

Godrej | CONSUMER PRODUCTS

Godrej Consumer Products Ltd.

December 19, 2023



Disclaimer

Some of the statements in this communication may be forward looking within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation, and labour relations.

Our strategic narrative

OUR PURPOSE

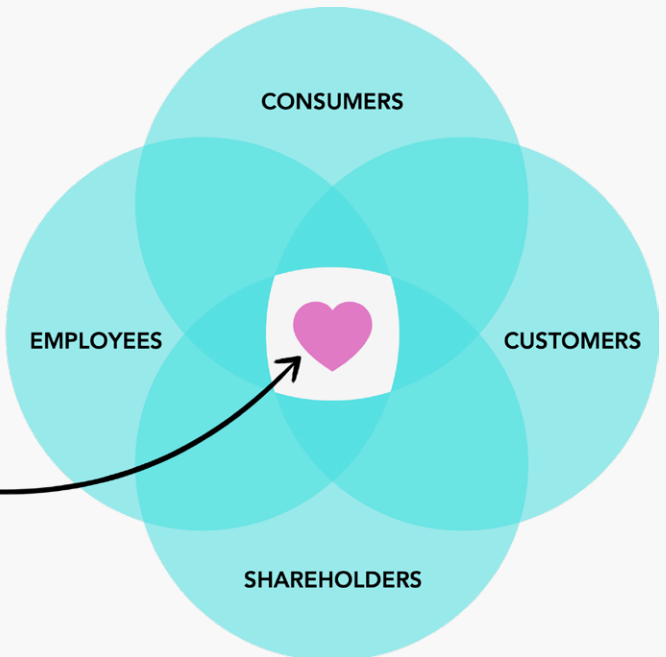
Bringing the goodness of health and beauty to consumers in emerging markets

OUR VALUES



OUR VISION

Delight 2 billion consumers by 2027



OUR STRATEGY

Lead through category development



Funded by simplification



People and Planet alongside Profit



OUR OPERATING PHILOSOPHY

- 1** Less is more; Much less is much more
- 2** Consumer first, Business second
- 3** Think local, Act global
- 4** Tomorrow before today
- 5** Better from within, Different from outside

OUR MEASURES

- 1** Market beating UVG
- 2** More spends on brands, Less on cost to serve
- 3** More automation, Less working capital
- 4** More diversity, Less environmental impact

THE GCPL WAY

A manual of prescriptive guidelines to help in our day-to-day operations
The bedrock of our capability development programme

Our strategy



Lead through category development



Funded by simplification



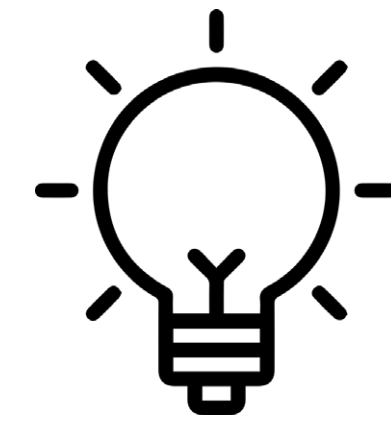
People and planet alongside profit

CATEGORY DEVELOPMENT

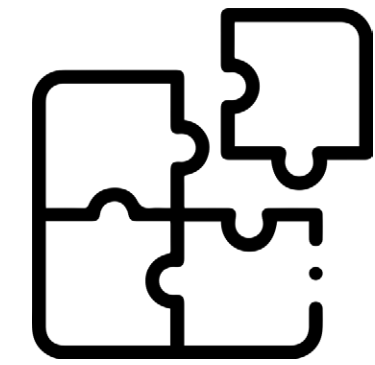
Category Development



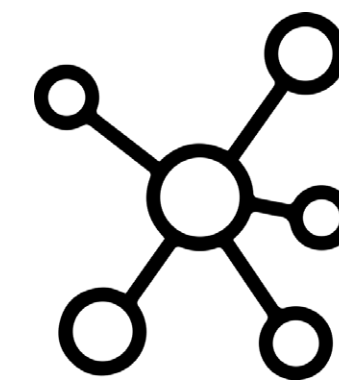
Lead through category development



Develop innovative products



Build relevance



Drive accessibility



Generate trials

In India, we are expanding our TAM into faster growing categories

Household Insecticides



Fast-growing categories



Personal Wash



RCCL integration largely completed; investing for growth

- Integration largely completed; cost synergies flowing from 2HFY24
- Consumer focused investments behind working media increased by 5-8X
- On track to achieve full-year ambition



