



## **Colgate's Full Year Net Sales Up 12%, Net Profit Up 14%** **Colgate's 4Q Net Sales Up 11%, Net Profit Up 24%**

**Mumbai, May 19, 2015**

### **Financial Highlights**

**Full Year 2014-15:** Colgate-Palmolive (India) Limited today reported net sales of Rs. 3,954.8 crore for the financial year ended March 31, 2015, a 12% increase over the same period of the previous year and Net Profit After Tax of Rs. 559.0 crore with Earnings Per Share of Rs. 41.10, an increase of 14% over the previous year excluding exceptional item relating to the slump sale of Global Shared Services Organisation to Colgate Global Business Services Private Limited, a 100% subsidiary of Colgate-Palmolive Company, USA in the previous year.

**4Q 2014-15 :** Net sales for the fourth quarter of the financial year 2014-15 are Rs. 1,022.2 crore, an 11% increase over the same quarter of the previous year and Net Profit After Tax of Rs. 163.6 crore with Earnings Per Share of Rs. 12.03, an increase of 24% over the same period of the previous year.

### **Driving Growth**

Colgate has, for the fourth consecutive year from 2011 to 2014, 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 fourteen years ago.

The Company posted a robust volume growth of 5% both for the quarter and for the full year in Toothpaste and continued to enhance its leadership position in Toothpaste category by registering a volume market share of 57.8% for the period Jan-Apr 2015, an increase of 70 basis points over the same period of the previous year. The flagship brands "Colgate Dental Cream", "Active Salt", "Max Fresh" and "Visible White" have contributed to this growth. The Company further maintained its leadership position in the Toothbrush category by registering a volume market share of 42.1% in period Jan-Apr 2015.

### **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 Plus Shine**, an extension of the Company's successful brand - Colgate Visible White – an innovation in beauty oral care segment - offers the benefit of whiter and shinier teeth in just one week. The toothpaste is formulated with whitening accelerators – one of Colgate's innovations – that remove and prevent surface stains.
- b. **Colgate Sensitive Pro-Relief (CSPR) Enamel Repair** – a scientifically advanced technology that provides long-term relief from the problem of tooth sensitivity.
- c. **Colgate Sugar Acid Neutralizer**, this breakthrough technology provides the solution for the biggest cause of cavities – Sugar Acids. This technological breakthrough works in two ways- neutralizes harmful sugar acids, the main cause of cavity formation while making teeth stronger with calcium and fluoride.
- d. **Colgate Slimsoft Charcoal** is India's first and only toothbrush with super slim tip bristles now infused with Charcoal. This revolutionary toothbrush technology is based on the key Indian insight of the traditional Oral Care benefits of Charcoal.
- e. **Colgate Zig Zag black**, a line extension of one of India's most popular toothbrush brand 'Colgate ZigZag'. As the market leader, Colgate has introduced many 'firsts' in the category and Colgate ZigZag Black is the first black toothbrush in the Mass Segment.

**Funding Growth**

Our efforts in the area of efficiency continue to pay off with our Funding the Growth initiatives. Savings generated have enabled us to improve our investment levels while also delivering improved profitability.

**Dividend**

In March 2015, the Company declared a third interim dividend of Rs. 8 per share. Including the First and Second Interim Dividends of Rs. 8 per share each paid in September 2014 and December 2014 respectively, the Company has paid a total interim dividend of Rs. 24 per share for the financial year 2014-15.

**Post Balance Sheet Event**

On April 29, 2015, the Company announced a Voluntary Retirement Scheme (VRS) for the employees at the toothpowder manufacturing facility at Waluj, Aurangabad, Maharashtra. The scheme was accepted on May 4, 2015 by all affected employees.

Since all workmen accepted the offer under the said Scheme, the Toothpowder manufacturing operations at the Aurangabad factory have been discontinued effective May 05, 2015.

The discontinuation of operations at the above facility will not impact the Company's Toothpowder business as the Company has sufficient inventory and alternative sourcing arrangement to cater to the market demand.

**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).