

CONSUMER PRODUCTS INVESTOR NEET 2024

May 7, 2024





Disclaimer

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3

Nisaba Godrej

and a state

Executive Chairperson Sudhir Sitapati

MD & CEO

S

Rajesh Sethuraman

Business Head, ASEAN Aasif Malbari

CFO

Venkateswara Yadlapalli

R&D Head



4

Welcome note Nisaba Godrej







Harsh Goenka 🤡 @hvgoenka

The Godrej family settlement was 'locked' today with the elegance and dignity that the family is known for. No controversies, just all clean like their soaps. Good Knight!

9:21 pm · 30 Apr 2024 · 135K Views

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50 Bookmarks



.II 😚

...

...



Vinay Sitapati

1,215 Pages



"Stable is the new rock star historian on the horizon. His writing is childelled, irlendly, form and *Times of ladin*





Sudhir Sitapati

272 Pages



<text>







A com based based

Sudhir Sitapati



Drop dead: Combating the world's most dangerous animal





Show me the money! (Getting west of India right)





East Africa

Nigeria









2040: The Power of Backcasting



You

Sudhir will email you his GCPL @2040 presentation and ask for some time to discuss

Thanks, look forward to it, though not sure what I think of making a 17 year forward plan 4:53PM



11

The Creative Company



The Codebooks of Growth: Category Development



The Codebooks of Growth: Van Distribution



The Green Discount







15

The Godrej Way

True Self vs Best Self

50% Board representation; 50% Direct employment.



Values



Dear Pirojsha,

Hope you and the family are doing very well.

I wanted to write you a note to let you know of my appreciation for Godrej Properties as a flat owner in Godrej Summit (Gurugram Sector 104).

One often hears of customer experiences when real estate projects do well commercially. From a flatowner's perspective, Godrej Summit is an excellent case study of how a company managed a tough situation (market environment, external infrastructure issues), ensured that communication to buyers has been transparent, and delivered (even in adverse market conditions) a good customer experience.

I had a unit in the Summit project and chose the buyback option when it was offered as an option to flat owners last June. To be honest, I wasn't sure how long or arduous the process would be. I was pleasantly surprised with the transparency and efficiency with which the team managed the entire process (regardless of whether one chose the buyback or not) and ensured a smooth completion of all formalities even when one was selling back their unit. The team has really done a fantastic job focusing on overall customer satisfaction and has handled the entire process with integrity and professionalism.

I wanted to share this feedback with you. I continue to be a GPL customer in other projects, and my experience has made me even more likely to recommend Godrej Properties projects to others.

With warm regards, Tina



What a fun ride it's been having a ring side view to Sudhir, Aasif and the incredible GCPL team being wildly successful.

There are lots of lessons on entrepreneurship and execution in this book. But the reason I love this team (and why you should read this book) is for their deep values and integrity which have left Godrej stronger for the next 100 years.

Nisaba Godrej



Turbocharging Volume Growth

Sudhir Sitapati



First a quick look at Q4 FY24

Consolidated volume grew 12% (9% organic), sales grew 6%, EBITDA grew 18% and PAT (after exceptional and one-off items) 22%

India business continues its strong trend despite poor Household Insecticide season with 15% volume growth (7% organic)

Incense stick launch shows promising signs

RCCL business reported sales growth of 22% to ₹140 crore

East Africa exit consummated

Exceptional accounting charge of ~₹2,378 crore in P&L statement

Indonesia business continues to do well with 12% volume growth



GCPL FY23 and FY24 I have promises to keep... from Investor Meet to Investor Meet

GCPL circa' 2021



Flattish share price...

| | FY11-16 | FY17-21 |
|------------------------------|---------|---------|
| Volume Growth | ~15% | ~5% |
| Sales Growth | 20% | 3% |
| EBITDA Growth | 22% | 6% |
| Operating cashflow growth | NA | 1.5% |

...driven by slowdown across key metrics



Promises made – December 2021

A simple strategy for the next 3-5 years

Double-digit Volume Growth

Led through category development Funded by radical simplification



But what does it mean in the short term?

