



## **Colgate's Full Year Net Sales Up 15%, Net Profit Up 9%**

## **Colgate's 4Q Net Sales Up 13%, Net Profit Up 7%**

**Mumbai, May 23, 2014**

### **Financial Highlights**

**Full Year 2013-14 :** Colgate-Palmolive (India) Limited today reported net sales of Rs. 3,544.9 crore for the financial year ended March 31, 2014, a 15% increase over the same period of the previous year and Net Profit After Tax (including exceptional item) of Rs. 539.9 crore with Earnings Per Share of Rs. 39.70, an increase of 9% over the same period of the previous year.

**4Q 2013-14 :** Net sales for the fourth quarter of the financial year 2013-14 of Rs. 920.6 crore, a 13% increase over the same quarter of the previous year and Net Profit After Tax of Rs. 132.3 crore with Earnings Per Share of Rs. 9.73, an increase of 7% over the same period of the previous year.

### **Driving Growth**

Colgate has, for the third consecutive year from 2011 to 2013, been ranked as India's #1 Most Trusted Brand across all categories by Brand Equity's Most Trusted Brand Survey and is the only brand to feature in the top three since the inception of the survey twelve years ago.

The Company posted a robust volume growth of 7% for the quarter and 9% for the full year in Toothpaste and continued to enhance its leadership position in Toothpaste category by registering a volume market share of 57.1% for the period Jan'14-Apr'14, an increase of 170 basis points over the same period of the previous year. The flagship brands "Colgate Dental Cream", "Active Salt", "Max Fresh" and "Colgate Total" along with the recently launched "Visible White" have contributed to this growth.

The Company further strengthened its leadership position in the Toothbrush category by registering a volume market share of 42.3% for Jan'14-Apr'14, an increase of 100 basis points over the same period of the previous year.

### **Innovation**

The stream of innovations reflects the Company's continued commitment to growing the oral care category by creating new segments through innovation and technologically advanced products. During the year, the Company has launched several new products that included :

- a. Colgate Visible White, the first of its kind oral care product in India aimed at creating and growing the whitening segment in the toothpaste category that is so far undeveloped in India. Colgate Visible White has whitening accelerators for visibly white teeth in just one week.
- b. Colgate Active Salt Healthy White which offers a most sought after benefit of 'Yellowness removal' from teeth. It does so by combining two powerful ingredients Lemon & Salt in a unique formula that delivers effective yellowness removal.
- c. Colgate Maxfresh Fresh Tea Toothpaste which offers consumers a unique and exciting Tea flavour experience in a Toothpaste and adds to the current Maxfresh range in-stores.
- d. Colgate SlimSoft, a first of its kind toothbrush with super slim and ultra-soft tapered bristles, this is 17 times slimmer than ordinary toothbrushes to remove plaque effectively.
- e. Relaunch of Colgate Super Flexi Toothbrush, the single largest selling Toothbrush variant in India. The New Super Flexi Toothbrush has a new premium handle and flexi bands that help it to reach hard-to-reach places in the mouth.
- f. Recent launch of Palmolive Ayurrituel, a premium Body Wash inspired by ancient Indian Ayurvedic Rituals, to restore harmony between body and mind

**Funding Growth**

Despite the inflationary environment and pressure on the rupee, the Company's focus on driving efficiencies and reducing costs coupled with prudent price increases has resulted in higher Gross Margin.

**Sale Of Business**

During the year, the Company recorded an exceptional item of Rs. 51.1 Crores (net of tax) with respect to the slump sale of Global Shared Services Organisation to Colgate Global Business Services Private Limited, a 100% subsidiary of Colgate-Palmolive Company, USA, after obtaining the requisite approvals from the Board of Directors and Shareholders.

**Dividend**

In March 2014, the Company declared a third interim dividend of Rs. 9 per share. Including the First and Second Interim Dividends of Rs. 9 per share each paid in November 2013 and December 2013 respectively, the Company has paid a total interim dividend of Rs. 27 per share for the financial year 2013-14.

**About Colgate-Palmolive**

Colgate-Palmolive (India) Limited is India's leading provider of scientifically proven oral care products with multiple benefits at various price points. The range includes toothpastes, toothpowder, toothbrushes and mouthwashes under the "Colgate" brand, as well as a specialized range of dental therapies under the banner of Colgate Oral Pharmaceuticals. These have become an essential part of daily oral hygiene and therapeutic oral care in India. The Company also provides a range of personal care products under the 'Palmolive' brand name.

For more information about Colgate's business and products, visit the Company's website on the internet at [www.colgate.co.in](http://www.colgate.co.in).