



Edelweiss India e-Conference 2022 - India 2025

India - Looking Ahead

A new health agenda



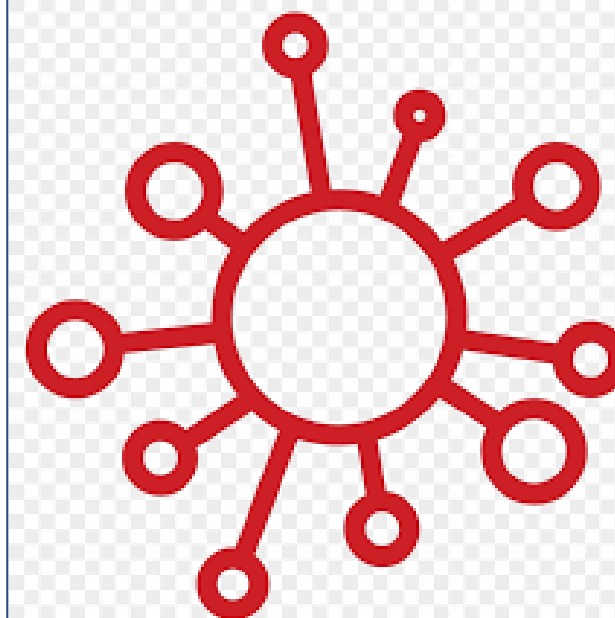
Women empowered



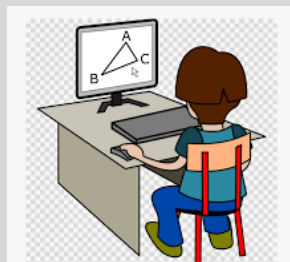
Rural 2.0



Omni-channel India



Digital revolution
accelerating change
across areas



Education

Entertainment



Financial

Social



Key Highlights

Sustained
Organic
Growth

Strong
Brand
Health

Robust
Financial
Metrics

Reimagining
a healthier
future for all

Our strategic framework



Our strategic framework

Winning
with brands



Driving
Profitable
Growth



Colgate[®]



Smile karo aur shuru ho jao



Homage to the Champion of Optimism

Sindhutai
From being homeless,
to a mother to the homeless



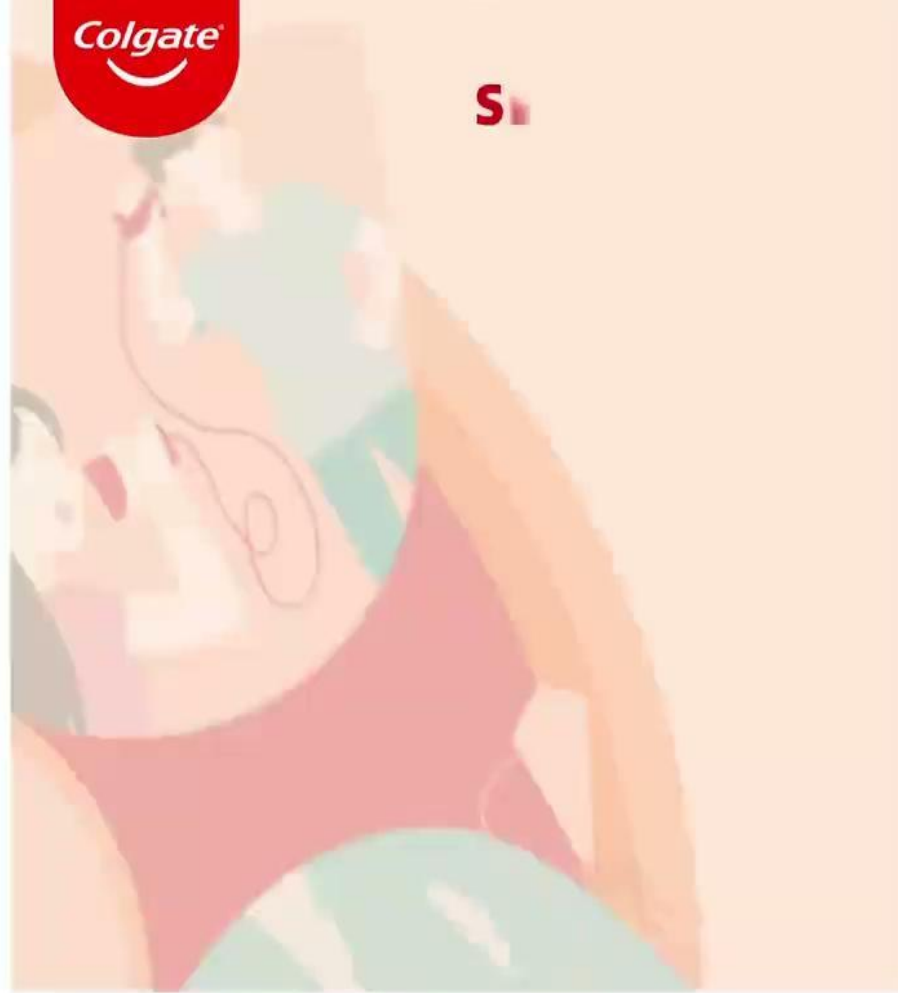
If my own mother would have showered me with love,
I wouldn't have understood the true value of a mother.