GODREJ'S BOX LOCKS.



An 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

To summarise: From Good to Great

All we need are few key changes to an already robust base

We already have

Top of the line ESG - deeply rooted in purpose, values, sustainability

A top-class geographic and product portfolio

Very strong R&D and innovations capability

A frugal cost structure

Robust processes required to take our game to the next level

We just need to

Focus on a few transformative consumer tailwinds

Work more collaboratively across the globe

Invest more in automation and media

Develop better category development capability



Promises made – May 2023



RCCL business

Business case

| | FY23 | FY24 | FY25 onwards |
|---------------|-------------------|---|--|
| Revenue | INR 622 cr | Expect revenue and EBITDA margin to be similar to FY23* | Low double digits to Mid-teens growth |
| EBITDA margin | High single digit | | Mid twenties |
| EPS | | Dilutive | Neutral |

*Driven by category development and simplification initiatives (SKU rationalisation, discontinuation of non-core categories) and one-time costs





Promises made



High single digit UVG in FY24*

High teens EBITDA growth in FY24*

Revenue and EBITDA of RCCL business in FY24 to be similar to FY23

Double digit UVG in medium term



Lead through Category Development

Funded through Simplification

Underpinned by the Operating Philosophy





Promises delivered on – What

High single digit UVG in FY24*

High teens EBITDA growth in FY24*

Revenue and EBITDA of RCCL business in FY24 to be similar to FY23

Double digit UVG in medium term

*Organic business





Promises delivered on – How | Our Goodness Manifesto

OUR PURPOSE

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

OUR STRATEGY

Lead through category development



OUR OPERATING PHILOSOPHY



Less is more; Much less is much more **2** C B





Industry beating UVG





Consumer first, Business second 3 Think local, Act global



Tomorrow before today



People and planet, alongside profit

More spends on brands, Less on cost to serve



More automation, Less working capital



More diversity, Less environmental impact



Our Goodness Manifesto shows us the path

OUR PURPOSE

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

OUR STRATEGY

Lead through category development



OUR OPERATING PHILOSOPHY



Less is more; Much less is much more

OUR MEASURES



Industry beating UVG

More spends on brands, Less on cost to serve



More automation, Less working capital



More diversity, Less environmental impact



Goodness of health and beauty



Increasing our TAM*

Global reach



Serving consumers in more than



countries





Our Goodness Manifesto shows us the path

OUR PURPOSE

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



Lead through category development



OUR OPERATING PHILOSOPHY



Less is more; Much less is much more

OUR MEASURES







Consumer first, **Business second**

Think local, Act global



Tomorrow before today



People and planet, alongside profit

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OUR MEASURES









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More diversity, Less environmental impact



Lead through category development

Category Development Our 4-fold model



33

Relevance: Consistent multi-year growth and category development



| | 2 YR UVG CAGR | Penetration Delta | | |
|-----|---------------|-------------------|--|--|
| Aer | ~130 | ~240 bps | | |





Access: Success stories in Indonesia and India



Crème Hair Colour - India



Penetration gains

~ 500

bps



Availability: VISTAAR 2.0, one of the largest outreach programmes in India



Trial: Significant expansion in door to door sampling



~10 million households reached

20 Okt 2023 12 16 33 359° N No.250 Jalan Muara Baru Kecamatan Penjaringan Jakarta Utara Daerah Khusus Ibukota Jakarta Altitude:42.4m

~1 million households reached

Indonesia






Funded by simplification

Simplification Our 4 key levers



38

Fewer SKUs and fewer people



Reduced managers*





FY24



Fewer operations: GAUM reorganisation

Actions

East Africa exit

West Africa simplification

Manufacturing footprint

reassessment

GAUM impairment



*Post reorganisation

| GAUM (INR Cr.) | FY21 | FY22 | FY23 | FY24* |
|-------------------|-------|-------|-------|-------|
| Net Sales | 2,499 | 3,050 | 3,415 | 3,181 |
| EBIT | 107 | 106 | 137 | 243 |
| ROCE | 2% | 2% | 2% | 6% |

