

Godrej



24 AUGUST 2016



Expanding the household insecticides category to provide **Personal & Out of Home protection** from mosquitoes

IN HOME IS ~35X OF PERSONAL & OUT OF HOME REPELLENTS CATEGORY



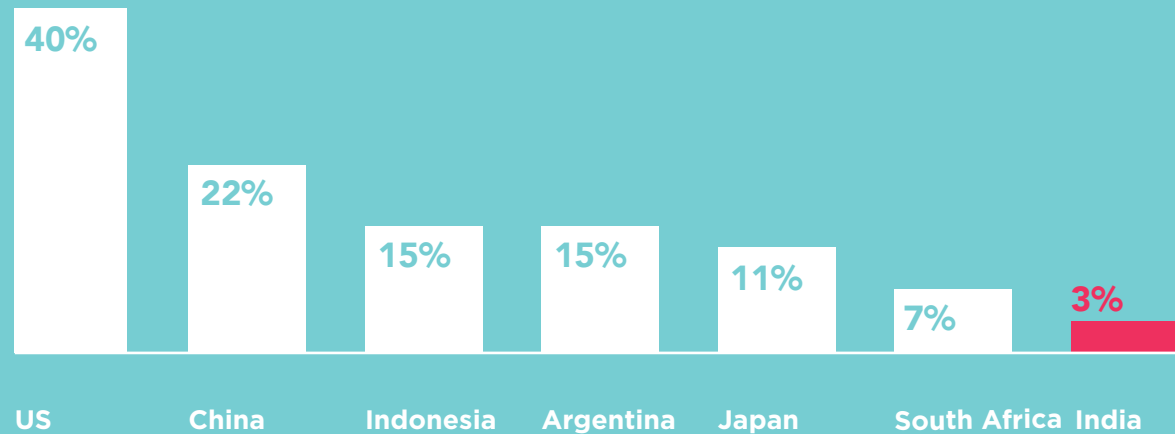
₹ 126CR
Personal & Out of Home



₹ 4,336CR
In Home

SOURCE: AC NIELSEN

Size of Personal & Out of Home repellents category as percentage of overall market



SOURCE: EUROMONITOR

REASONS FOR LOW ADOPTION RATE

Even though there is a high stated need for Personal and Out of Home products

LACK OF INNOVATION

- Consumers don't like current cream products due to skin application, poor sensorial and perception of harmful chemicals
- Expensive, low quality imported products

LACK OF INVESTMENT

- Very low advertising spends on category

OUR APPROACH

INNOVATION

- 100% natural products that are non-skin application
- A skin application product that is far superior to the current market leader

LEVERAGE GODREJ TRUST AND GOOD KNIGHT EQUITY

INVEST IN CATEGORY AND HABIT BUILDING

GCPL introduces industry first 100% natural ingredients,
non skin application, effective mosquito protection for
8 hours in a disruptive **FABRIC ROLL-ON** format

Consumer feedback

Top 2 Box Scores

82% - consumers expressed intention to purchase

90% - consumers found the product relevant



100% NATURAL

GOOD KNIGHT FABRIC ROLL-ON

Good knight FABRIC ROLL-ON

- 100% natural formula
- Apply on clothes and not skin. Does not stain clothes.
- Up to 8 hour of protection
- Quick and easy to use – just apply 4 dots on clothes
- Child safe

**Disruptive price of INR 75
(monthly pack)**



GOOD KNIGHT PATCHES

Good knight PATCHES

- 100% natural formula
- Up to 8 hour of protection
- Safe for babies
- Quick and easy to use

**Competitive price
of INR 75 (14 patches)**



GOOD KNIGHT COOL GEL

Good knight COOL GEL

- Available in tube and reusable sachet
- Up to 8 hour of protection
- Skin friendly
- Superior sensorial
- Child safe (paediatrician certified)

**Price of INR 75 for tube
and INR 20 for reusable
sachet**



Thank You