#ChampioningOptimism through popular culture

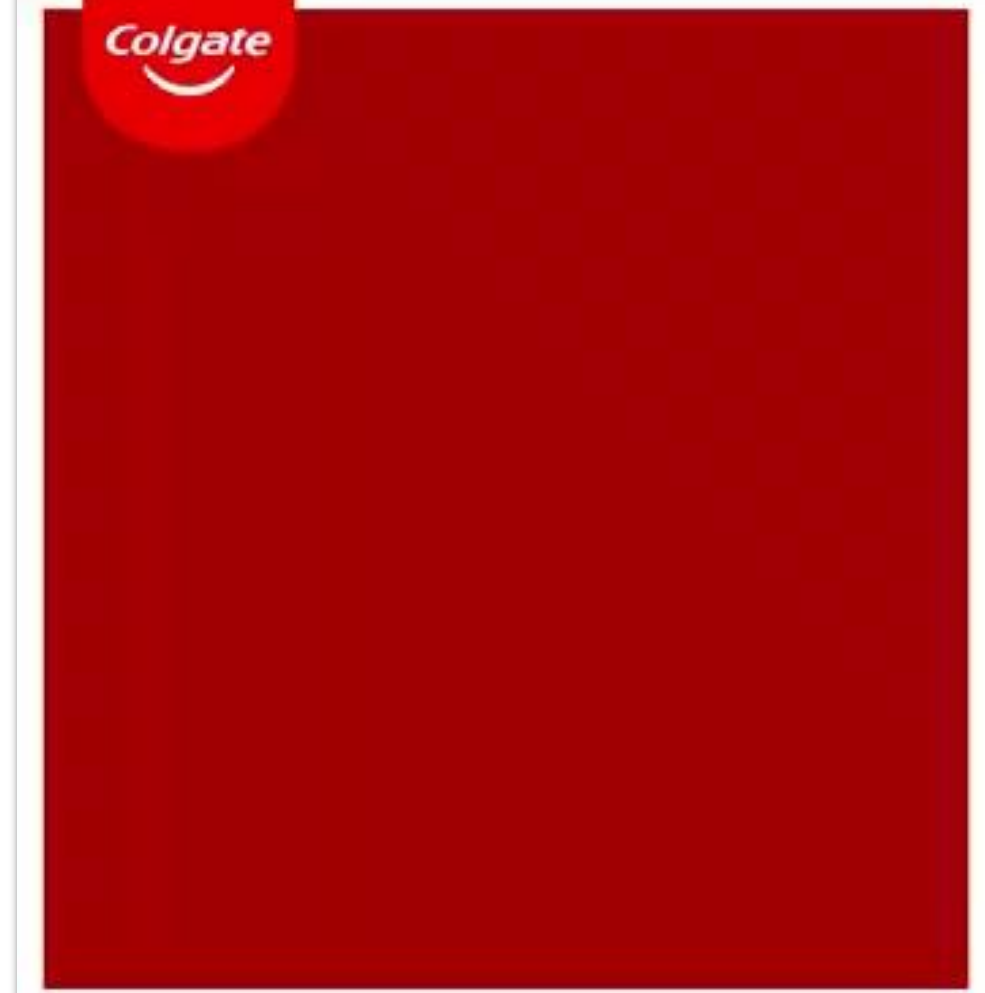
Colgate



Colgate



Colgate



Elevating Oral Health → Overall Health





Colgate®

रचनात्मक प्रस्तुति

Elevating Oral Health → Overall Health

Colgate®

**A Clean Mouth Means
a Healthy You**

Dirty Mouth

Clean Mouth

Colgate®
Swarna

Vedshakti
COMPLETE AYURVEDIC PROTECTION

STRENGTHENING • ANTI GERM • GUM CARE
• FRESHNESS • MASSAGE

200g

Neem, Amla, Honey, Clove, Tulsi

The advertisement features a young child with dark curly hair and sunglasses on their head, wearing a red sari. The child is holding two funnels, one in each hand, over beakers. The funnel on the left is labeled 'Dirty Mouth' and is pouring a dark, murky liquid into a beaker. The funnel on the right is labeled 'Clean Mouth' and is pouring a clear, clean liquid into a beaker. The background is a solid green color. At the top left, the Colgate logo is displayed in a red circle. The main headline 'A Clean Mouth Means a Healthy You' is centered in white text. Below the child, a box of Colgate Swarna Vedshakti toothpaste is shown, featuring illustrations of various Ayurvedic herbs and ingredients like Neem, Amla, Honey, Clove, and Tulsi. The box also mentions 'COMPLETE AYURVEDIC PROTECTION' and lists benefits: 'STRENGTHENING • ANTI GERM • GUM CARE • FRESHNESS • MASSAGE'. The weight '200g' is also visible on the box.

Colgate Vedshakti

35 Sec

Hindi

07.02.2022


Making Toothbrushes Smarter



gentle

The Colgate logo is positioned in the top left corner. It consists of the word "Colgate" in a white, sans-serif font, with a white smiley face icon below it. The entire logo is set against a red, rounded rectangular background.

Colgate

A woman with long, dark, curly hair is shown from the chest up. She is wearing a pink top and has a gold ring on her finger. She is holding a pink smartphone to her ear and looking off to the side with a surprised or thoughtful expression. The background is a blurred indoor setting.

Okay Brainy,

Brand Health levels constantly improving

66%

+600 bps in top of
mind recall



+600 bps

on Closeness to
Brand



88.1%

India's #1 most
penetrated brand



Our strategic framework

Winning
with brands



**Driving
Profitable
Growth**



**Leading
Innovation**



Strategic outlook to innovation

**Build
Platforms**



**Technological
Superiority**



**New
Opportunities**



#SayYesToYou

PALMOLIVE

Say yes
to you!



Foaming Face Wash

PALMOLIVE

Say yes
to you!



PALMOLIVE

The Palmolive Experience

Cleansers, Scrub & Masques



Foam: MRP 425
Scrub: MRP 599
Masque: MRP 599
Gel: MRP 299

Thoughtfully curated solutions

Hydrating Range



Multani Mitti & Lavender Essential Oil

Enriched with Hyaluronic Acid,
Glycerin, Allantoina

Brightening Range



Kesar & Roman Chamomile Essential Oil

Enriched with Niacinamide,
Glycerin, Allantoina

Anti- Acne Range



Tulsi & Lemongrass Essential Oil

Enriched with Encapsulated
Salicylic Acid

Revolutionizing “Smart” Brushing

Proclinical 500R
MRP 4199/-

Proclinical B150
MRP 999/-

Proclinical 250R
MRP 2499/-



Smart Brushing with a purpose

Colgate



ProClinical 500R WHITENING

Extra Soft Bristles

Slim Handle Design

Dual Brushing Mode
(Daily and Gentle Cleaning Modes)

2 minute timer
(with 30 second pacers)

Travel Case



Colgate

The Power of Turmeric

White Curcumin
Extracted from turmeric

Helps Gums Heal, naturally
Reduces Gum Bleeding

2-Way Action for Clinically Proven Relief

Anti Plaque Formula
Strong Antioxidant Formula



Colgate®



Introducing...

THE ULTIMATE
GAME-CHANGER
OF 2022



COLGATE
VISIBLE WHITE O2

IN A NEVER-BEFORE AVATAR.



2 Refreshing Flavors!

1 AROMATIC MINT

1 PEPPERMINT SPARKLE

2 Pack Sizes in each flavor!

1 50g — INR 250

1 25g — INR 130

WITH A NEVER-BEFORE TECH.



ACTIVE OXYGEN

Millions of active oxygen bubbles released, giving a warming sensation



BEYOND SURFACE

Works inside-out, also acting on intrinsic stains*



QUICK RESULTS

Unlocks a radiant smile. in few days*.

