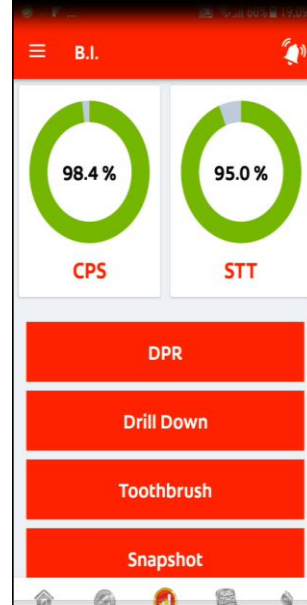
Leveraging technology to increase productivity



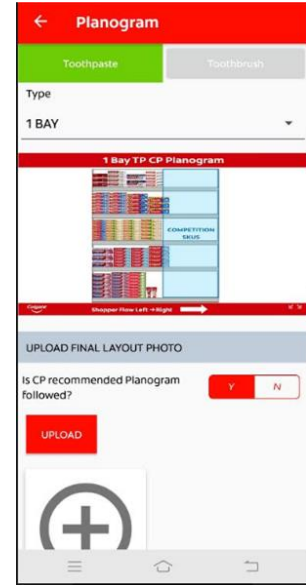
Technology to support Salesman



Two-way Communication



Data Dashboards on the Go

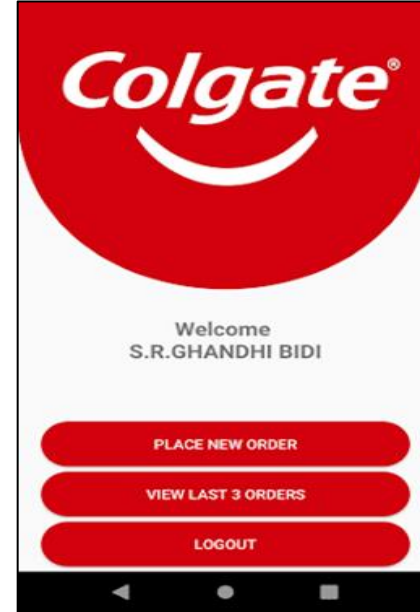