Plan to reach double digit ROCE in the next 2-3 years



Simpler processes: In-housing of Creative and Design



Savings on media of ~40 bps







Our Goodness Manifesto shows us the path

OUR PURPOSE

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

OUR STRATEGY

Lead through category development



OUR OPERATING PHILOSOPHY



Less is more; Much less is much more



OUR MEASURES



Industry beating UVG

More spends on brands, Less on cost to serve



More automation, Less working capital



More diversity, Less environmental impact



Our operating philosophy

Less is more, Much less in much more



Reduce manufacturing footprint by ~40%



Consumer First, Business Second



X HIGHER WINNING FRAGRANCE **BLIND PRODUCT WIN**

Higher efficacy at same price

People and planet, alongside profit



Top Indian company....

...but not quite Global



Think local, act global

Latin America









Our Goodness Manifesto shows us the path

OUR PURPOSE

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



Lead through category development



OUR OPERATING PHILOSOPHY



Less is more; Much less is much more





Industry beating UVG



More spends on brands, Less on cost to serve



More automation, Less working capital



More diversity, Less environmental impact



Market share gains



More spends on brands, less on costs to serve



Higher investment funded through savings in supply chain cost





More automation, less working capital









~160

FY24

Reduction in working capital Core Working Capital Days 50 38 FY22 FY24



The next milestone: FY25

India and Indonesia

High single digit volume growth

Rest of the World

Step-up profitability

| _ | 1 |
|---|---|
| 5 | |
| J | |



GCPL FY25 & FY26 I have promises to keep, but miles to go before I sleep



Incia Sudhir Sitapati



India's K-shaped recovery poses a challenge





Our 3-pronged strategy for FY25





Premiumisation: Launching premium innovations



CINTHOL FOAM BODY WASH

Luxurious Bathing







Premiumisation: Entering into premium categories





Premiumisation: Scaling up across premium channels

Growing faster



Modern trade



High double-digit growth





Efficiency: Investing in state-of-the-art facilities



₹900 crore capex signed off, ~100 bps cost saving in 2 years



Efficiency: Effectively investing in media



*Cost per rating point

CPRP*

Reduced by Mid single digits

v/s low single digit increase for the industry

(FY23 v/s FY24)



Affordability: Van program to increase rural reach







Villages covered



Affordability: Democratising categories by launching access packs



Park Avenue and KamaSutra: On track with expectations



Going ahead

High double-digit volume growth

EPS Neutral

by end of FY25



Our medium term aspirations

Volume growth

High Single Digit

Double digit in the long term

EBITDA margin

Mid-high 20s



Indonesia Rajesh Sethuraman



Indonesia macros fairly stable while our revenue growth inconsistent

Indonesia GDP growth



GDP data from World Bank in CY; Pre Covid: 2016-2019, Covid: 2020-2021, Post Covid: 2022

Indonesia revenue growth

4.4%





-8.8%

Pre-COVID

COVID

Post-COVID





Inherent strengths of business



Large headroom for growth

Market leadership





Categories we operate in



Inherent weakness of business pre transformation







Shifted from deep discounting to Every Day Low Promotion (EDLP)

Price variations month on month led to leakages in other channels

HIT Aerosol large pack price across channels



EDLP has led to throughput improvement For HIT Aerosol large packs ~ 800 bps FY24 over FY22 and FY23 average

Mar'24



to distributor model





Increased our media investments to optimum levels







Significantly reduced complexity in business





~25%

in two years


Post transformation, delivered stellar performance in FY24...

Particulars

UVG

Revenue growth

EBITDA growth

| FY18-23 CAGR | FY24 |
|-----------------|------|
| 1% | 11% |
| 4% | 14% |
| | |





...with strong performance in Household Insecticides and Hair Colour...

HI revenue growth







...while Air Care lagged...