**Creative visualisation. When used as directed on pack.*

Our strategic framework

Winning
with brand



**Driving
Profitable
Growth**



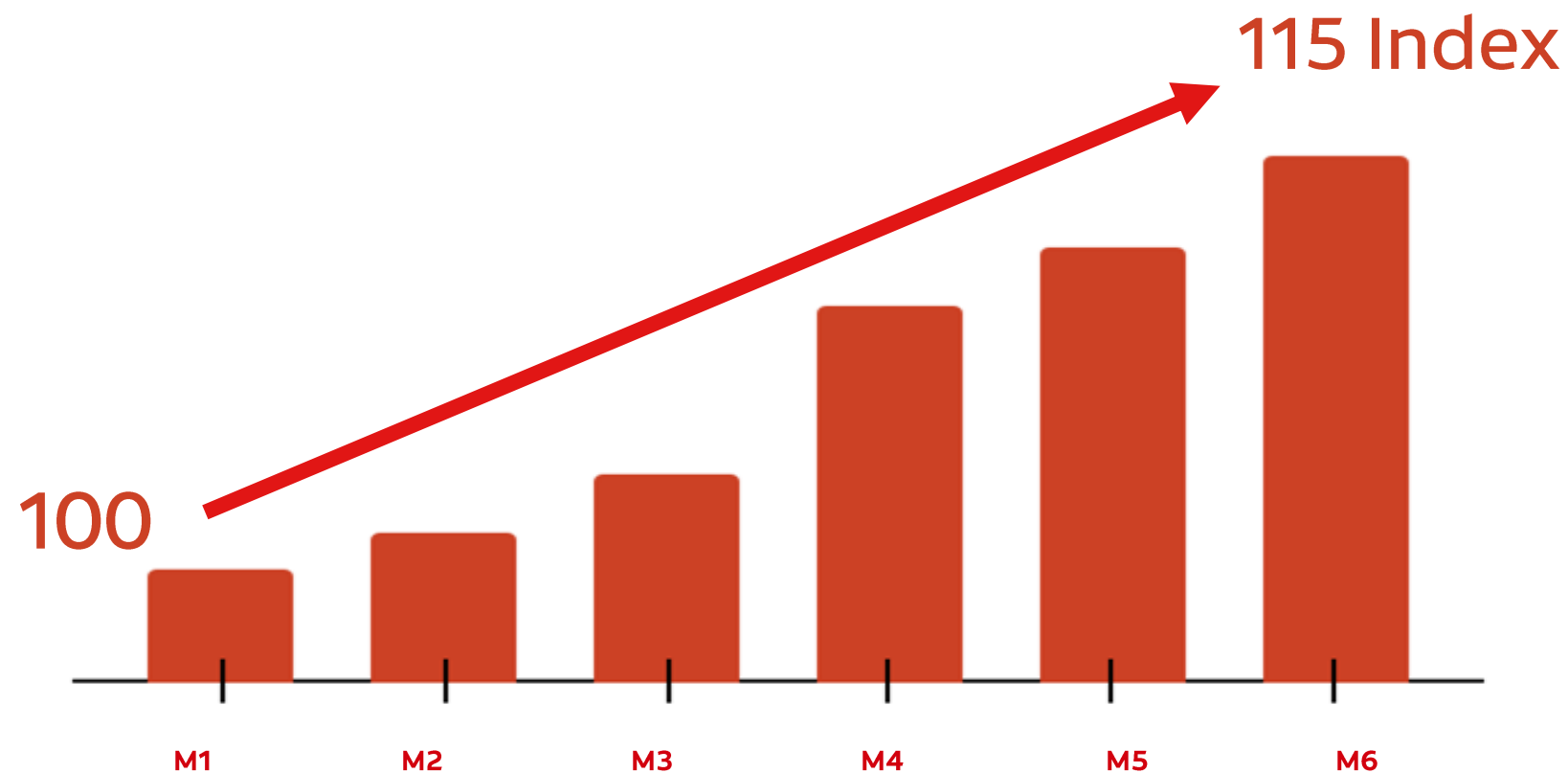
Leading
Innovation



**Strengthening
GTM**



Building Assortment in kirana stores through Analytics



Bespoke algorithm (75+ macro parameters)
for creating personalization @ scale

Strengthening our Rural Presence

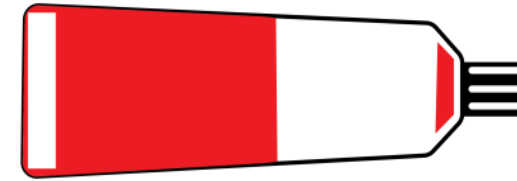


Continued expansion with **Muskaan** program

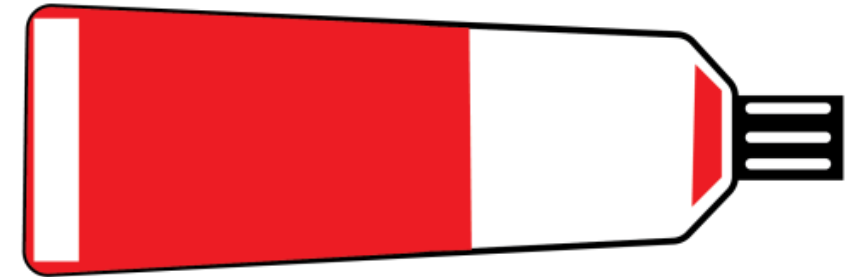
Winning in Modern Trade



FY 19

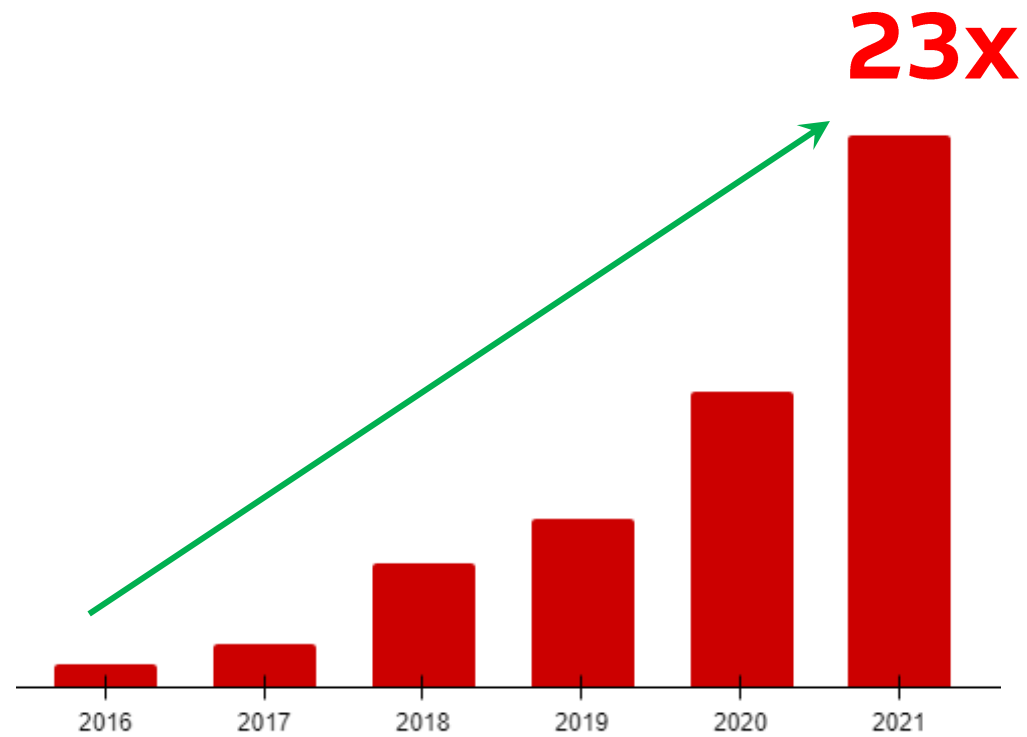


FY 21



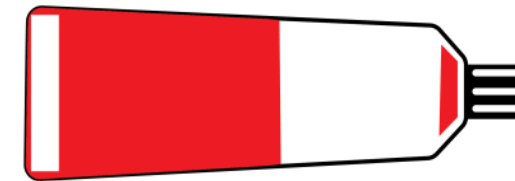
+220
Bps gain

Winning in Ecommerce

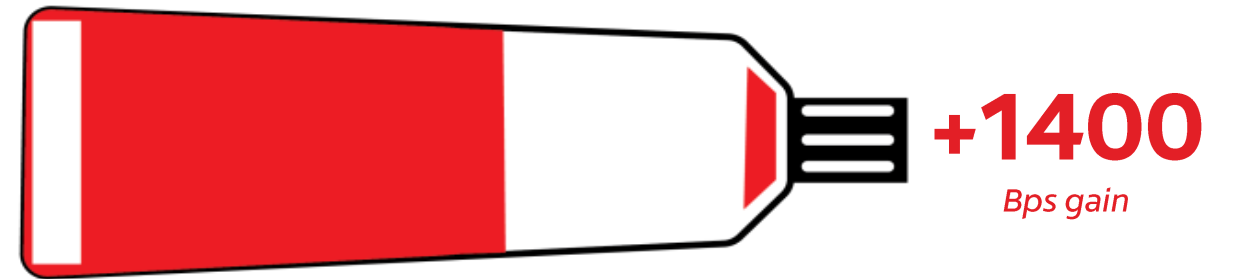


Colgate E-commerce Business

FY' 19



YTD' 21



Colgate E-commerce SOM

Our strategic framework

Winning
with brand



**Driving
Profitable
Growth**



Leading
Innovation



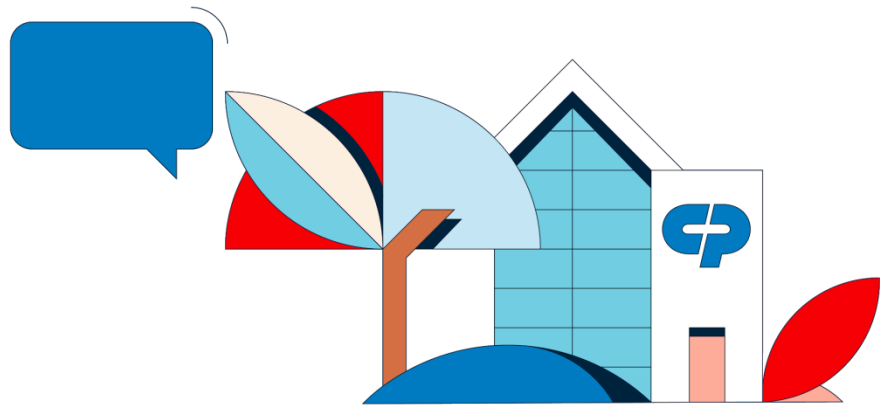
Strengthening
GTM



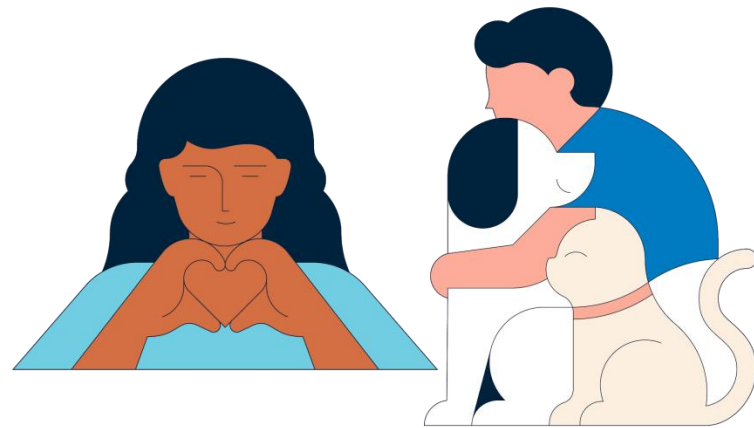