PARK AVENUE

PARK AVENUE Original Collection

GOOD MORNING FRAGRANCE BODY SPRAY WAKE UP

UPTO 24 HR INTENSE FRAGRANCE*

SPRAY KAR AAGE BADH

*जुलाई 2022 में जाँच स्थितियों के तहत किए गए अध्ययन रिपोर्ट पर 3



Kama Sutra

MAKE LOVE LIKE NEVER BEFORE

longlast

longlast

Indonesia business to continue driving strong growth

Go-to-market transformation completed

Continue growing core

Rollout global mixes that have seen success



In Rest of World, we will focus on profitable growth

Continue growing Hair Care across Africa

Accelerate growth in key markets

Rollout global FMCG categories – HI, Air etc.



**FUNDED BY
SIMPLIFICATION**



**Funded by
simplification**

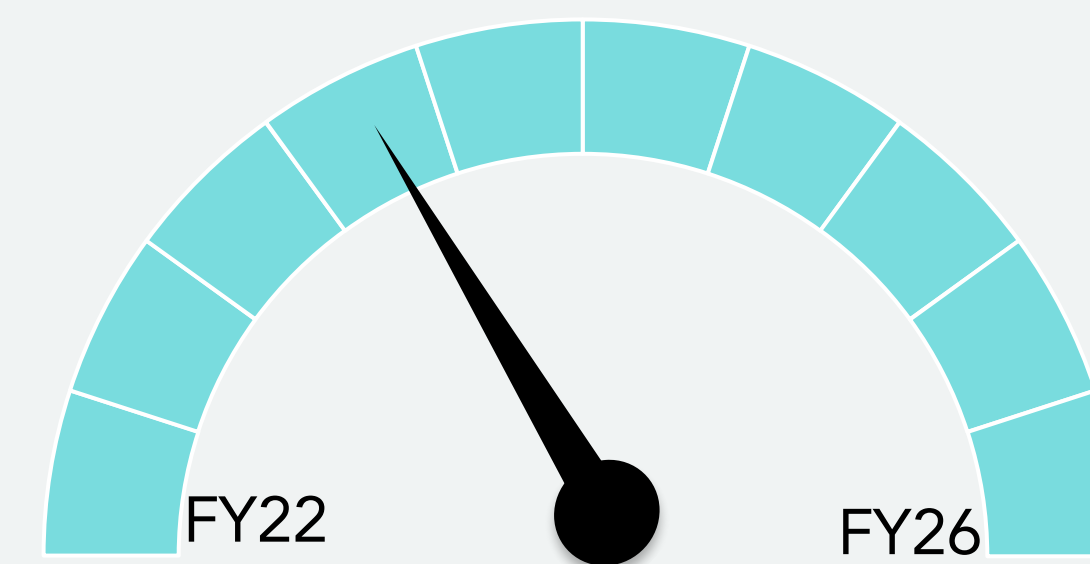
Simplification

SKU
rationalisation

Business model
optimisation

Changes in
organisational
structure

Optimising
manufacturing
footprint



Cost savings of ~400 bps



**Funded by
simplification**

Business model optimisation

Simplifying operations to a Royalty model in select markets (largely in East Africa)

Likely to be implemented by Q4 FY24

Expect profitability to improve in the medium term

Annualized

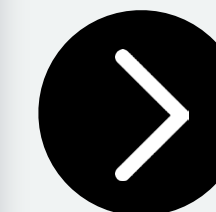
~500 Crore
Revenue

~0
PAT#

FY25

0
Revenue

~50 Crore
PAT#



DIVIDEND POLICY

We have announced a dividend policy going forward

Outlook

We will strive to maintain a steady stream of dividend

Expect the dividend payout ratio to average ~50% (range +/- 20%) of the annual Profit After Tax of the Company

Contact Us

Institutional investors

Vishal Kedia

Email: vishal.kedia@godrejcp.com

Tel: +91 22 2519 5721

Retail investors

R Shivshankar

Email: r.shivshankar@godrejcp.com

Tel: +91 22 2519 4359

