



As part of the Godrej Group, we enjoy the patronage of 1.1 billion consumers globally who use our products on any given day.

Our Company

120

Years of Godrej Group legacy

2020

Vision of the Godrej Group includes
creating a shared value through
Good & Green

Godrej Consumer Products is an emerging markets FMCG leader. As a 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 are growing fast and have exciting, ambitious aspirations. Our Group's vision for 2020 is as follows:

- To be one of the most trusted and innovative Indian brands
- To foster an inspiring place to work
- To create a shared value through Godrej Good & Green
- To grow 10 times in the next 10 years

This vision is strengthened by our values of integrity, trust, and respect for others that are integral across all our operations, functions, and business activities.

It is very important that in addition to our strong financial performance and innovative products, we remain a responsible company. We are also bringing together our passion and purpose to make a difference through our sustainability approach of 'Good & Green', to create a more inclusive and greener India.

We have embarked upon a journey of reaching out to markets and economies globally. Thus far, we have established ourselves in three major emerging economies of Asia, Africa, and Latin America, with our products tapping markets in over 80 countries. We have diversified immensely offering a wide range of

products in the home care, personal wash, and hair care categories.

These breakthroughs have culminated in creating a long-term economic value for GCPL. We have kept our aspirations strong by continuously benchmarking ourselves with the best practices in the industry.

Growth and Global Presence

At GCPL, our strategy is to follow a 3 by 3 approach to international expansion. We are building a presence in 3 categories (home care, hair care, and personal care) in 3 geographies (Asia, Africa, and Latin America). We rank among the largest household insecticide and hair care players in emerging markets and are looking for ways to drive long-term inclusive and sustainable growth in these markets.

Our acquisitions in this fiscal year has helped us take a significant leap upward. One of the most significant acquisitions includes that of Strength of Nature (SON). SON is a US-based company with leading hair care brands and a presence in 50 countries. This acquisition further accelerates our global 3 by 3 strategy and scales up our presence in Africa by being at the forefront of serving the hair care needs of the women of African descent.

In line with our commitment to scale up our presence in Africa, we also acquired a majority stake in Canon Chemicals Limited, a Kenya-based home and personal care company. We have further increased our stake from 51 to 100 per cent in Hair Credentials Zambia and similarly increased our equity stake in Charm Industries Limited and Weave Senegal Limited (hair and skin care companies in Senegal). These advancements have strengthened our market share in Africa. Due to the decline in currencies and other global market challenges, our economic growth suffered in countries such as South Africa and Nigeria. However, our relentless efforts did pay off as we achieved a constant currency sales growth of 22 per cent.



In 2016, we acquired a majority stake in Canon Chemicals Limited, Kenya. Canon manufactures and distributes products in the personal and home care categories and is serving consumers in Kenya for over 40 years

In Indonesia, we are the number one player in air fresheners and wet tissues, and the second largest player in household insecticides. This year, we launched Stella, an air freshener brand, and NYU crème hair colour in sachet format for the Indonesian market. Although the household insecticides business did not fare very well, the remaining products grew in sales in Indonesia.

In Latin America, we are among the leading players in hair colour and hair styling products. While the business