FY18-23 CAGR



FY24



...and successfully turned around HIT (1/2)





Trials

~1 million households reached







...and successfully turned around HIT (2/2)





79

FY25 growth to be driven by targeted initiatives in each category







Rejuvenate Stella through innovations



Advertising Stella Aerosols

Revamping Stella Pocket



Scaling up Hair Colours through media and distribution investments





Advertising Shampoo Hair Colour





FY24

FY25

Scaling up Shampoo Hair Colour



Our medium term aspirations



EBITDA margin

Mid 20s



Rest of the World Aasif Malbari



External volatility is given...



Geopolitical volatility

Opposition Parties in Nigeria Call for Election Rerun, Citing Vote Rigging

Two parties say the presidential vote in Africa's biggest democracy was marred by fraud and violence, and they called for the head of the election commission to step down.



MONETARY TIGHTENING

Ghana: Foreign exchange trading suspension prompts cedi devaluation concerns

Posted on March 11, 2024-08:43

...and we need to accept it 85



Historical internal complexity was high...



*in FY22, including P2P and 3P factories

Clear emphasis on improving business fundamentals on an annualised basis



Volume growth



INR profit growth

INR cash growth







Our strategic approach

Code books to manage volatility

Pricing code book

Optimising supply chain

FOH reduction

Unique approach for each country

Strengthen long term business fundamentals

Higher FMCG portfolio

Improving go-to-market

88



Strengthen long term business fundamentals



FMCG portfolio salience





~40%



FY24

Growth of FMCG portfolio to be ahead of overall business

Increasing distribution strength across countries





FY24

Direct reach outlets in Southern Africa





Unique approach for each country

| Segment | Business | Growth | Profitability | Volatility |
|--|--|-------------------|------------------------------|------------|
| Structurally strong businesses (Top tier) | Southern Africa Godrej International/ Export Geographies | ~ Double Digit | High Margin (~20% EBITDA) | Mild |
| | USA | | Medium Margin | |
| Businesses with potential for improvement (Middle tier) | Chile | Low single digit | | Stable |
| | Western Africa | Double digit (CC) | Low to Medium Margin | Severe |
| | Argentina | Volatile forex | Medium Margin | |
| Subscale businesses | Eastern Africa | Negative | Flat to Negative Margin | Mild |

(Bottom tier)



Top tier (1/2): Sustain strong performance in Southern Africa

Re-launched Inecto Naturals









Top tier (1/2): Sustain strong performance in Southern Africa

Re-launched Inecto Naturals







Top tier (2/2): Godrej International, consolidating in one global organisation





Serves Indian and African diaspora consumers across the globe

FMCG Categories

Delivered strong performance in FY24



Huge headroom for future growth





96

Middle tier: Implementing structural changes to improve profitability



...while strengthening our brands





VN

POST SOLAR

220ml



Middle tier: Implementing structural changes to improve profitability



...while strengthening our brands





VN

POST SOLAR

220ml



Bottom tier: East Africa reorganisation completed

Impact on cash flow



Positive cash flow impact

*Q4FY24 revenue ₹45 crore on account of reorgansation of business during the quarter | Likely impact on UVG in FY25 of ~200 bps annualised

| | Historical revenue of reorganised business | |
|--------|--|--|
| Period | Revenue (in ₹ crore) | |
| Q4FY23 | 132* | |
| Q1FY24 | 132 | |
| Q2FY24 | 113 | |
| Q3FY24 | 93 | |
| Total | 470 | |



Rationalising GAUM business

Total exceptional accounting charge

₹2,378

Crore

Non-cash charge

Assumptions

| USD revenue growth | 0% -7% |
|--------------------------|---------------|
| EBITDA margin | 13% -19% |
| Terminal value growth | 6% -7% |

102

Aspirational EBITDA shape



Target to move from ~8% - 10% EBITDA margin to >15% EBITDA margin



103

Our medium term aspirations



EBITDA margin

>15%

In 2 years

104

Financials Aasif Malbari

FY24 – All round performance

Growth (year-on-year)