Data Modelling & customized store order recos

Ensuring availability during COVID



Leveraging local logistics vendors

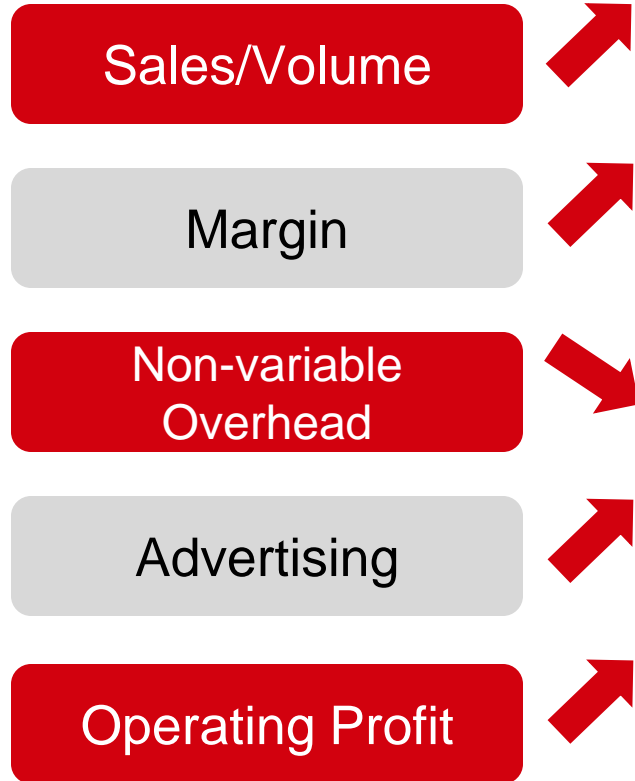


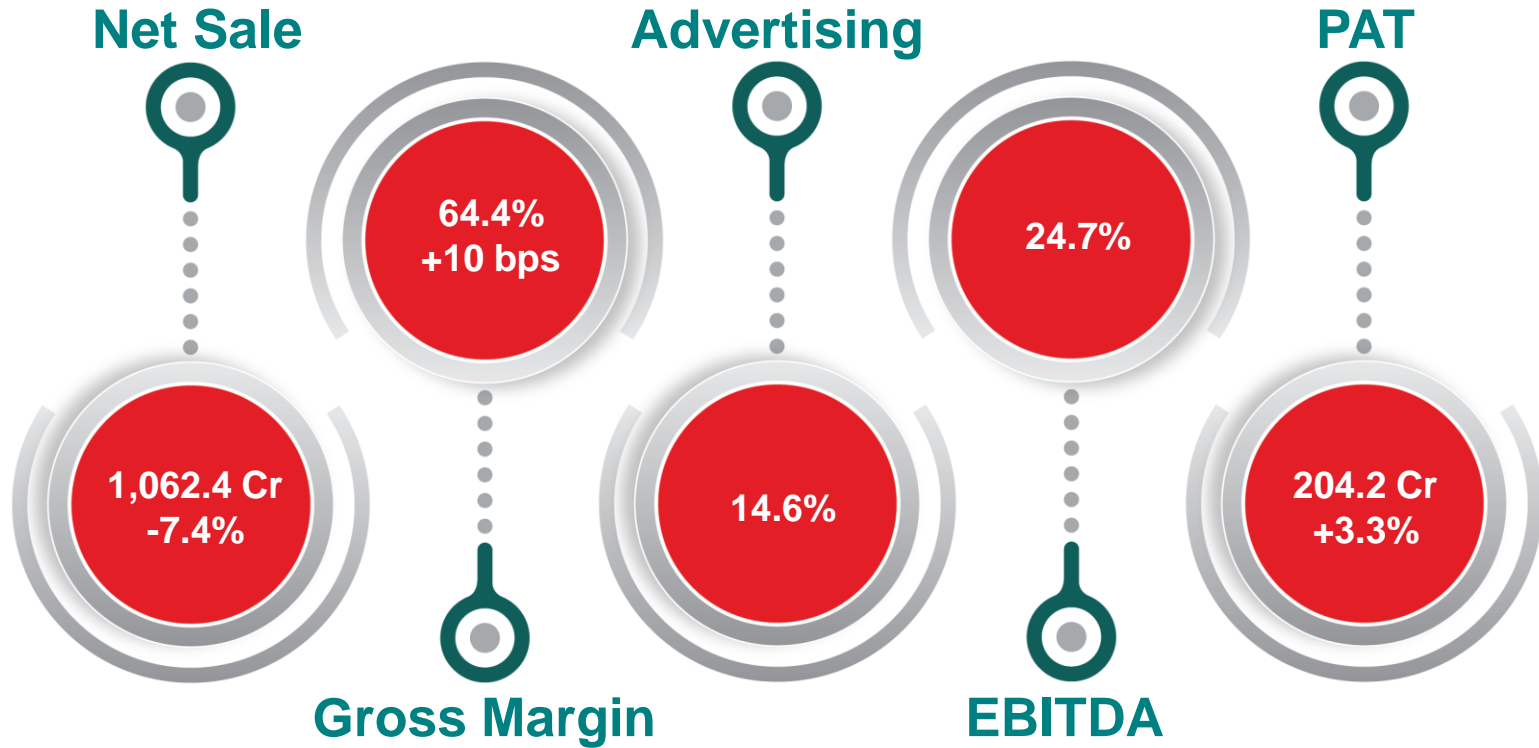
Leveraging technology for Contactless order booking