**Reimagining a
healthier future
for all (ESG)**



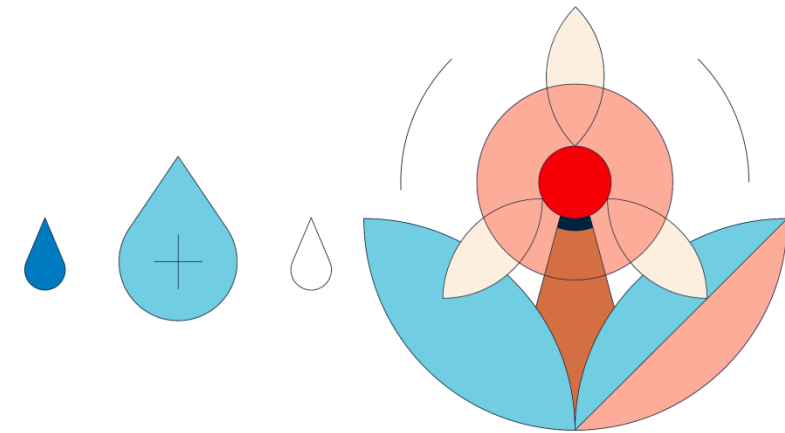
Reimagining a healthier future



Driving
Social Impact



Helping
Millions of homes

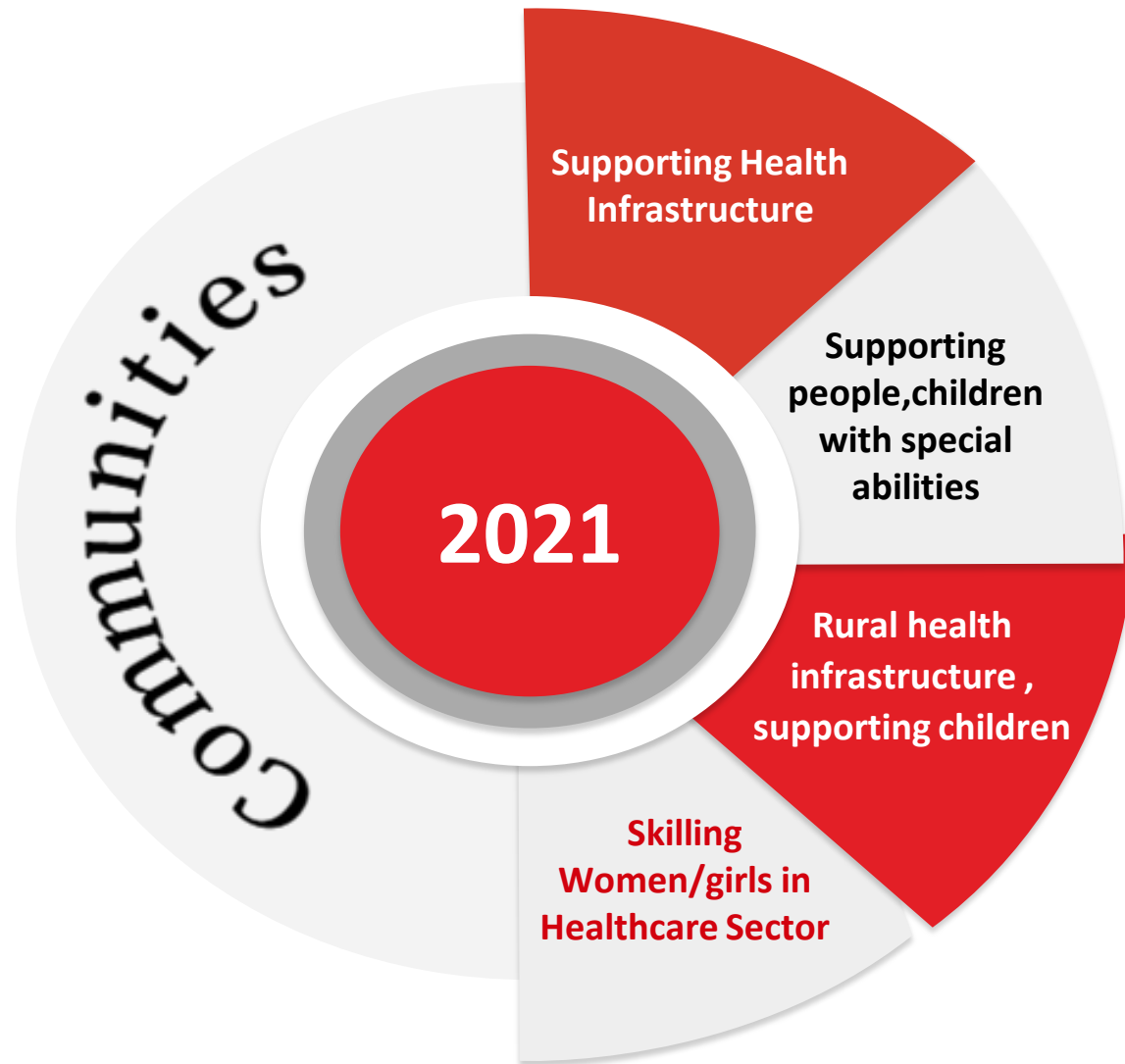


Preserving our
Environment

COVID-19 Response



Social Impact



154 locations in 7 States

Enabling Smiles & Empowering Women



Seva Mandir

Milions of homes

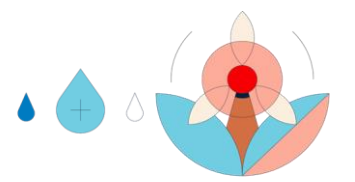


Partnership with NGO for cleft surgeries for kids



Training **10,000+** women from tribal villages

Making our planet smile



Preserving our

Environment



Corporate Governance



Best Audit Committee Award

**Asian Centre's Leadership, Corporate Governance, Sustainability and CSR Awards -2020
conducted at 8th Asia Business Responsibility Summit**

Our strategic framework

Winning
with brand



Leading
Innovation



**Driving
Profitable
Growth**

Strengthening
GTM



**Increasing
Shareholder
Value**



Reimagining a
healthier future
for all (ESG)