Underlying Volume Growth

Net Sales

Net Sales (Constant Currency)

EBITDA*

EBITDA* + Working Media

Net Profit (Reported)

Net Profit (without exceptional, one-off items)

#Organic | *EBITDA (incl. Forex)

| Consolidated Business | | |
|-----------------------|---------|--|
| Reported | Organic | |
| 10% | 7% | |
| 6% | 3% | |
| 21% | 18% | |
| 21% | _ | |
| 27% | _ | |
| -133% | _ | |
| 13% | _ | |

106

Broad-based UVG and margin expansion

| | | Consolidated | India | Indonesia | Africa, USA & Middle East | Latin America & SAARC |
|---------------------------------|---------------|--------------|-------|-----------|------------------------------|--------------------------|
| UVG | Reported | 10% | 13% | 110/ | 2% | 21% |
| UVG | Organic | 7% | 6% | 11% | 3% | |
| FY24 Operating E | BITDA* Margin | 21.1% | 26.8% | 20.9% | 10.2% | 0.8% |
| Change in EBITDA (bps) (y-y) | A* Margin | +260 | +230 | +220 | +320 | (330) |





Significantly improved cash from operations...







FY20-FY22 Average

Underlying Cash from Operations (In ₹ crore)

~2,600

FY23-FY24 Average



...with clear capital allocation strategy in place

Dividend policy

Expect the dividend payout ratio to average

~50% (range +/- 20%)

of the annual Profit After Tax of the Company.

Capex

We plan to invest



in organic manufacturing capex over next 18-24 months

Capex to normalise post this

109

Consolidated business to deliver in FY25





EBITDA growth

Mid-teens









Appendix

FY24 Financial Performance

Growth (year-on-year)

Underlying Volume Growth Net Sales Net Sales (Constant Currency) EBITDA* EBITDA* + Working Media Net Profit (Reported) Net Profit (without exceptional and one-off items)

#Organic | *EBITDA (incl. Forex)

| Consolidated Business | India Business |
|------------------------------|----------------|
| 10% (7%#) | 13% (6%#) |
| 6% (3%#) | 10% (4%#) |
| 21% (18%#) | |
| 21% | 20% |
| 27% | 29% |
| -133% | -57% |
| 13% | 6% |



Double-digit constant currency revenue growth

| Geography | | Sales (₹ crore) | Growth (Year-on-year) | Constant Currency Growth (Year-on-year) |
|----------------------|----------|--------------------|--------------------------|--|
| India | Reported | 8,268 | 10% | |
| India | Organic | 7,802 | 4% | |
| Indonesia | | 1,887 | 14% | 13% |
| Africa, USA and | Reported | 3,179 | -7% | 16% |
| Middle East | Organic | 3,179 | -5% | 18% |
| Latin America and SA | ARC | 745 | 5% | 184% |
| Total Net Sales | Reported | 13,974 | 6% | 21% |
| | Organic | 13,508 | 2% | 18% |

Note: Total Net Sales includes the impact of contra and inter company eliminations



114

EBITDA margin expansion across key geographies

| | Consolidated | India | Indonesia | Africa, USA & Middle East | Latin Ameri & SAARC |
|---|--------------|--------|-----------|------------------------------|------------------------|
| FY24 Reported EBITDA* Margin | 21.1% | 27.1% | 20.5% | 9.7% | 0.8% |
| Business support charges, royalty and technical fees (₹ crore) | _ | (23.7) | 7.5 | 16.0 | 0.2 |
| FY24 Operating EBITDA* Margin | 21.1% | 26.8% | 20.9% | 10.2% | 0.8% |
| Change in EBITDA* Margin (bps) (y-y) | +260 | +230 | +220 | +320 | (330) |
| Change in EBITDA* + Working Media Margin (bps) (y-y) | +480 | +550 | +310 | +310 | (200) |



115

Net profit reconciliation statement

Consolidated Business

(A) Net Profit (Reported)