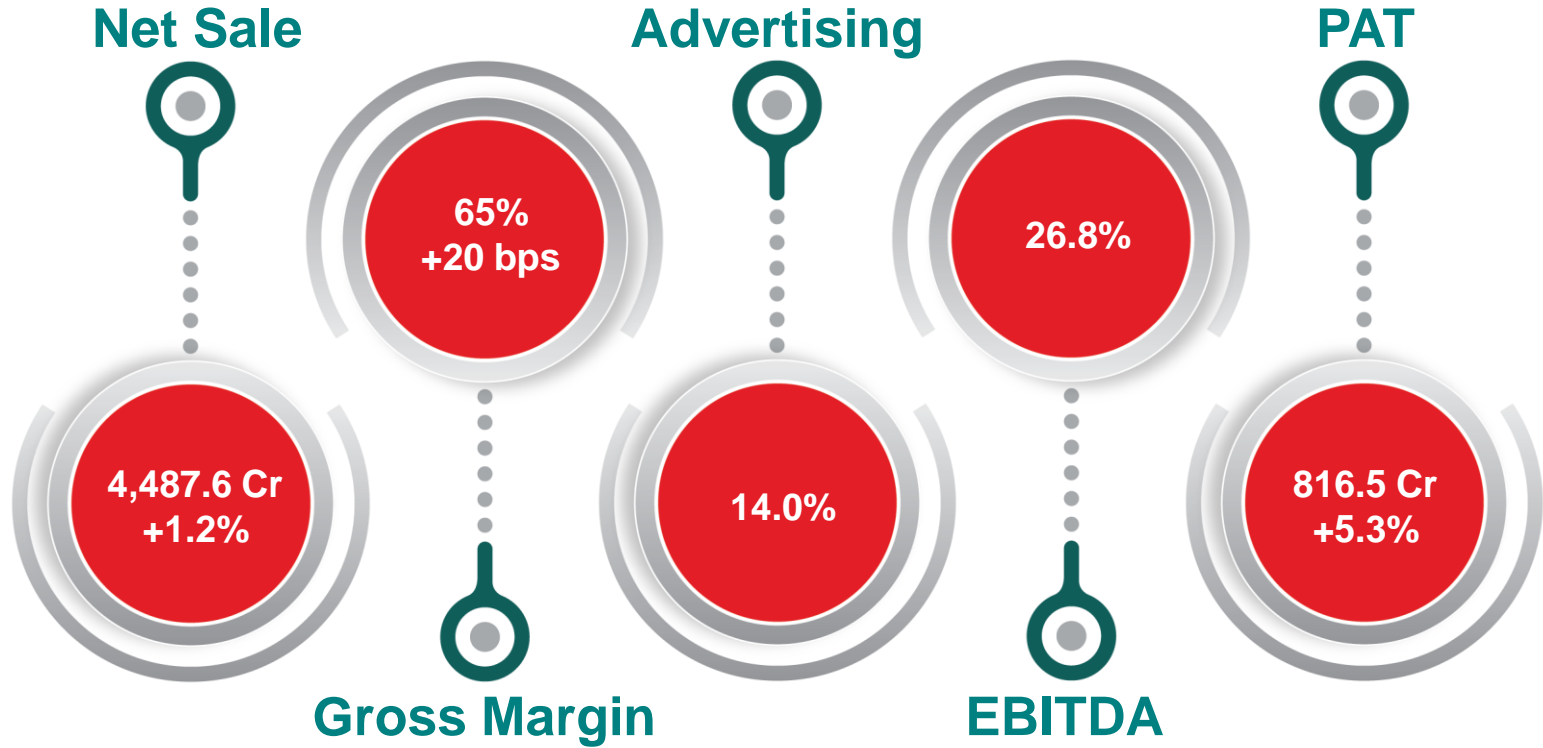
Key Priorities



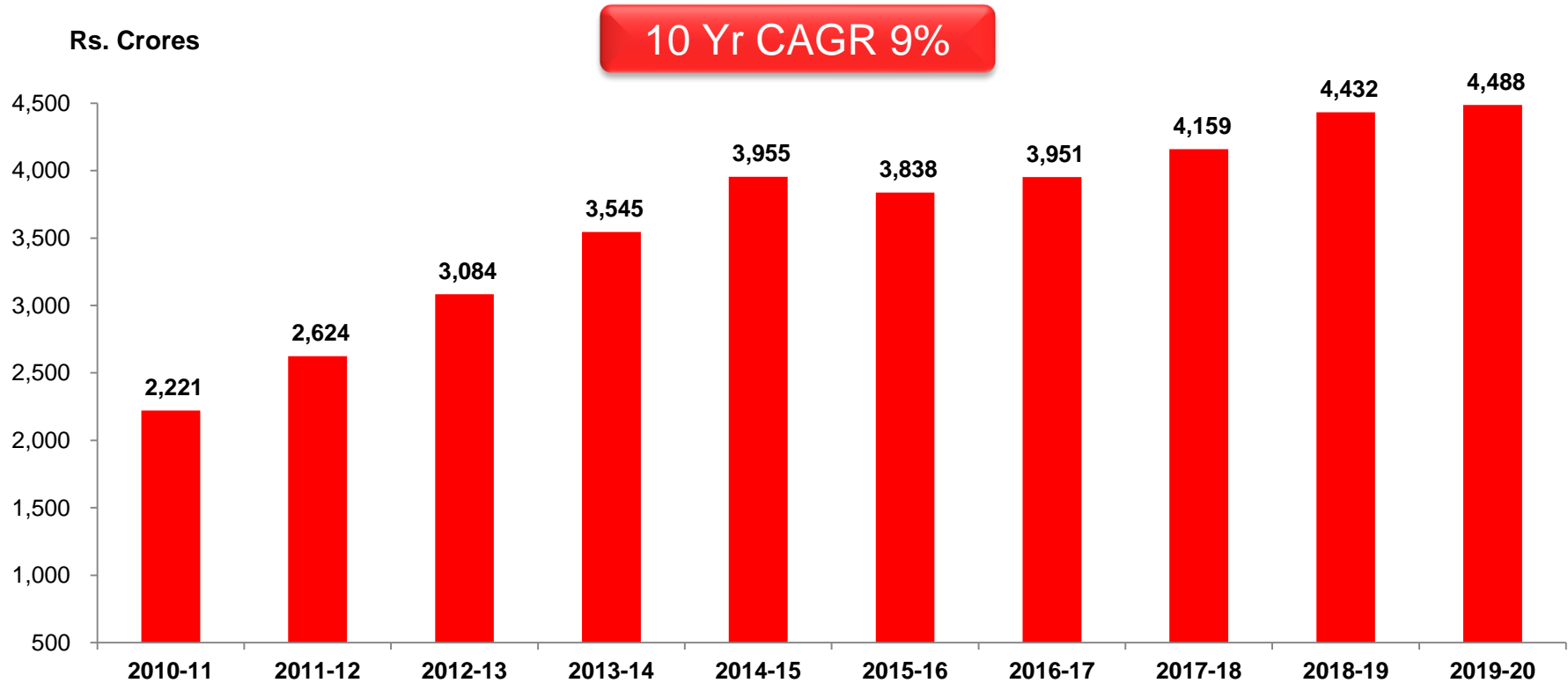
Finance Strategy



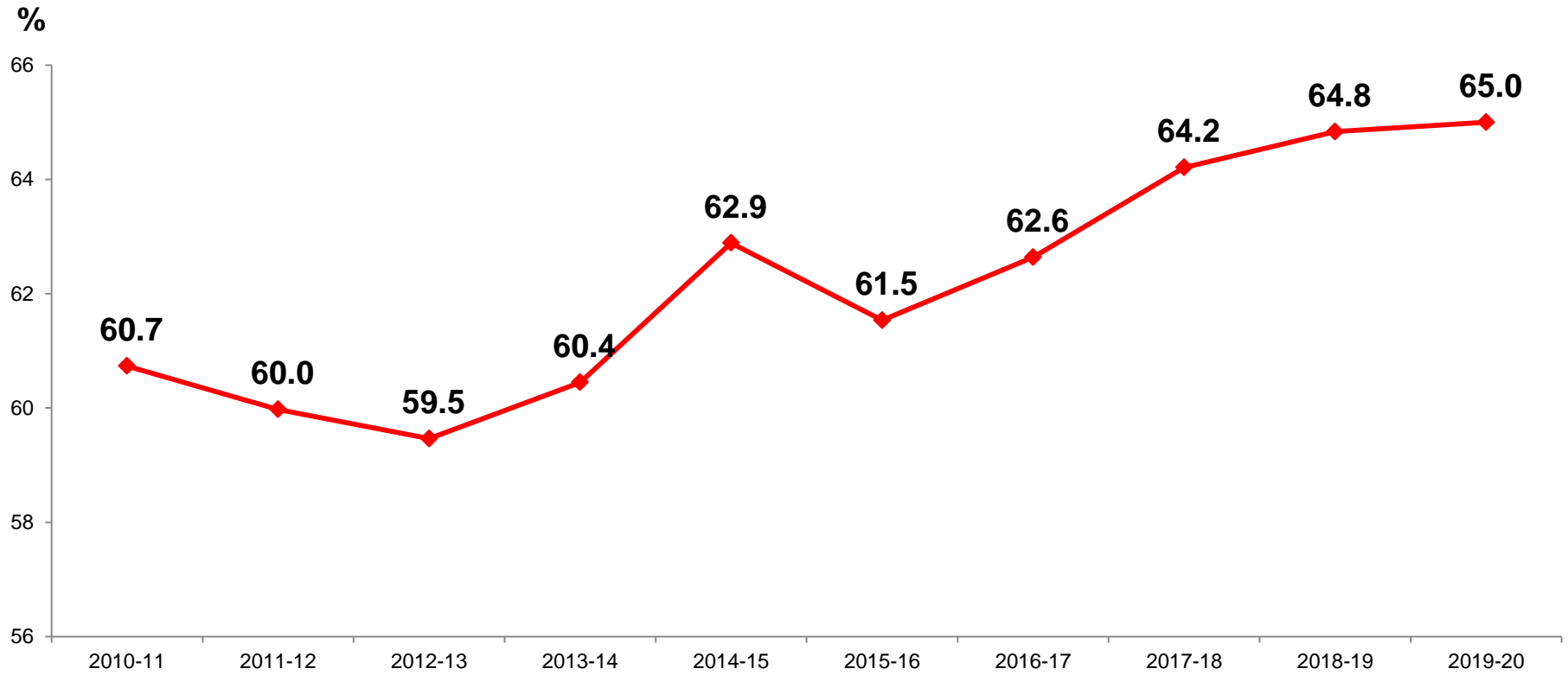




