



## NEWS RELEASE

**Mumbai, May 21, 2018**

### **Colgate Q4 Net Sales up 5%\* and Net Profit up 32%**

- Strong volume growth of 4%
- Strong gross margin expansion of 290 bps to 65.4% on adjusted basis\*
- EBITDA growth of 27%
- Colgate declares special interim dividend of Rs. 11 per share.

**Q4 2017-18:** Net Sales on an adjusted basis\* were Rs. 1,085.1 crore for the quarter ended March 31, 2018, an increase of 5.1% over the same period of the previous year. Net Sales growth was driven by strong volume growth of 4%.

Reported Net profit after tax for the quarter was Rs. 188.7 crore, including tax reversals of Rs. 17.79 crore. Excluding the impact of tax reversals and exceptional item, Net profit after tax increased by 25%, mainly driven by strong gross margin expansion of 290 bps on an adjusted basis\*.

**FY 2017-18:** Net Sales on an adjusted basis\* for the year ended March 31, 2018 were Rs. 4,159.4 crore, an increase of 5.3% over the previous year.

Reported Net profit after tax for the year was Rs. 673.4 crore, an increase of 17% over the previous year. Excluding the impact of tax reversals and exceptional item, Net profit after tax for FY 2017-18 increased by 15% over the previous year.

### **STRONG BUSINESS GROWTH IN A COMPETITIVE ENVIRONMENT**

**Mr. Issam Bachaalani, Managing Director at Colgate-Palmolive (India) Ltd,** said, "In the fourth quarter, we delivered strong volume growth of 4% despite a competitive business environment. We remain focussed on driving growth in our key categories and improving gross margins through various funding-the-growth program initiatives to fund continued investments in our brands. We maintained our strong leadership position in both the toothpaste and toothbrush categories in FY 2017-18, with volume market shares for the year at 53.4% and 44.8%, respectively. We are pleased that we were able to drive shareholder value in the quarter while continuing to deliver innovation that meets the needs of our consumers.

A core component of Colgate's commitment to maximizing shareholder value is maintaining a healthy level of dividend payouts. Considering the Company's surplus cash position and foreseeable capital requirements, we are pleased to declare a special interim dividend of Rs. 11 per share for the financial year 2017-18. Including the earlier dividends declared of Rs. 13 per share, the total dividend declared for the year is Rs. 24 per share."

## NEW LAUNCHES IN FY 2017-18

The Company's focus remains firmly on building the equity of its brands and delivering innovation by tapping into local insights and leveraging trends based on consumer needs. Below are some of the Company's key launches in 2017-18.

**Colgate Swarna Vedshakti:** A premium toothpaste launched in the 'Naturals' category, Colgate Swarna Vedshakti blends the goodness of Indian natural ingredients of Aloe Vera, Clove, Honey, Tulsi, Neem and Amla with Colgate's oral care expertise, effectively delivering holistic Oral Care. It has seen a strong consumer response in the geographies where it has been launched.

**Colgate Neo Toothbrush:** An aesthetically designed toothbrush, Colgate Neo is available in six exciting and differentiating colour combinations with 3,626 high density bristles that gently cleans your teeth.

**New Xtra Fresh Colgate MaxFresh:** With breakthrough freeze-storm technology, New Colgate MaxFresh with Cooling Crystals has been relaunched with intense cooling and super freshness like never before.

## KEY HIGHLIGHTS IN FY 2017-18

### MOST TRUSTED BRAND

Colgate has been ranked India's #1 Most Trusted Brand for the 7th consecutive year in The Economic Times' Brand Equity 2017 annual survey conducted in collaboration with Nielsen.

**OHM-2017:** Now in its 14<sup>th</sup> edition, Colgate's Oral Health Month (OHM) program, conducted in partnership with the Indian Dental Association (IDA), provided almost 6.2 million free dental check-ups by partnering with 35,000+ IDA Dentists across India. Access to OHM 2017 was further enhanced by integrating it with Colgate's Pocket Dentist service, a voice-based interactive program which enables people to avail of instant dental advice and free dental check-ups by giving a missed call on a toll-free number provided on the Colgate OHM toothpaste packs. Additionally, in 2017, Colgate specially reached out to the Mumbai Taxi-Drivers community by setting up a two-day free dental check-up camp at Mumbai's Chatrapati Shivaji International Airport, where taxi drivers could avail of free consultations and check-ups from IDA dentists. Through initiatives like the OHM program, Colgate strives to '**Keep India Smiling**'.

**ICCO BEST CSR Campaign Award:** In 2017, Colgate's Oral Health Month- Keep India Smiling campaign was awarded the global ICCO World's Best CSR Campaign Award, a testament to the effectiveness of Colgate's consistent efforts to promote good oral hygiene habits and raise awareness towards Oral Health in India.

**Bright Smiles Bright Futures™ (BSBF):** One of Colgate's most engaging Oral Care Awareness programs, BSBF started in 1976 in association with the Indian Dental Association (IDA) and has reached 150.6 million school children till date. BSBF spreads oral hygiene education and awareness among children between the ages of 6 and 14 years. This program reached a total of 8.4 million school children in the year 2017.

**Colgate's Water program in Amravati:** Following the successful implementation of Colgate's earlier water programs in Bihar and West-Bengal, the Company launched the Water program in Amravati in association with the NGO Water For People - India Trust in 2017. This initiative aims to create access to drinking water, water for sanitation in the villages of Amravati.

**Colgate Saksham program:** Colgate launched 'Saksham', in partnership with SEEDs and its implementation partner IL&FS Skills as a pragmatic initiative for social and economic empowerment of the underprivileged youth through employability linked skills development program. Conducted now across 7 locations in UP and Bihar, as of March 2018, the program has 749 candidates enrolled.

**Asia Book of Records:** Colgate, in partnership with Indian Dental Association (IDA), Sri Ramachandra University (SRU) and Rotary International District 3232, made a proud entry in the **Asia Book of Records for 'Most People Brushing their Teeth Together'**. Aimed at raising awareness about oral hygiene and the right techniques for brushing, the event witnessed a total 23,615 people – including school children and adults – brushing their teeth in the right manner at the SRU grounds with Colgate Toothpaste and Colgate Toothbrushes.

#### **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 at [www.colgatepalmolive.co.in](http://www.colgatepalmolive.co.in)

#### **Net Sales Reconciliation**

\* Net Sales and Gross Margin have been restated for impact of GST.

Particulars (Rs. In Lakhs)	Quarter ended March 31, 2018	Quarter ended March 31, 2017	Incr/ Dec	Year ended March 31, 2018	Year ended March 31, 2017	Incr/ Dec
Net Sales (as reported)	108,506	117,177	-7.4%	429,989	448,985	-4.2%
Less: Excise Duty	-	13,919		14,045	53,838	
Net Sales (as adjusted)	108,506	103,258	5.1%	415,944	395,147	5.3%