



NEWS RELEASE

Mumbai, May 27, 2019

Announcement of Results for the Quarter and Year Ended March 31, 2019

Colgate Q4 Net Sales up 6% and Full Year up by 7%

- *Domestic Net Sales growth of 7% led by a volume growth of 5%*
- *Continued strong media investments and consumer offerings across brands*
- *EBITDA growth of 100bps and NPAT growth of 15% for FY 2018-19*
- *Special Interim Dividend of Rs. 8 per share*
- *New Campaign “Smile Karo Aur Shuru Ho Jao”*
- *TRUE Zero Waste Platinum certification awarded to all 4 manufacturing facilities*

Q4 2018-19: Colgate-Palmolive (India) Limited today reported Net Sales of Rs. 1,146.6 crore for the fourth quarter of the financial year 2018-19, an increase of 6% over the same quarter of the previous year led by a domestic volume growth of 5% (Overall volume growth of 3%). Reported Net profit after tax for the quarter was Rs. 197.6 crore as against Rs. 188.8 crore for the same quarter of the previous year.

FY 2018-19: Net Sales for the year ended March 31, 2019 were Rs. 4,432.4 crore, a consistent growth of 7% over the adjusted net sales of the previous year. Reported Net profit after tax for the year was Rs. 775.6 crore, an increase of 15% over the previous year. Excluding the impact of tax reversals and exceptional item, Net profit after tax for FY 2018-19 increased by 11% over the previous year.

Mr. Issam Bachaalani, Managing Director at Colgate-Palmolive (India) Ltd, said, “We are focused on our priorities of strengthening the core of our business and driving sustainable profitable growth. With strong investments in our advertising and brand building activities, we have delivered a consistent domestic volume growth of 5%, despite high competitive intensity and moderation in consumer demand. Net sales for the financial year 2018-19 have delivered a consistent growth of 7% with EBITDA margins being higher by 100 bps and Net Profit after tax being higher by 15%.

We launched the “Smile Karo Aur Shuru Ho Jao” campaign, in line with our brand purpose of ‘Everyone Deserves a Future To Smile About’. With this new brand

expression we want to lay emphasis on the positive power of smile in starting new journeys.

Once again, in 2018, Colgate has been ranked as India's Most Trusted Oral Care Brand in the Economic Times Brand Equity Most Trusted Brands Survey, and we are thankful to our consumers for the trust they repose in us.

Caring for the health and safety of our environment, people and communities where we live and work, is an integral part of Colgate, and achieving TRUE Zero Waste Platinum certification for all our four manufacturing sites in India, from Green Business Certification Inc. (GBCI) is in line with that belief."

ACTIVITIES IN Q4 2018-19:

Smile Karo Aur Shuru Ho Jaao: We launched our new Colgate Brand campaign which brings to life our brand expression 'Smile Karo, Aur Shuru Ho Jao' (Get Started With a Smile). The campaign was introduced through two new TVCs that broke on one of the biggest sporting event in India, IPL.

Key Launches/ Relaunches:

- **Colgate Total** was relaunched with a new campaign asking consumers to 'Upgrade to Whole Mouth Health'.
- **Colgate ProClinical 150**, a battery-operated toothbrush that is tough on plaque, while being gentle on the gums.
- **Colgate Kids** Toothpaste with a new campaign 'Making Brushing Fun'.
- **Colgate Vedshakti** launched a massive sampling campaign at Kumbh Mela

TRUE Zero Waste Platinum Certification: Colgate India is the first Indian company to receive TRUE Zero Waste Platinum certification, for all its four manufacturing sites in India, from Green Business Certification Inc. (GBCI), the premier organization independently recognizing excellence in green business industry performance and practice globally.

MOST TRUSTED BRAND

Colgate was ranked once again India's Most Trusted Oral Care Brand by the Economic Times Brand Equity Most Trusted Brands Survey 2018. It is for the eighth consecutive year that Colgate has been ranked #1 Oral Care Brand in this consumer survey.

DIVIDEND

The Board declared a Special Interim Dividend for the Financial Year 2018-19 of Rs. 8 per share of Re 1 each (face value). The dividend payout to the shareholders will be Rs. 262.3 Crore (inclusive of the dividend distribution tax of Rs. 44.7 Crore) and will be paid on or after June 20, 2019 to those shareholders whose names are on the Register of

Members of the Company as on June 6, 2019. The Total Dividend would be Rs. 23 per share for the year 2018-19.

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, mouthwash, toothbrushes and dental gel under the 'Colgate' brand. The Company also provides personal care products with its range of shower gels and liquid hand washes under the "Palmolive" brand name. Colgate has been ranked as India's #1 Most Trusted Oral Care Brand for eight consecutive years from 2011-2018 by Brand Equity's Most Trusted Brands Survey. To know more about Colgate, please visit www.colgatepalmolive.co.in