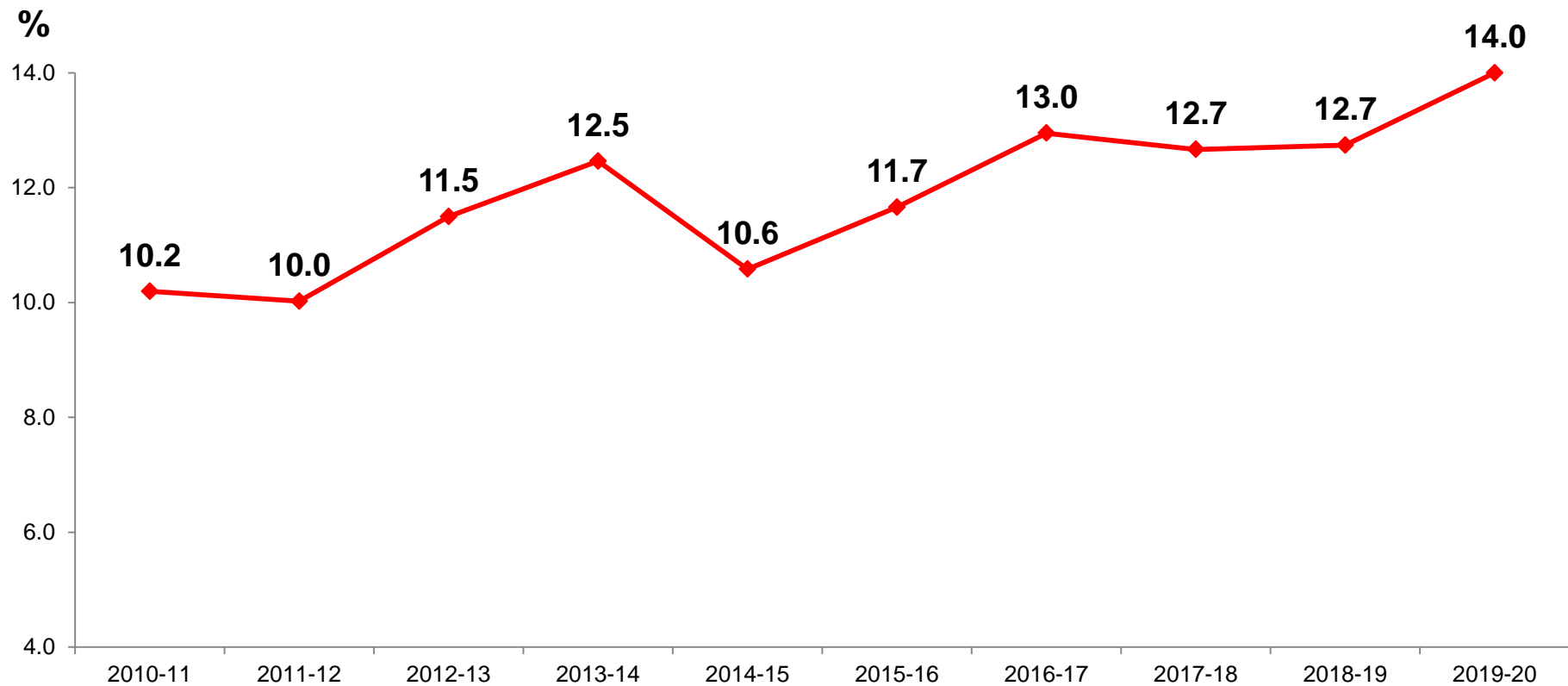
Net Sales



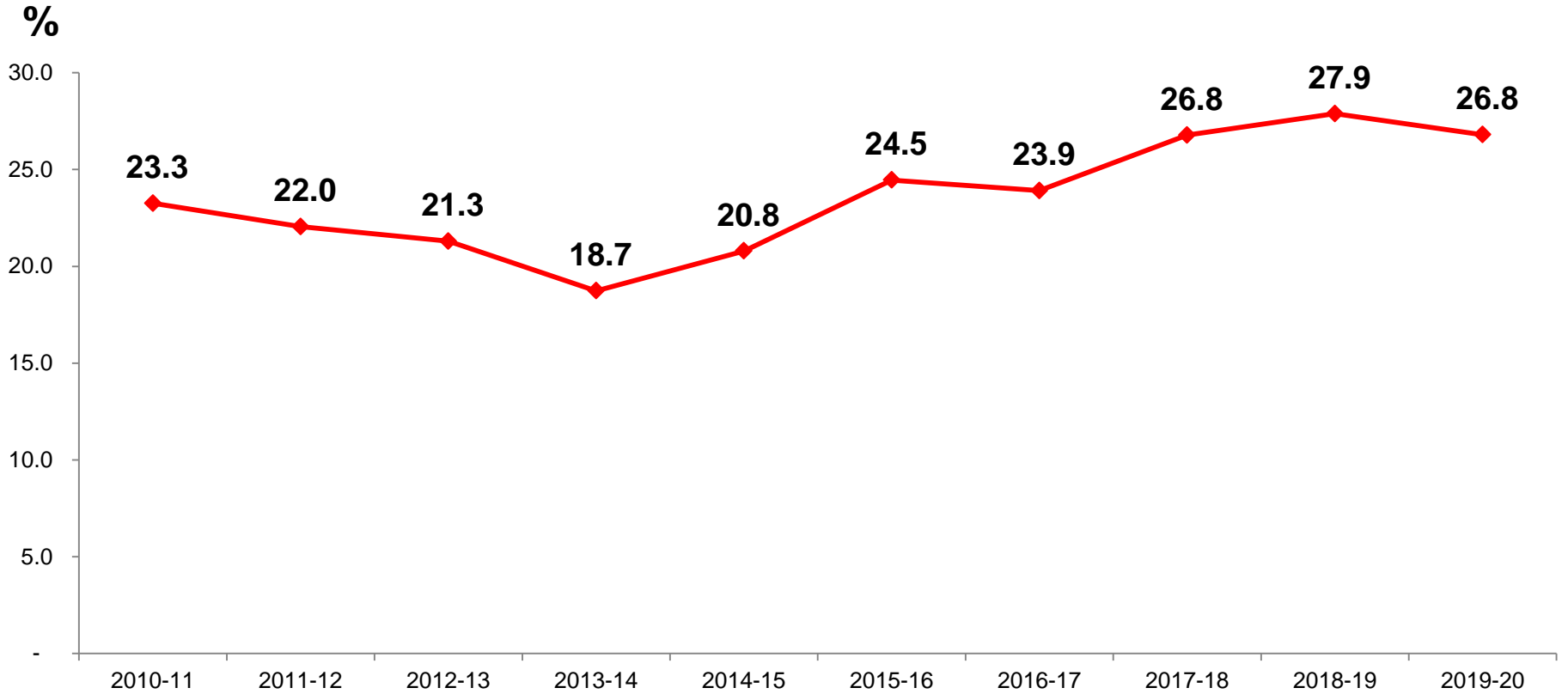
Gross Margin



Advertising



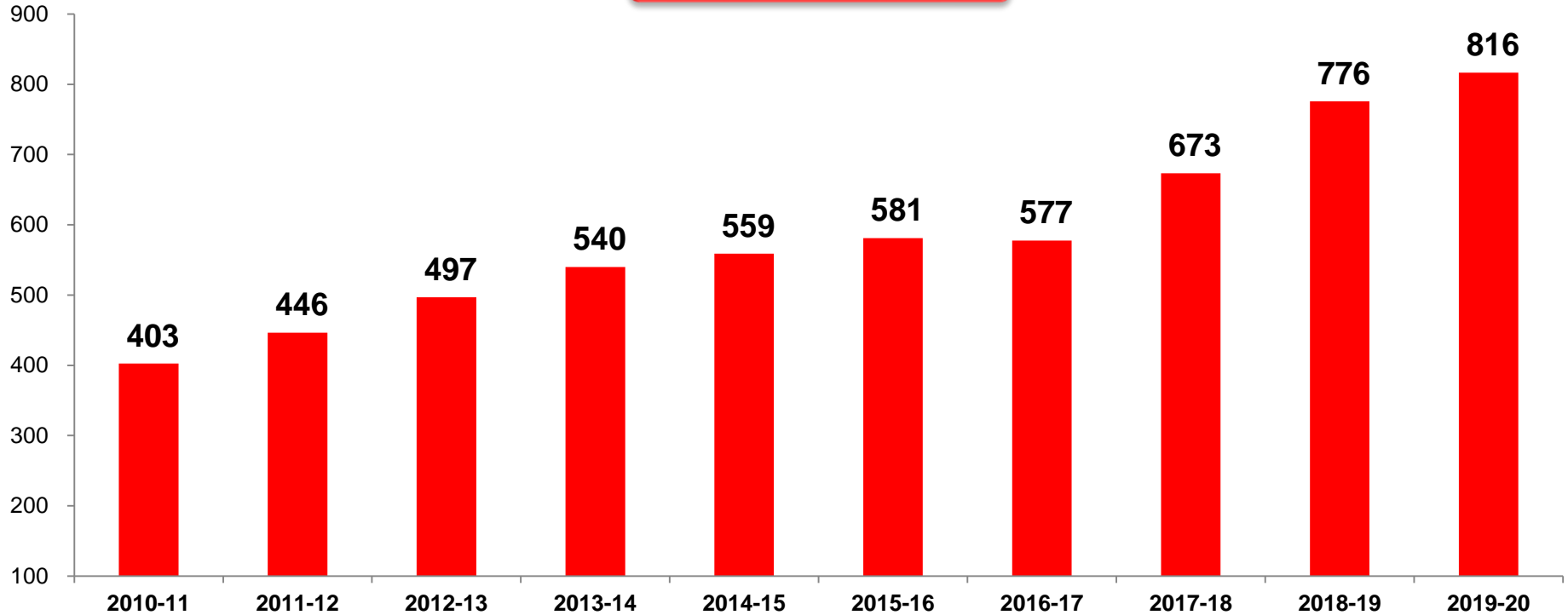
EBITDA



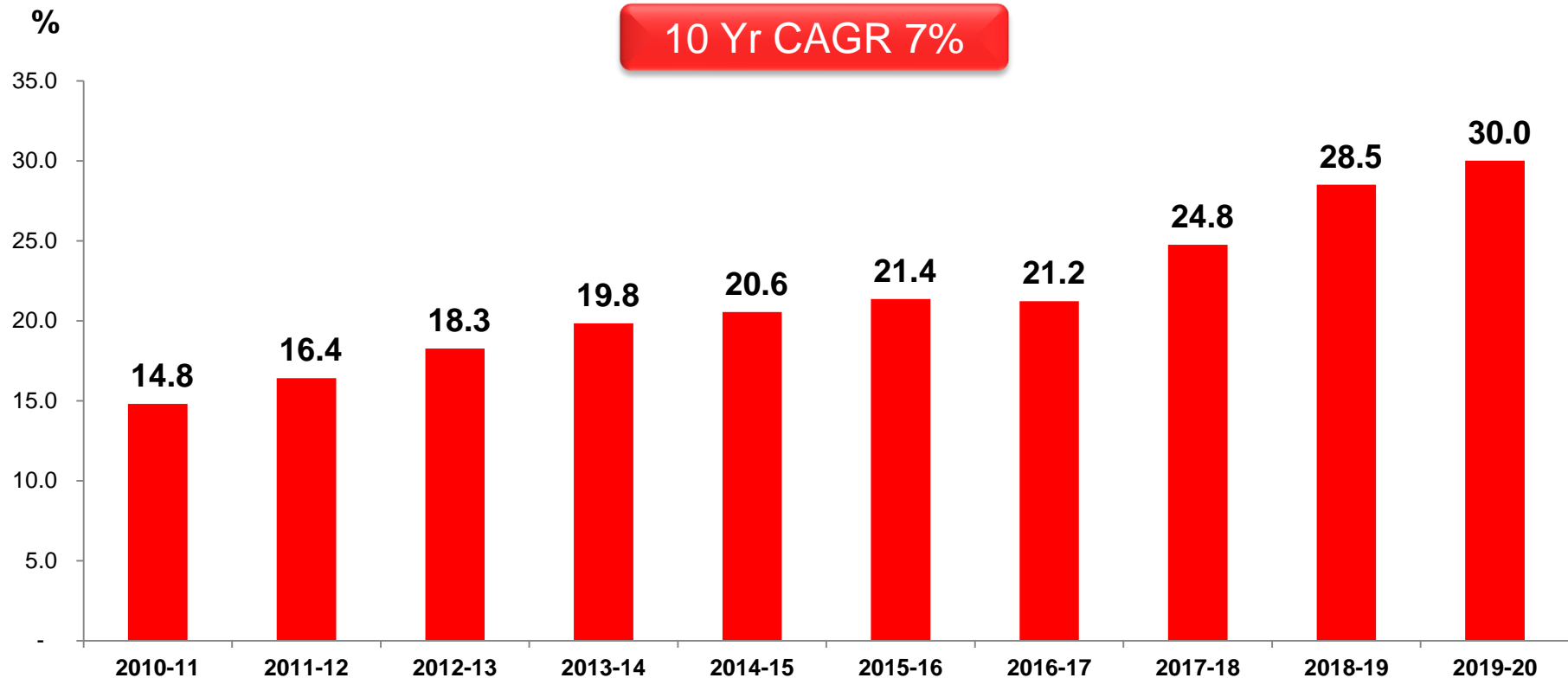