Financial Strategy

Sales/Volume



Margin



Non-variable
Overhead



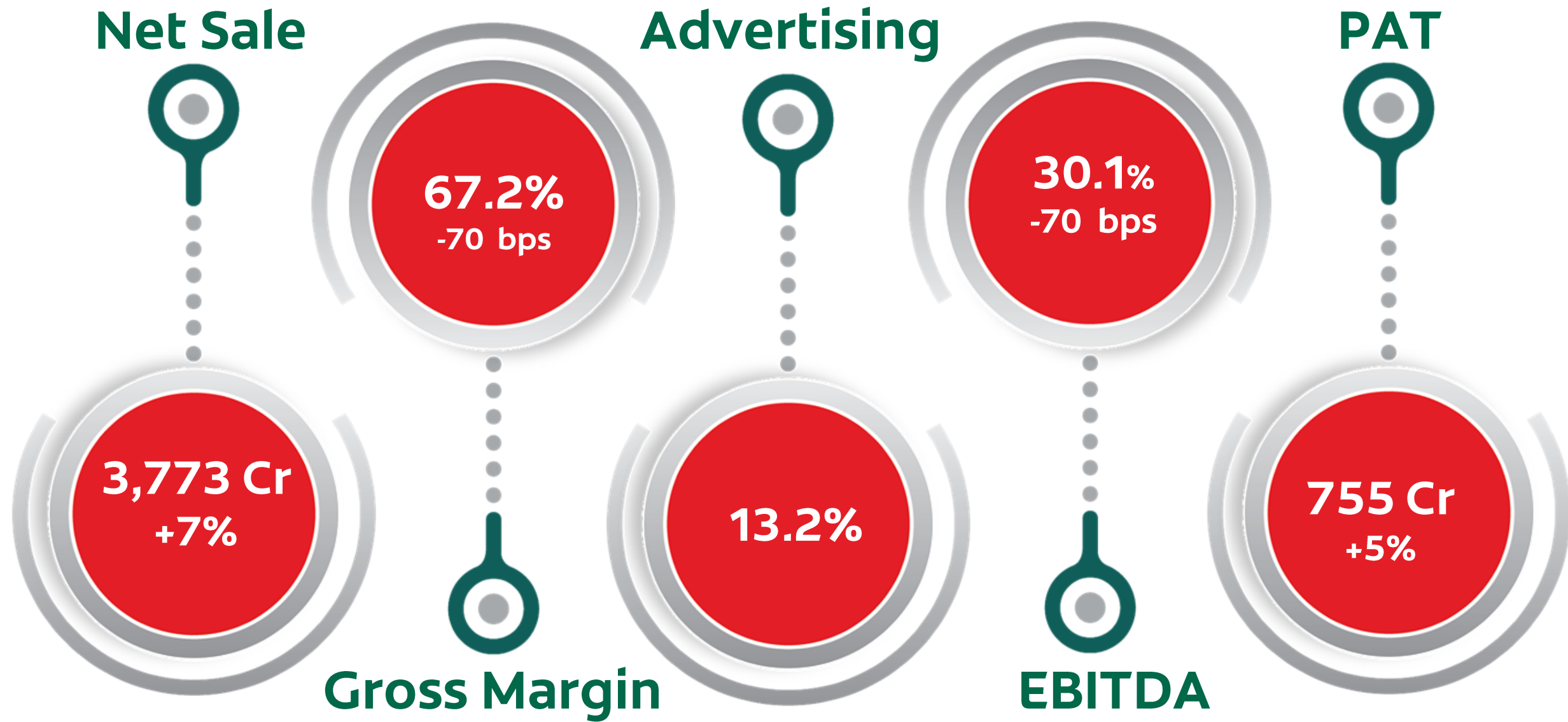
Advertising



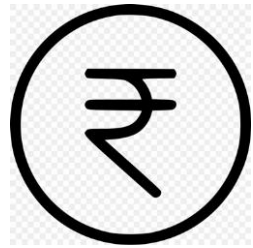
Operating Profit



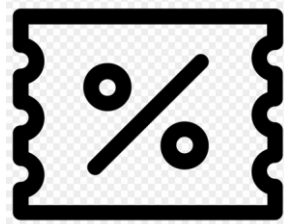
