

About Us

Godrej Consumer Products is an emerging markets FMCG leader with a presence in three categories (home care, hair care and personal care) across three emerging markets (Asia, Africa and Latin America). Our aim is to delight our consumers with superior quality, world-class products at affordable prices.

We rank among the largest household insecticide and hair care players in emerging markets. In household insecticides, we are the leader in India and Indonesia and are now expanding our footprint in Africa. We are the leader in hair extensions in Africa, the number one player in hair colour in India and among the leading players in Latin America. We rank number two in soaps in India and are the number one player in air fresheners and wet tissues in Indonesia.

As part of the 120-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we have exciting and ambitious growth plans and are becoming more agile.



₹ 96 Billion*
turnover



\$ 10 Billion**
Market Capitalisation



48% revenues*
from international business

7 Pillars of our strategy



Extending **leadership** in our core categories in India



Capitalising on **international growth potential**



Accelerating **innovation and renovation**



Building a **future ready sales system** in India



Making our **global supply chain** best in class



Building an **agile and high performance culture**



Reinforcing our commitment to **Good & Green**

“ Overall, our focus will be on sustaining and extending leadership in our core categories. We are investing for the longer term and accelerating the pace of new product launches, to capitalise on the uptick in consumer strategic focus, differentiated product portfolio, superior execution and top-notch team, we will continue to deliver industry-leading results in the future. ”

Adi Godrej
Chairman Emeritus

* FY 2017
** as on 15 May 2017

Innovation is a key driver of our strategy

We are doing a lot of experimentation and prototyping and using design-driven thinking to come up with bigger, better and faster innovations. We are also actively cross-pollinating ideas and technology across our geographies.

We are ranked on **Forbes'**
list of The World's Most Innovative Growth Companies 2016, for the second time in a row.

India



Good knight Fast Card
A disruptive, one rupee, paper-based mosquito solution



Good knight Personal Repellent
Our 100% natural mosquito repellent range



HIT Gel Stick
Our affordable anti-roach solution



Godrej aer
A delightful range of air fresheners



Godrej Expert Rich Crème
The first ever crème hair colour in a sachet



BBLUNT
A premium hair care range to prep, style and transform



Cinthol Deostick
A unique cream based deodorant



Godrej protekt
A health and wellness platform with hand sanitisers, handwash and anti-mosquito spray

Africa



DARLING
Darling
New styles in our leading range of dry hair products

United States of America



Strength of Nature
Cross pollinating SON's wet hair care portfolio in Sub Saharan Africa

Indonesia



NYU
A delightful new range of hair crème in a sachet



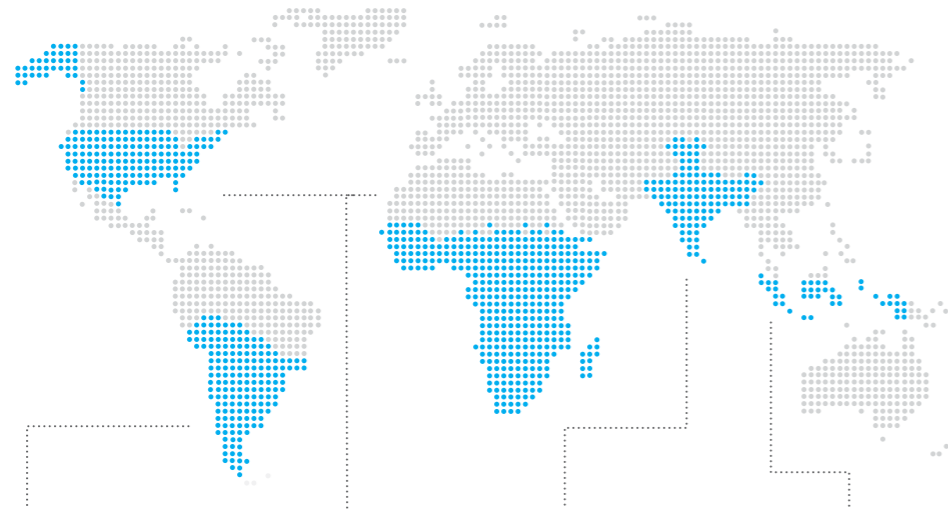
Hit One Push
A special concentrate aerosol; just one push for protection for an entire room



