



*Mumbai, May 24, 2016*

## **Innovation acts as the business catalyst, Colgate India's net sales up by 7%**

- *Colgate India maintains its leadership position in Toothpaste & Toothbrush categories*
- *Colgate India entered into therapeutic category with its first "express relief from Tooth pain" product Pain-Out, conceptualised and developed in India*
- *Expanding Colgate's rapidly growing natural segment with its three variants; Colgate Active Salt, Active Salt Neem and Active Salt Healthy White Toothpaste*
- *Colgate India made substantial investments in its newly inaugurated state-of-the-art toothbrush manufacturing facility at Sri City, Andhra Pradesh*

### **For the full FY 2015-16:**

Colgate Palmolive (India) Limited today reported Net Sales of Rs. 4132.2 Crore for the full year ended March 31, 2016. The Organic growth of the Company stands at 10% offset by phasing out of fiscal benefits in the State of Himachal Pradesh to give a reported growth of 4% over the same period of the previous year.

Net Profit after Tax is up 32% which excludes the impact of phasing out of fiscal benefits in the State of Himachal Pradesh and restructuring cost related to toothpowder manufacturing facility at Aurangabad, in the State of Maharashtra. Including the aforesaid impact, the reported Net Profit after Tax is Rs. 576.5 Crore, 3% growth in earning per share of Rs. 21.20 for the reported period, after adjusting for the recent Bonus Issue.

### **For the 4<sup>th</sup> Quarter 2015-16:**

Net Sales are Rs. 1091.1 Crore for the quarter ended March 31, 2016. The organic growth of the Company stands at 13% offset by phasing out of fiscal benefits in the State of Himachal Pradesh to give a reported growth of 7% over the same period previous year. Volume growth including exports is at 6% and domestic volume growth is at 4%.

Net Profit after tax is up at 14%, excluding the impact of phasing out of fiscal benefits. Including this the reported Net Profit after tax is at Rs. 145.9 Crore with earning per share of Rs. 5.36 for the reported period, after adjusting for the recent Bonus Issue.

Mr. Issam Bachaalani, Managing Director of the Company said that "Despite challenging macro environment and low consumer demand, Colgate-Palmolive (India) Limited reported good growth across the business and maintained its leadership in the toothpaste and toothbrush category at 55.7% and 46.2% respectively."

Mr. Bachaalani also stated that “We strongly believe in developing innovative new products which is a key driver of the Company’s long term sustainable growth. Long term growth potential for ‘oral care products’ remains positive and is anticipated to drive progression in the next five years. This can largely be attributed to external factors like increasing disposable earnings, increasing lower and upper middle class strata, opportunity to convert under penetrated toothpaste market and rising oral health awareness and solution in the segments.”

**Successful new product launches included Colgate Pain Out, Colgate 360 Toothbrush – Gold and Black, Colgate Total Charcoal Deep Clean, Colgate Active Salt Neem, Colgate Zig Zag Black and Colgate Sensitive Pro-Relief (CSPR) Enamel Repair, and Palmolive Hand wash.**

### **Innovation customised to meet Indian Consumers’ needs**

Over the last 80 years, Colgate-Palmolive India has earned the trust of Indian families for generations and is committed to provide the best quality products.

We are focused on developing insight-driven innovation that provides value-added new products across all price points. With the fast pacing Indian consumer trends, the entire oral care market is concentrating on innovation and is announcing new product variants that cater to the larger Indian audience who have specific requirements and preferences.

The stream of innovations undertaken by the Company during the year reflect its continued commitment to growing the oral care category by creating new segments through improved and technologically advanced products, as under:

- a. **Pain Out:** Colgate-Palmolive (India) Limited has ventured into a complete new segment of “express toothache relief” with the launch of an innovative product “Pain Out”. This pioneering product with a unique formula helps one to get express relief from the unpredictable tooth pain that comes with no warning or trigger. Pain Out is the first symptomatic toothache aid product that offers express relief from intense tooth ache in just one drop. It was researched and developed by Colgate in India. With Pain Out, Colgate set a new milestone of conceptualizing, creating and marketing a product completely in India.
- b. **Colgate Total Charcoal Deep Clean Toothpaste:** A product that combines the science of Colgate Total with ultra-micro charcoal particles. The result is a clinically proven, unique and superior anti-germ technology that prevents germ build-up on all mouth surfaces viz. teeth, gums, cheeks and tongue.
- c. **Colgate Active Salt Neem Toothpaste:** Toothpaste addresses the inflammatory gum problem of pyorrhea. Its unique formula containing salt & neem helps strengthen weakening gums & helps keep Pyorrhea away.
- d. **Colgate Sensitive Pro-Relief (CSPR) Enamel Repair Toothpaste:** A scientifically advanced technology that provides long-term relief from the problem of tooth sensitivity
- e. **Colgate Zig Zag Black Toothbrush:** Brush is 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.
- f. **Colgate 360 Toothbrush range:**
  - 360 Charcoal Gold, a never-seen-before gold coloured toothbrush that provides superior whole mouth cleaning. It has Charcoal Infused spiral bristles that gently polish teeth and give a deep but gentle clean.

- 360 Whole Mouth Clean toothbrush, provides 151% more germ removal than an ordinary toothbrush.
- 360 Visible White effectively removes surface stains with its spiral bristles and whitening cups.
- 360 Floss-Tip reaches 4X deeper with its Floss-Tip technology that is designed to clean along the gumline.

g. **Palmolive Hand wash:** It is a new hand wash line enriched with rich and exotic ingredients such as invigorating Sea Minerals, exquisite Black Orchid, delectable Raspberry and a refreshing mix of Lime & Mint, bringing spa-like indulgence at home.

### **Investing in India**

In commitment to India's long term growth strategy, Colgate-Palmolive India has recently made substantial investments in new manufacturing facilities. During the FY 2015-16, Colgate-Palmolive opened its first toothbrush production unit of India in Sri City, Andhra Pradesh.

The said State-of-the-art facility has been built to match the superlative global standards of Colgate and employs the latest in technology for toothbrush manufacturing. The facility has the best manufacturing practices, ergonomic design, safe working principles and environment conscious architecture. The facility is sustainable in nature and complies with international standards that offer recyclability of packaging, water conservation and reducing impact on climate & the environment. This facility was awarded LEED India Gold certificate by the Indian Green Building Council.

### **Most Trusted Brand**

Colgate has yet again been ranked as India's #1 Most Trusted Brand in *The Economic Times' Brand Equity* annual survey. 2015 is the 5<sup>th</sup> consecutive year when Colgate has been at the top of the trust ladder across all categories. Colgate is the only brand to feature in the top three from 2001-2015, since inception of the survey.

### **Our People**

Colgate-Palmolive's culture is one that reflects its values of caring, global teamwork and continuous improvement, as well as its unwavering commitment to integrity in everything we do. Our employees are our greatest asset, and we're committed to maintaining an environment that celebrates their differences, value their contributions and provide opportunities for personal and professional growth.

### **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)