9 M 2021-22



Driving Revenue Growth Management Mindset



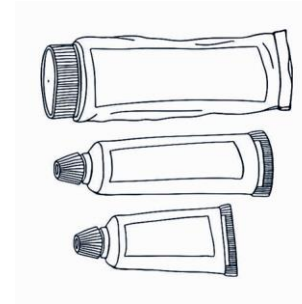
Pricing



**Promotion
Depth**



Mix

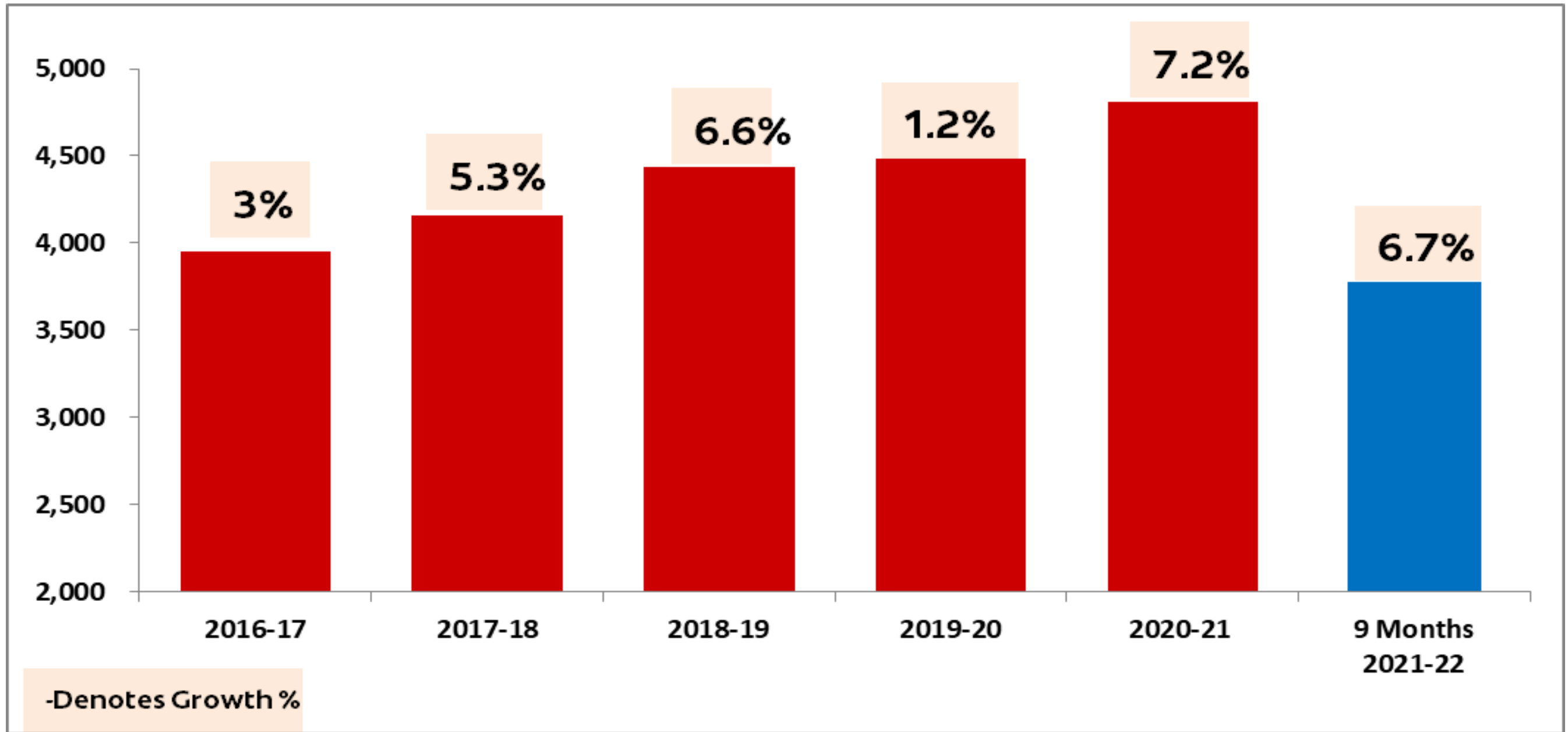


Pack Size

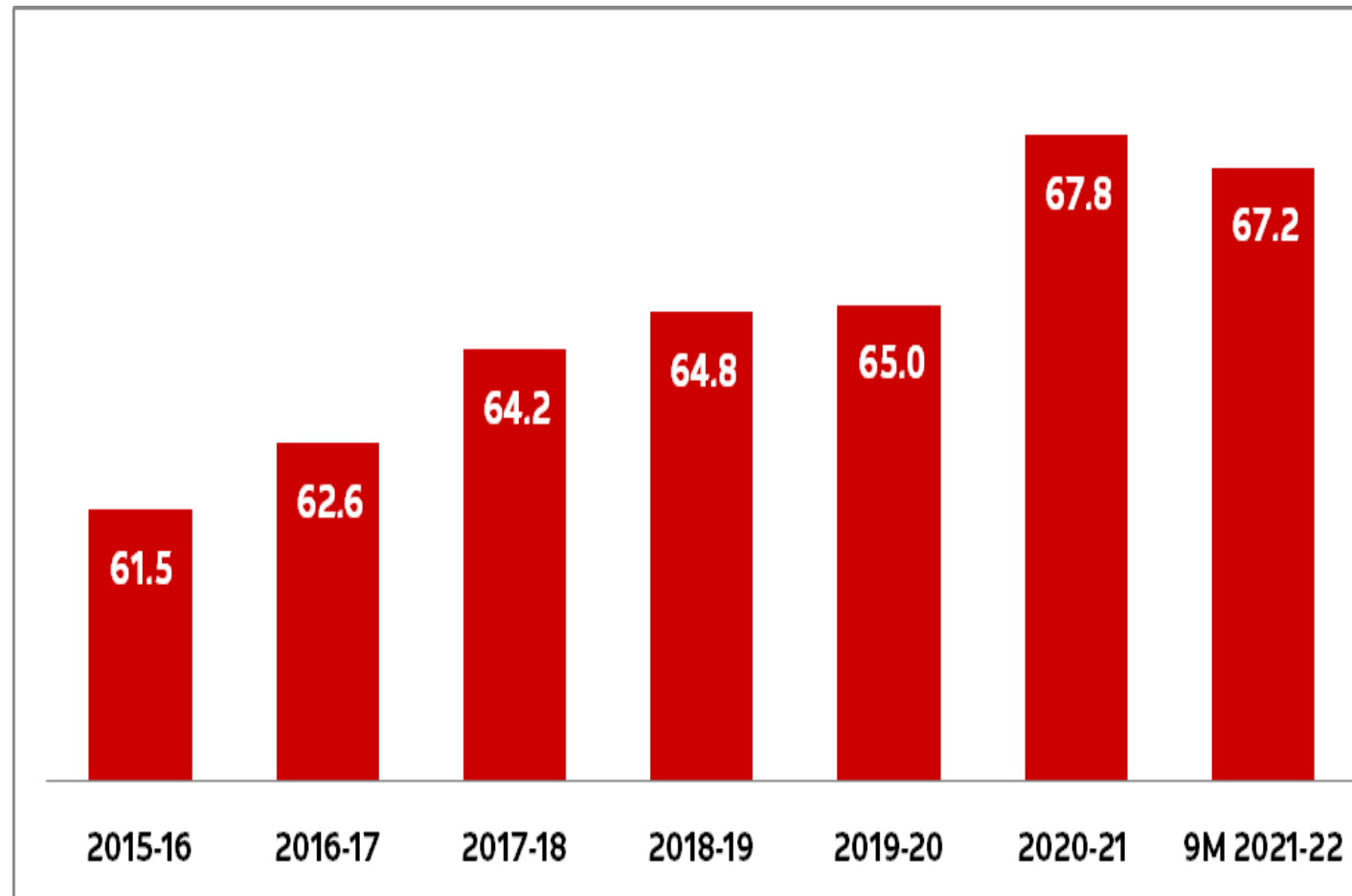


