



Mumbai, October 28, 2016

Colgate India Q2 Net Sales up 10%, maintains market leadership position

- *Expanding its toothpaste segment to meet consumer needs with new launches in the first half – Colgate Cibaca Vedshakti, Colgate Sensitive Clove, Colgate MaxFresh Power Freeze & Colgate Kids Toothpaste*
- *Colgate India reported Q2 net profit growth at 16%*
- *First Interim dividend declared Rs 4 per share*

Q2 2016-17: Colgate-Palmolive India today reported net sales for the quarter ending September 30, 2016, at Rs. 1195 crore, an increase of 10% over Q2 last year. Net profit for the quarter is Rs. 181 crore, an increase of 16% over the same period of the previous year.

H1 2016-17: Reported net sales for the half year results ending September 30, 2016, are Rs. 2336 crore, an increase of 11% over H1 last year. Net profit for H1 is Rs. 307 crore, an increase of 13% over the same period of the previous year.

The Company has maintained its leadership position in both Toothpaste and Toothbrush categories in Jan-Sept 2016 period, with the volume market share in Toothpaste category at 55.7% and in the Toothbrush category at 46.6%. Volume growth is 4% for the quarter.

CONTINUING ROBUST BUSINESS GROWTH

Mr. Issam Bachaalani, Managing Director at Colgate-Palmolive (India) Ltd, said “Colgate continues to focus on innovation and consumer insights while leveraging its strong heritage in the oral care category. Despite of slowing market conditions, Colgate maintains its leadership position and continues to offer customised products for each market segment. We are focused on our priorities of strengthening the core of our business and drive competitive and profitable growth while staying committed to our sustainability initiatives”

NEW INTRODUCTIONS

Colgate Cibaca VedShakti: An excellent natural solution to take care of all your oral care needs. The new natural toothpaste has the power of six natural ingredients. Developed using Colgate's expertise in oral care, Colgate Cibaca Vedshakti is enriched with the power of nature that helps in keeping your family's teeth healthy and problem-free for long.

Colgate Sensitive Clove: Our first sensitivity toothpaste with natural ingredient. Colgate Sensitive Clove, a natural product based toothpaste, provides protection against sensitivity. Formulated with

Potassium nitrate and clove oil, it penetrates deep into open dentin tubules to soothe sensitive areas of teeth. Regular usage provides long lasting protection from sensitivity.

Colgate Kids Toothpaste: A new range of toothpastes for kids aged 2 to 5, with two delightful flavors and exciting animal cartoons.

Colgate Maxfresh Power Freeze Toothpaste: A new invigorating gel toothpaste infused with cooling crystals, which dissolve as you brush for a new dimension of freshness.

DIVIDEND

The Board declared a First Interim Dividend for the Financial Year 2016-17 of Rs. 4 per share of Re 1 each (face value) on the expanded capital base post the bonus issue. The dividend payout to the shareholders will be Rs. 130.9 Crore (inclusive of the dividend distribution tax of Rs. 22.1 Crore) and will be paid on November 23, 2016 to those shareholders whose names are on the Register of Members of the Company as on November 9, 2016.

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