

Godrej Consumer Products launches ProClean, forays into home cleaning products category

Mumbai, 29 December, 2020: Godrej Consumer Products Limited (GCPL), a leading emerging markets company, forayed into the home cleaning products segment by launching Godrej ProClean, a brand that provides surface cleaning and disinfecting solutions. The brand offers three products including **ProClean Toilet Cleaner**, **ProClean Bathroom Cleaner** and **ProClean Floor Cleaner**. ProClean aims to cater to the rising demand for home hygiene products especially in the current context where there is emphasis on products that offer protection against germs. The brand's USP is its 'best quality at best price' offering.

The market size of home cleaning products (branded floor, toilet and bathroom cleaners segment) is pegged at INR 2600 crore, as per AC Nielsen. Due to increased awareness about cleanliness and hygiene, consumers are opting for products that will enable them to keep their homes clean and germ-free. This is likely to fuel further growth of home cleaning products category in the coming days. Consumer preferences have also shaped the demand for durable, new-age products as against the traditionally used cleaners like phenyl.

Commenting on GCPL's foray into home cleaning products category with Godrej ProClean, **Sunil Kataria, Chief Executive Officer - India & SAARC, Godrej Consumer Products Limited (GCPL)**, said, "Indian consumers are becoming more hygiene conscious. Demand for cleaning products continues to grow due to consumer alertness concerning the importance of hygiene and the spread of infectious diseases. Our main objective to launch Godrej ProClean, is to create a home cleaning brand that evokes trust, ensuring best quality at the best price.

He further added, "ProClean is a one-stop home cleaning, hygienic solution for everyday use. It offers 99.99% germ kill while ensuring value for money pricing in branded segments through its consumer offers. At GCPL, we are committed to creating delight for our consumers by prioritizing hygiene, safety and germ protection, and our new launch is another step towards reinforcing this commitment."

Godrej ProClean provides consumers with one-stop home cleaning, hygienic solutions for everyday use. The three ProClean products come with the proposition to kill 99.99% germs. The toilet and bathroom cleaner come with the proposition of removal of toughest stains and floor cleaner comes with the promise of long lasting fragrance (available in 2 variants).

Godrej ProClean Floor Cleaners are available in two fragrance options of lavender and citrus. Godrej ProClean Toilet cleaner is available at INR 86/- for 500 ml and INR 168 for 1 ltr. Godrej ProClean Bathroom cleaner is available for INR 91 for 500 ml and INR 172/- for 1 ltr and Godrej ProClean Floor cleaner is priced at INR 93 for 500 ml and INR 179/- per litre.

However, the entire range is available to consumers at aggressive consumer offers of Buy 2 Get 1 free on all 500 ml packs and 500 ml free with all 1 ltr packs. Godrej ProClean is available across general and modern trade along with e-commerce platforms.

About Godrej Consumer Products Ltd:

Godrej Consumer Products is a leading emerging markets company. As part of the 123-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.

Today, our Group enjoys the patronage of 1.15 billion consumers globally, across different businesses. In line with our 3 by 3 approach to international expansion at Godrej Consumer Products, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care). We rank among the largest household insecticide and hair care players in emerging markets. In household insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the hair care needs of women of African descent, the number one player in hair colour in India and Sub-Saharan Africa, 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.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23 per cent of the promoter holding in our Group is held in trusts that invest in the environment, health and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India.

At the heart of all of this, is our talented team. We take much pride in fostering an inspiring workplace, with an agile and high performance culture. We are also deeply committed to recognising and valuing diversity across our teams.