**New
Products**

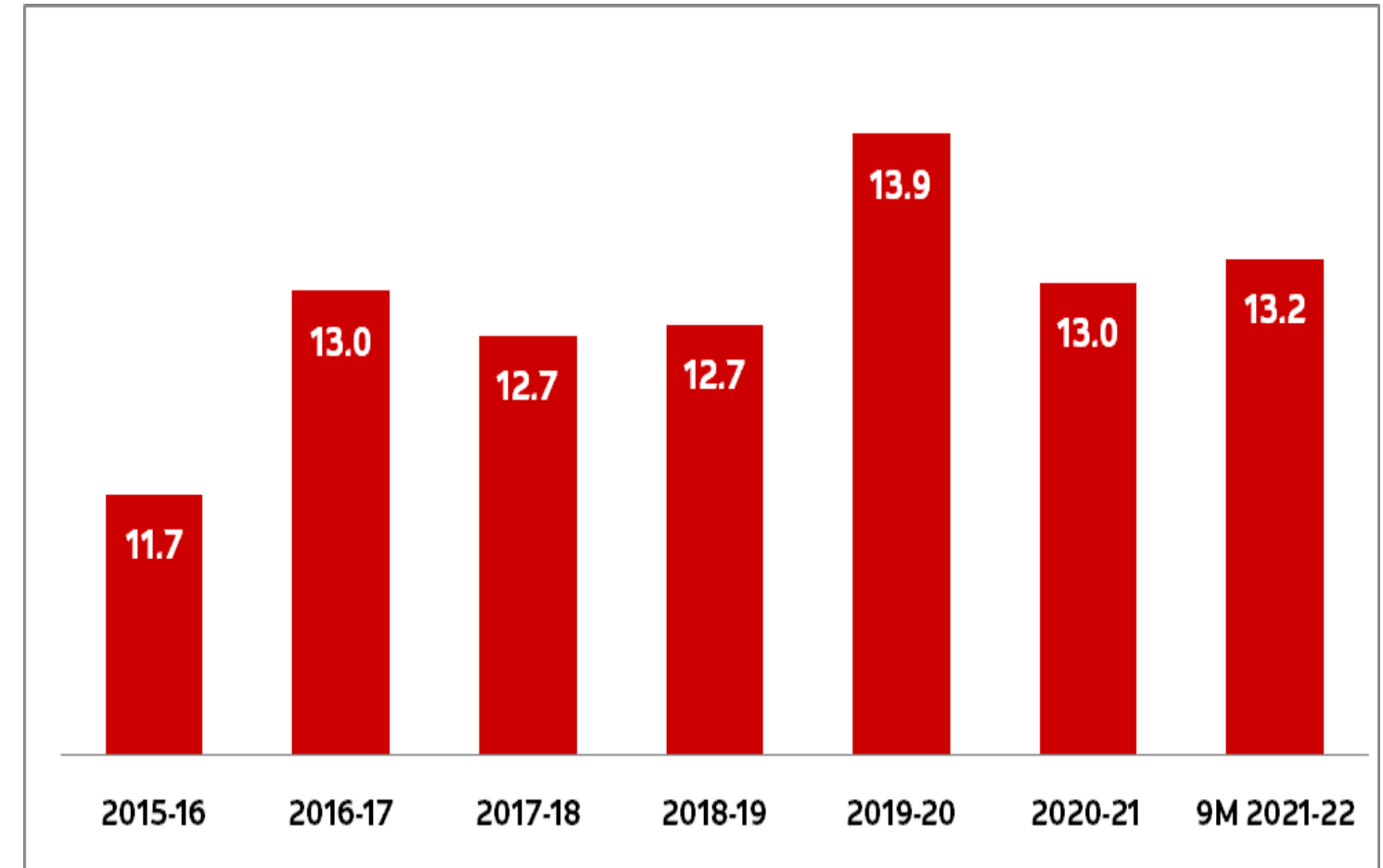
Net Sales Trend



Gross Margins & Advertising

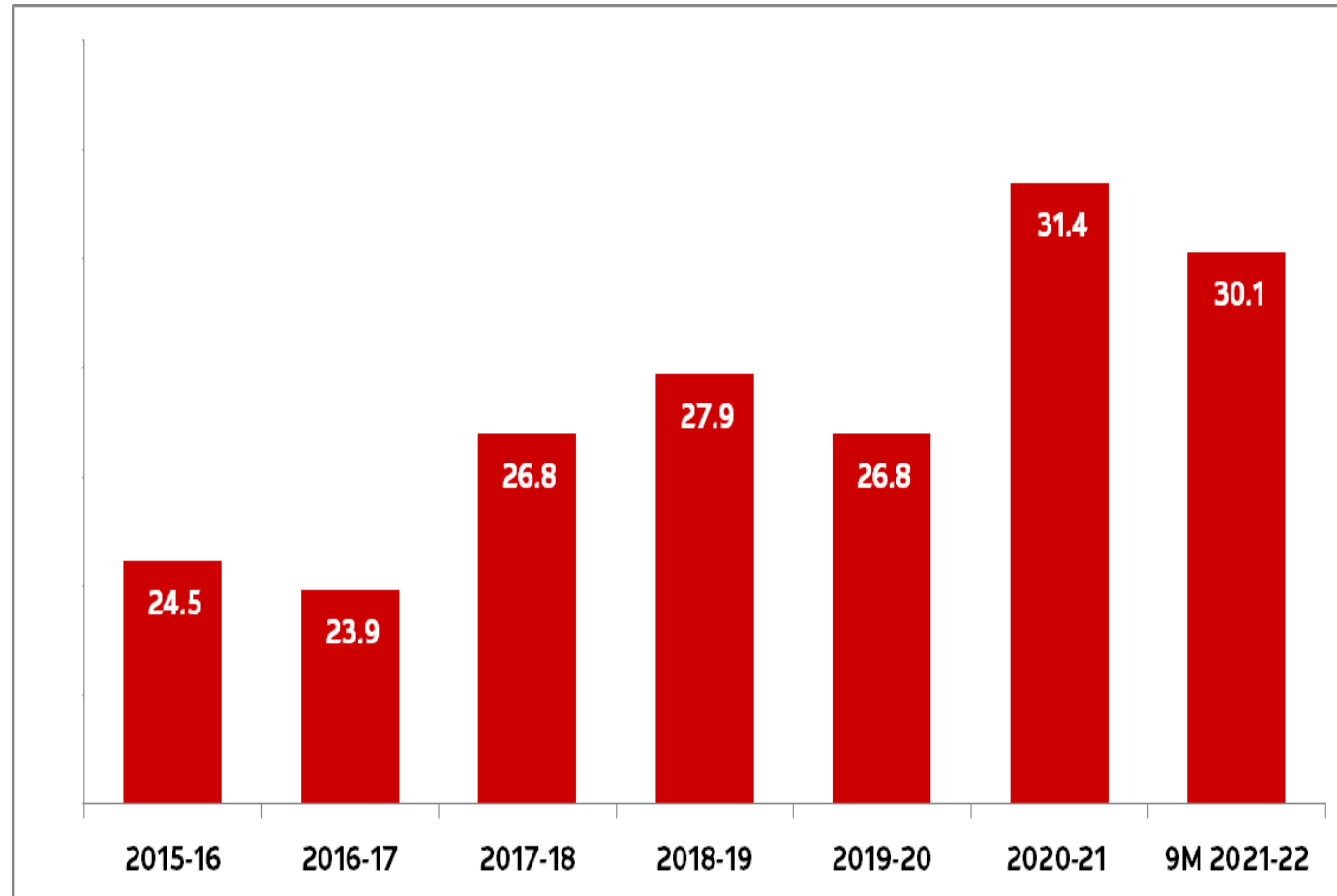


Gross Margins %

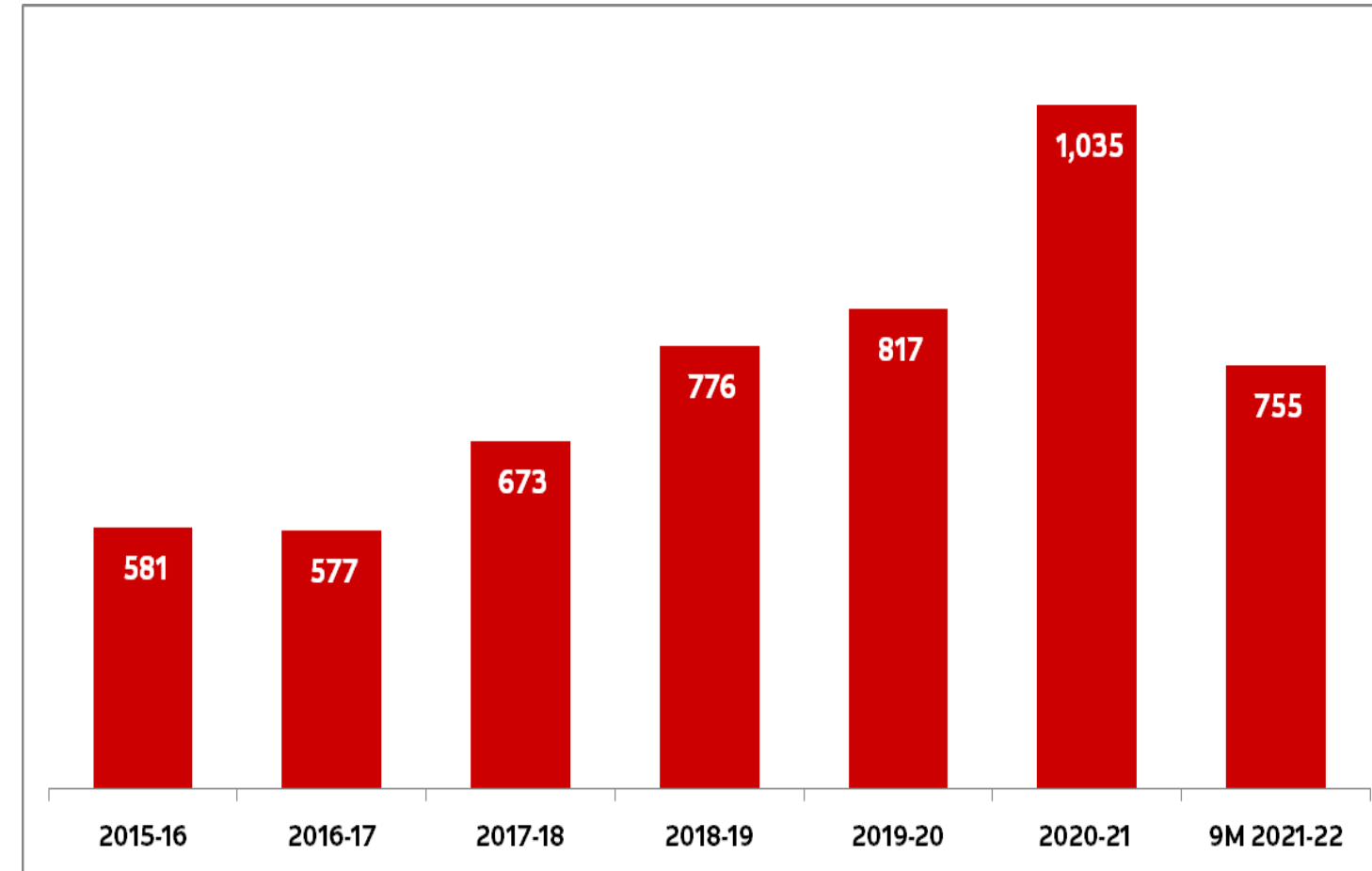