NPAT

Rs. Crores

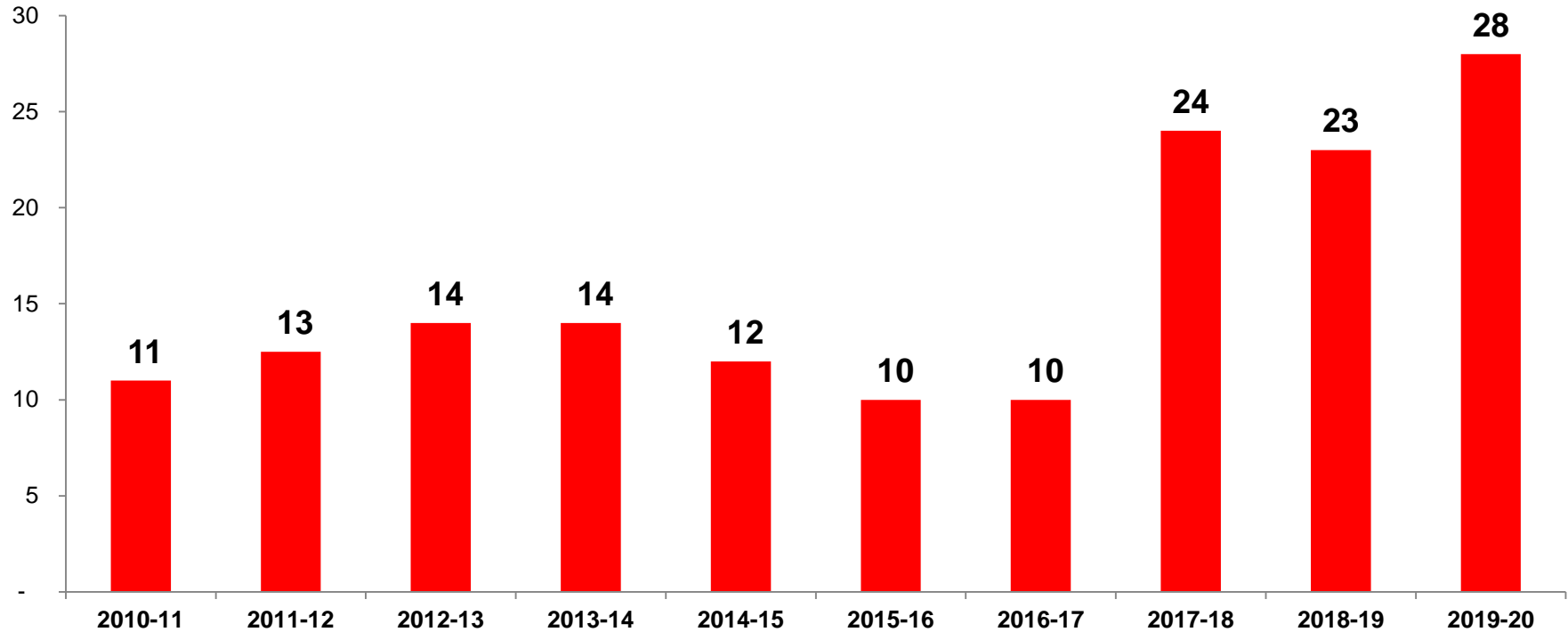
10 Yr CAGR 7%



EPS



Rs.



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



Leading to win

People