(B) Exceptionals (Post tax):

GAUM-Q4 FY24

Others

(C) Net Profit (Without exceptional and one-off items) (A+B)

Note: All values are in ₹ crore and rounded off

| FY2024 | FY2023 |
|--------|--------|
| -561 | 1703 |
| | |
| 2,389 | _ |
| 145 | 44 |
| 1,974 | 1,746 |



Our ESG targets for FY2025-26 and Q3 FY2024 performance



| Vision | Goals for FY2025-26 |
|---|--|
| Influence sustainable consumption | Ensure efficient waste management systems for 7 municipalitie diverting over 8,000 MT of waste from landfills |
| | 20% reduction in packaging intensity. 80% of plastic used to b recyclable. Rigid plastics to be replaced by 30% recycled plast fiscal year 2025-26. Flexible plastics to be replaced by 10% re- plastic by the fiscal year 2026-27 and multi-layer plastics to be by 5% recycled plastic by the fiscal year 2026-27. |
| | Ensure one-third of all products are greener than in 2020 by ca lifecycle assessments (LCA) for major products (80% coverage |
| | Cover 75% of GCPL suppliers in India (by procurement spe and 50% for our other geographies, under our sustainable chain policy. |
| | Source 100% of paper packaging from sustainable sources |

Note: *India targets reported. We have similar targets for international locations.

ties in India

be stic by the recycled be replaced

carrying out e by revenue)

ends), e supply

es.

Ongoing community waste management projects in 6 municipalities. Source segregation achieved since inception to till date: 73.5% 6,402 MT waste diverted since inception; of which 704 MT is plastics

Performance update

Plastic recyclability is at 40% Total amount of reduction in plastics (since from Q1FY24) – 3500 MT

Completed LCAs coverage of products covering 60% of our revenues

76% of India suppliers (by spend volume) covered under our Sustainable Supply Chain Policy and are being assessed for FY24



Our ESG targets for FY2025-26 and Q3 FY2024 performance



| Vision | Goals for FY2025 |
|-------------------------------------|--|
| Lead in sustainability action | 45% reduction in GHG emission intensity and carbon neutrality Scope-1&2 from FY11 baseline |
| | 40% reduction in specific energy consumption from FY11 base |
| | Achieve 35% renewables in energy mix |
| | Maintain 40% reduction in water intensity while maintaining wa |
| | Achieve zero liquid discharge and maintain zero waste to land |
| | Announce our commitment towards the global Science Based Targets initiative (SBTi) and publish our roadmap and targets for emissions reduction |
| | Achieve 100% EPR compliance |

Note: *India targets reported. We have similar targets for international locations.

| | Performance update |
|------------------|--|
| ty for | 48% reduction in GHG emission intensity |
| seline | 37% reduction in specific energy consumption |
| | 33% of energy is from renewables |
| vater positivity | 34% reduction in water intensity and continuing to be water positive |
| dfill | Continue to be zero waste to landfill and maintain liquid discharge at |
| d for | Re-evaluating scope III emissions and resubmitting for SBTi validation. We've also committed to internal Scope 1 and 2 Net-zero by 2035, inline with SBTi. |
| | Plastic neutral and 100% EPR compliant |



Our ESG targets for FY2025-26 and Q3 FY2024 performance

Social*

Vision

Equip communities with skills that empower

Improve health and well-being

Goals for FY2025

Empower 60,000 women in beauty skills, across emerging markets globally

Strengthen public healthcare systems in three states in India

Protect 30 million people against vector-borne diseases

Performance update

Trained, upskilled and reached out to 24,565 women beauty entrepreneurs, young girls, and men in India and Africa in beauty and hair styling skills and enterprise development

Scaled EMBED in Maharashtra and commenced a statelevel Technical Support Unit for vector-borne disease surveillance and on-ground community support to raise awareness and testing

Reached out to over 11 million people directly since FY16

Total villages made malaria free till date: 2,622 Slums reported zero dengue cases till date: 1,775