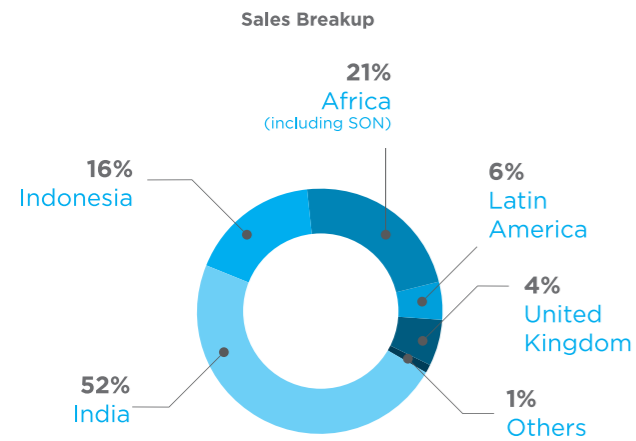
Stella Pocket
Our unique, gel-based bathroom air freshener

We have a growing international presence

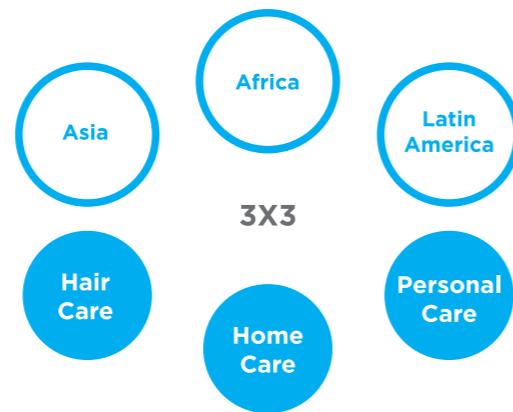
Our leading market positions



Latin America	Africa (including SON)	India	Indonesia
Second largest player in Hair Colours (Argentina, Chile) Depilatory products (Chile)	Leader in Ethnic hair colours (Sub Saharan Africa) Hair extensions (Sub Saharan Africa)	Leader in Hair colours Household insecticides Liquid detergents Air fresheners	Leader in Household insecticides Air fresheners Wet wipes
Third largest player in Colour cosmetics (Chile)	Leading player in Wet Hair Care (United States of America)	Second largest player in Soap	



We follow a **3x3 strategy** for international expansion; a presence across 3 emerging geographies in 3 categories



Key Acquisitions



Board of Directors

Adi Godrej Chairman Emeritus	Nisaba Godrej Executive Chairperson	Vivek Gambhir Managing Director	Nadir Godrej Non-Executive Director	Jamshyd Godrej Non-Executive Director	Tanya Dubash Non-Executive Director	Pirojsha Godrej Non-Executive Director
Nididi Nwuneli Independent Director	Aman Mehta Independent Director	Bharat Doshi Independent Director	D. Shivakumar Independent Director	Ireena Vittal Independent Director	Narendra Ambwani Independent Director	Omkar Goswami Independent Director

Key Financial Indicators

	FY17		FY11-FY17
	(INR crores)	Growth y-y (%)	CAGR (%)
Net Sales	9,584	10	18
Organic constant currency sales growth (%)	—	6	—
EBITDA	1,913	17	19
EBITDA margin (%)	20.0	—	—
Net profit**	1,298	12	18

	FY13	FY14	FY15	FY16**	FY17**
EPS (INR)	23.39	22.32	26.65	33.92 **	38.29
DPS (INR)	5.00	5.25	5.50	5.75	15.00
Net Debt/Equity (x)	0.48	0.41	0.39	0.56	0.64
ROE (%)	24.0	20.1	21.0	27.1 **	24.5
ROCE (%)	16.0	17.2	18.4	20.9	17.1
Operating ROCE* (%)	47.7	60.4	59.3	62.7	52.6

* adjusted for Goodwill, Trademarks and Brands

** per Ind-AS

** without exceptional items

Website www.godrejcp.com

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