Performance



Planet



*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

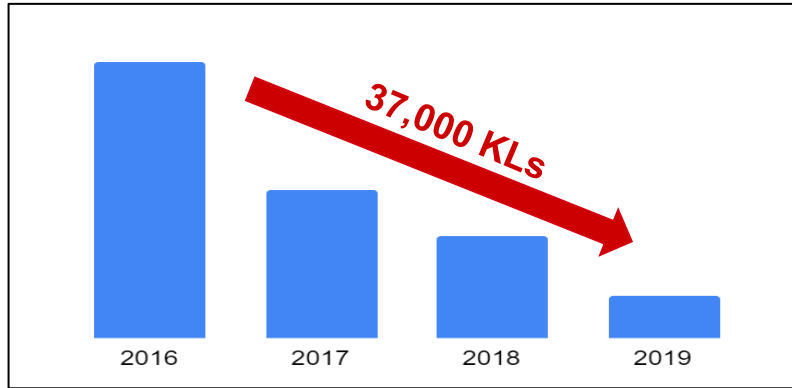


*To Provide Foundational Support
to millions of Indians*



*Bright Smiles Bright Future Campaign
Bringing Oral Health education to children*

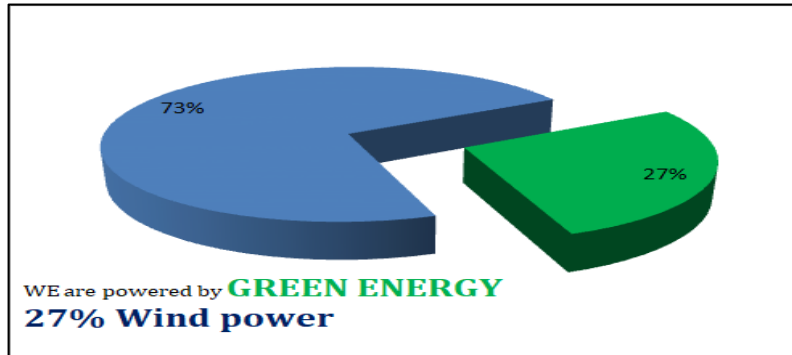
Performance



Reduction of Water Usage in Plants



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

સ્મીલ્ ચેયંડી, સ્માઈલ્ ચેયંડી.

સ્મીલ્ માડી, સ્માઈલ્ માડી.

સમાઈલ કરો અને શરૂઆત કરો

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