



*Mumbai, August 8, 2016*

## **Strong growth momentum continues and Colgate India maintains leadership position, net sales up by 12%**

- *Colgate India maintains its leadership position in Toothpaste & Toothbrush categories*
- *Expanding its rapidly growing natural segment to meet consumer needs with two new launches - Colgate Sensitive Clove and Colgate Cibaca Vedshakti*
- *Colgate India reported net profit growth at 8% and net sales growth at 12% for Q1*

Q1 2016-17: Colgate-Palmolive India today reported net sales for the quarter, ending June 30, 2016, at Rs. 1141.5 crore, an increase of 12% over Q1 last year. Net profit for the quarter is Rs. 125.7 crore, an increase of 8% over the same period of the previous year.

The Company has maintained its Toothpaste leadership position at 55.9% volume market share in June 2016 which is an improvement of 60 bps vs. 55.3% in Mar 2016. In the Toothbrush category Colgate has grown its volume market share to 46.8% in June 2016, an improvement of 100 bps vs 45.8% in Mar 2016.

### **UPHOLDING STRONG GROWTH MOMENTUM**

During the quarter, the company achieved a volume growth of 6% (domestic at 5%) over the same quarter of the previous year. With volume market share in June 2016 of 55.9% for Toothpaste and 46.8% for Toothbrush, the Oral Care category registered a strong net sales growth of 11% in this quarter. New product, like **Colgate Sensitive Clove** and **Colgate A1 Toothbrush** have contributed to this growth and helped achieve a strong leadership share in the toothpaste and toothbrush segment.

**Mr. Issam Bachaalani, Managing Director at Colgate-Palmolive (India) Ltd,** said “At Colgate, we are always striving to customise our innovations to meet the consumer’s need. The stream of innovations launched by the company during this quarter echo our sustained promise to growing the oral care category by building new segments based on consumer insights, our years of experience, advanced technology and progressive products. For the last 75 years we have continued to champion the cause of oral health in India, through our consumer engagement programs and sustainability initiatives.”

### **NEW INTRODUCTIONS**

**Colgate Sensitive Clove:** Our first sensitivity toothpaste with natural ingredient. Colgate Sensitive Clove, a natural product based toothpaste, provides protection against sensitivity. Formulated with Potassium nitrate and clove oil, it penetrates deep into open dentin tubules to soothe sensitive areas of teeth. Regular usage provides long lasting protection from sensitivity.

**Colgate Cibaca VedShakti:** An excellent natural solution to take care of all your oral care needs. The new natural toothpaste has the power of six natural ingredients. Developed using Colgate's expertise in oral care, Colgate Cibaca Vedshakti is enriched with the power of nature that helps in keeping your family's teeth healthy and problem-free for long.

**About Colgate-Palmolive (India) Ltd.**

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.colgatepalmolive.co.in](http://www.colgatepalmolive.co.in)