



Colgate's 1H Net Sales Up 12%, Net Profit Up 11% 2Q Net Sales Up 11%, Net Profit Up 18%

Mumbai, November 5, 2014

Financial Highlights

1H 2014-15 : Colgate-Palmolive (India) Limited today reported net sales of Rs. 1,944.2 crore for the half year ended September 30, 2014, a 12% increase over the same period of the previous year and Net Profit After Tax of Rs. 264.5 crore with Earnings Per Share of Rs. 19.45, an increase of 11% over the same period of the previous year excluding exceptional item in the previous year 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.

2Q 2014-15 : The Company reported net sales of Rs. 993.6 crore for the second quarter of the financial year 2014-15, a 11% increase over the same quarter of the previous year and Net Profit After Tax of Rs. 129.6 crore with Earnings Per Share of Rs. 9.53, an increase of 18% over the same quarter of the previous year.

Driving Growth

Colgate has been ranked India's #1 Most Trusted Brand across all categories by Brand Equity's Most Trusted Brand Survey for the 4th year in a row and is the only brand to feature in the top three from 2001-2014 since the inception of the survey.

Colgate was also ranked #1 Most Chosen Consumer Brand in India for the third consecutive year by Global Consumer Knowledge and Insights firm, Kantar Worldpanel's Brand Footprint report.

The Company posted a strong volume growth of 7% for the quarter on Toothpaste and continued to enhance its leadership position in Toothpaste category by registering a volume market share of 56.7% for the period Jan'14-Sep'14, an increase of 80 basis points over the same period of the previous year. The flagship brands "Colgate Dental Cream", "Active Salt", "Max Fresh" and "Colgate Total" along with "Visible White" have contributed to this growth.

The Company further strengthened its leadership position in the Toothbrush category by registering a volume market share of 42.6% for Jan'14-Sep'14, an increase of 110 basis points over the same period of the previous year.

Innovation

As market leader, Colgate has led the way with a continuous stream of innovations.

In the first half of the current financial year, the company launched many new products that included :

- a. Colgate Maximum Cavity Protection plus Sugar Acid Neutralizer, a new toothpaste with a first of its kind technology to fight the no.1 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.
- b. Colgate Visible White Regimen, a beauty-oral care breakthrough. Following the phenomenal success of the Colgate Visible White toothpaste which was voted product of the year 2014 in the toothpaste category by consumer research firm, Nielsen, a novel whitening regimen was created to include Colgate 360 Visible White toothbrush and mouthwash alongside Toothpaste offering a holistic approach for visibly whiter teeth

- c. Colgate Visible White Plus Shine Toothpaste, another innovation in the beauty oral care segment that offers the benefit of whiter plus shinier teeth in just one week.

Similarly, in the toothbrush category, after the successful launch last year of the Colgate Slim Soft toothbrush with its unique tapered bristle technology, the Company has launched another line extension of this variant, Colgate Slim Soft Charcoal toothbrush with 17 times slimmer tip bristles (versus ordinary toothbrushes) that help reach tight spaces in between teeth and along the gum line. This striking black colored toothbrush has unique charcoal coated bristles that help remove plaque bacteria. These features make it very differentiated and a one of a kind in the toothbrush category today.

The above 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.

Funding Growth

The Company's strong focus on driving efficiencies, reducing costs and innovating to drive premiumisation coupled with prudent price increases has led to a significant Gross Margin expansion by 290 basis points.

Oral Health Month

The Company in partnership with the Indian Dental Association (IDA) commenced the 11th edition of the Oral Health Month which is a two-month long oral care awareness initiative that aims to create nationwide oral health awareness to fight cavities and instill the importance of good oral hygiene by bringing oral care closer to consumers. As part of this large scale initiative, the Company offers free in-clinic dental check-ups in 1,300 towns in collaboration with 35,000 dentists and also has mobile dental vans travelling across 45 towns to make basic oral care facilities accessible to the underprivileged. This year through Oral Health Month, Colgate along with IDA plans to reach 6 million people and make oral care available across the country with a special focus on creating a cavity-free future.

Dividend

In October 2014, the Company paid a First Interim Dividend for the Financial Year 2014-15 of Rs. 8 per share of Re 1 each (face value).

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.colgatepalmolive.co.in.