Advertising %

EBITDA & PAT

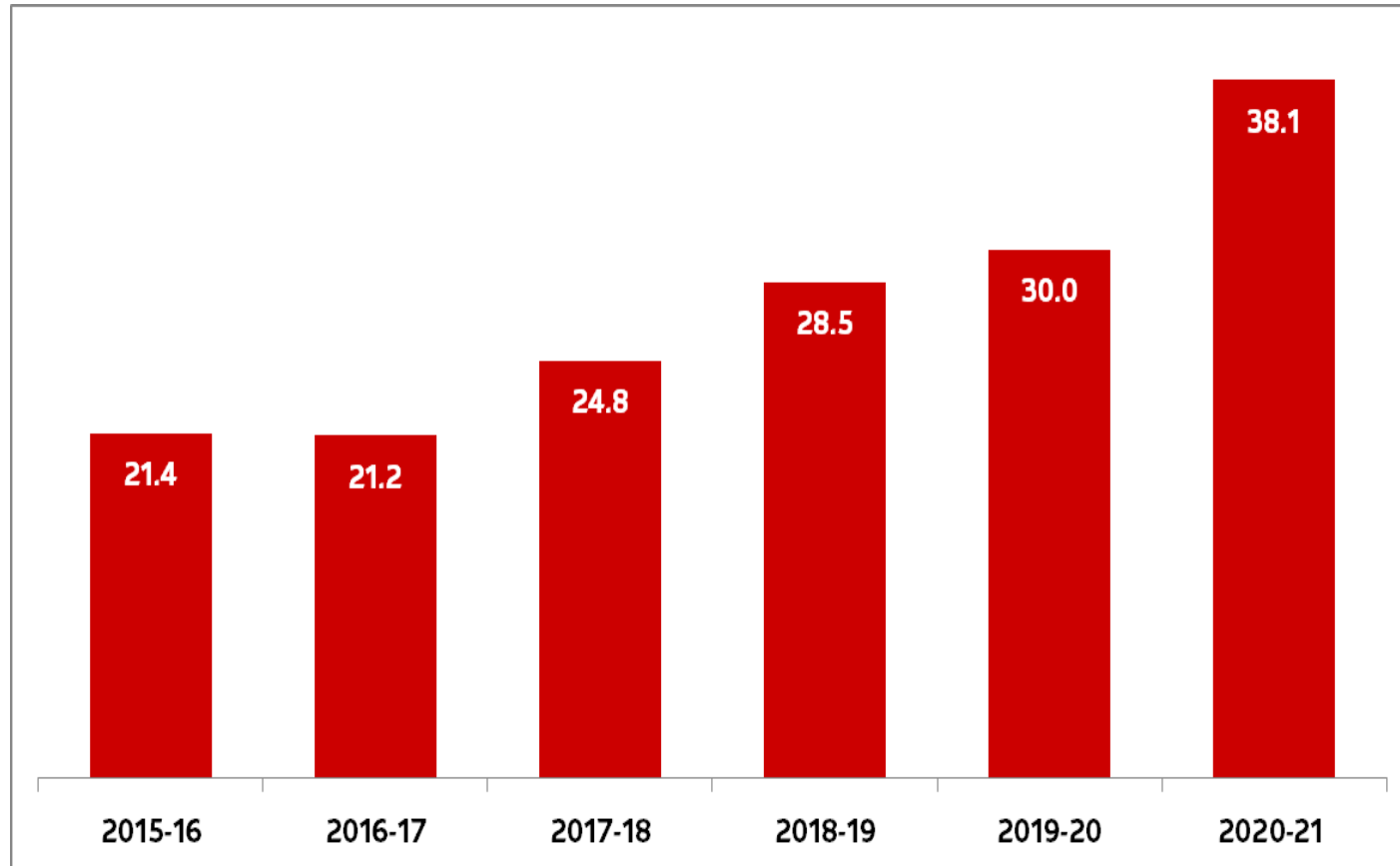


EBITDA %

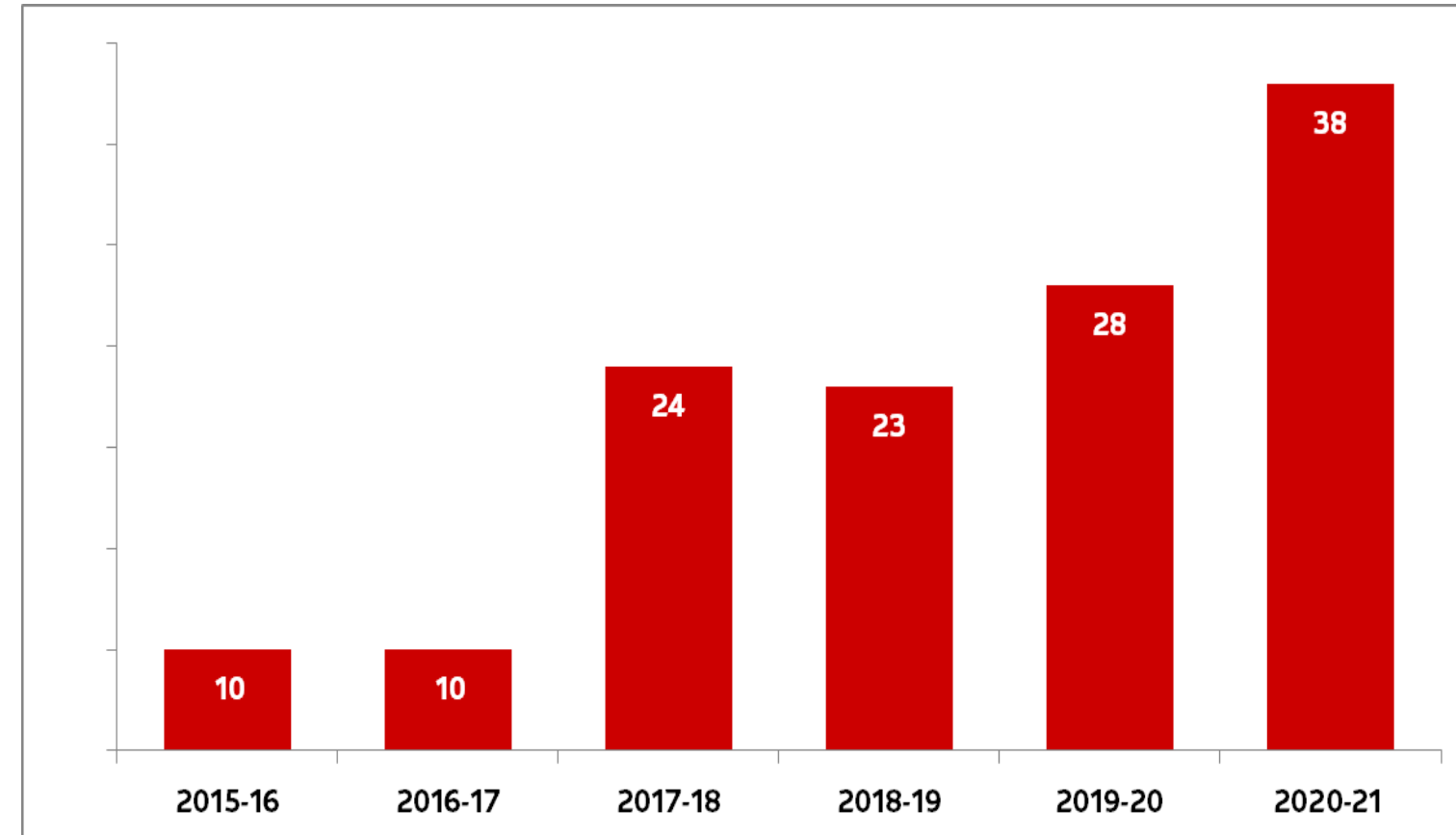


PAT

EPS & DPS



EPS



DPS



Smile karo aur shuru ho jao

PALMOLIVE

Say Yes
To You!

Colgate[®]



QnA