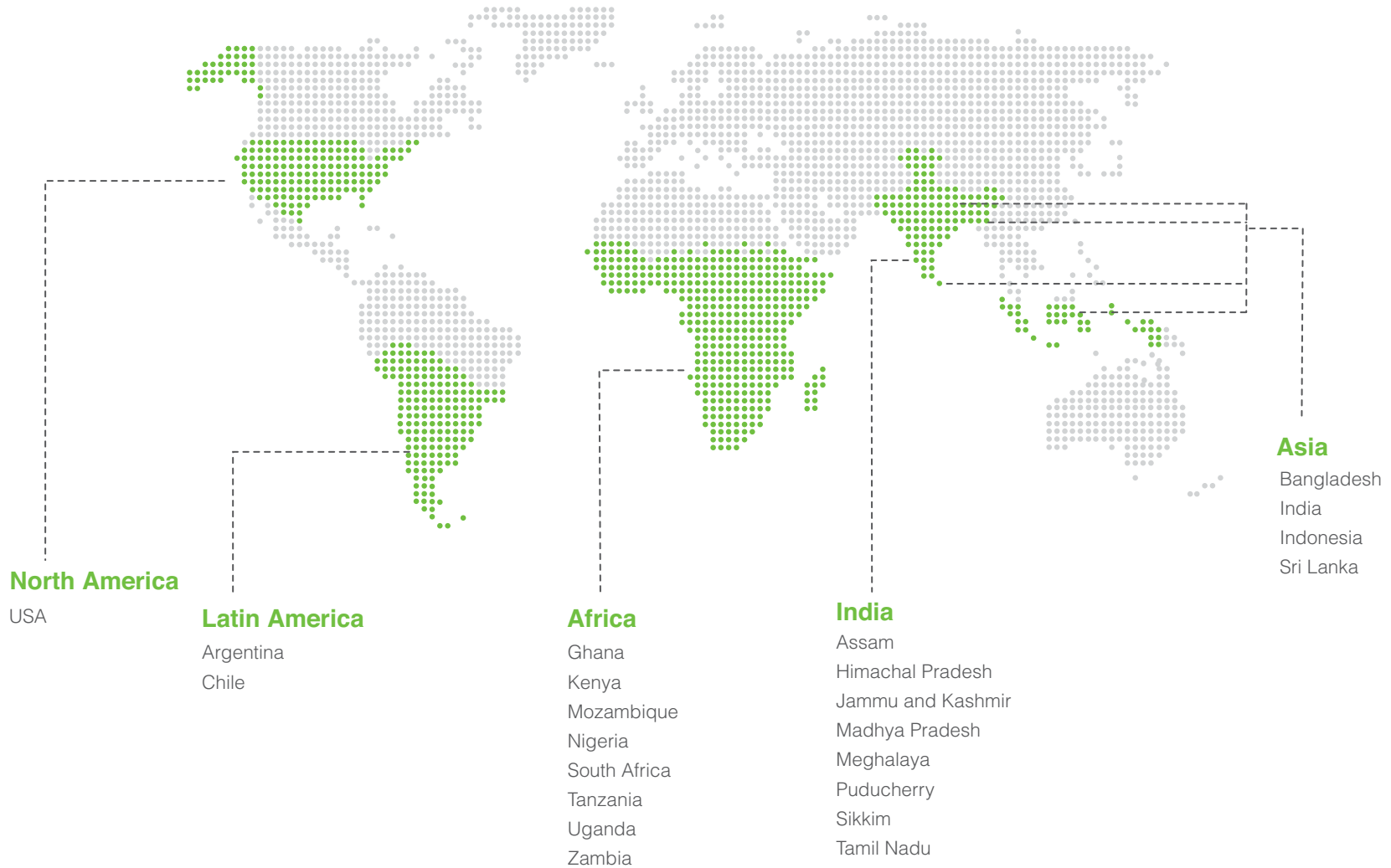
faced similar currency and global market challenges, our Latin America business portfolio proved to be resilient and grew business by 19 per cent.

In the UK, we have focused our efforts specifically on innovation and effective communication campaigns to further our market share in products across the categories of skin care, sanitisers, sun care, and female deodorants.

G4-5, G4-6, G4-13

Our Manufacturing Presence

We have four manufacturing clusters in India, and internationally, we have our operations spanning in 15 countries, spread across four continents.



Product Portfolio

At GCPL, we offer multiple brands to retail customers under the categories of home care, personal care, and hair care across different markets.



Personal Care Products

Godrej No. 1, Cinthol, and Godrej protekt are brands that appeal to a huge customer base. We rank second in the Indian soap business where we are known for innovation in design and incorporation of international fragrances.

Godrej is a brand of choice for many, and our quality products are preferred by millions of people on a daily basis. Meticulous efforts in assessing the quality of



Hair Care Products

We are industry leaders in hair colour with our Godrej Expert brand alone catering to over 40 million consumers. BBLUNT is an exclusive and award-winning brand of shampoos, conditioners, hair styling products, hair extensions, and temporary hair colours.

our products, reasonable pricing, and product innovation are few of the prime reasons our products are a favourite across continents.



Home Care Products

We offer the most well-known brands in the home care sector. Goodnight is the market leader in household insecticides with 78 million consumers. Our other most renowned products are Godrej aer pocket, Ezee, and HIT brand of products.



In Indonesia, our HIT, Stella, and Mitu brands are leaders in the categories of home insecticides, air fresheners, and wet wipes

Here is a list of our products offered in India and other markets:

Markets	Brands
India	Cinthol, Godrej No. 1, Godrej protekt, Godrej Expert, <u>BBLUNT</u> , Goodknight, HIT, Godrej aer pocket, Ezee
Indonesia	HIT, Stella, Mitu
Africa	Darling, MegaGrowth, TCB, Valon, Inecto, Renew
Argentina	Issue, Roby

Markets	Brands
Chile	Illicit, Millefiori, Pamela Grant
UK	<i>Pro:Voke Touch of Silver</i> , <i>Pro:Voke Liquid Blonde</i> , Cuticura, Soft & Gentle
Bangladesh, Sri Lanka, Nepal	Goodknight, HIT, Expert, Abha, Stella
Middle East	Godrej aer pocket, Cinthol, Godrej Expert, Nupur, Abha