

Company – Executive Briefing

1. Executive Summary:

Godrej Consumer Products Limited (GCPL) is an Indian multinational consumer goods company based in Mumbai, focused on delivering health and beauty products to emerging markets globally. With a market capitalization of INR 1,317.92 billion and trailing twelve-month revenue of INR 143.64 billion, GCPL operates across key regions including India, Africa, ASEAN, and LATAM, exporting to over 90 countries. Its portfolio spans personal care, home care, and hair care categories, supported by a strategic emphasis on innovation and sustainability.

2. Key Offerings & Business Segments:

Product Categories: Soaps, hair colourants, toiletries, and liquid detergents.

Key Brands: Cinthol, Godrej Fair Glow, Godrej No.1, Godrej Shikakai (soaps); Godrej Powder Hair Dye, Renew, ColourSoft, Ilicit Color (hair colourants); Ezee, Godrej Fab (liquid detergents); Mitu (baby care); Godrej Aer (home/air care).

Geographic Presence: Significant operations in India & SAARC (India, Bangladesh, Sri Lanka), Africa, USA & Middle East (including North America), ASEAN (Indonesia), and LATAM (Argentina, Chile, Uruguay), with exports to over 90 countries.

Manufacturing Infrastructure: Operates seven manufacturing facilities across India in locations such as Malanpur, Guwahati, Baddi-Thana, Baddi-Katha, Pondicherry, Chennai, and Sikkim.

3. Strategic Direction & Initiatives:

Core Focus: Delivering "health and beauty to consumers in emerging markets" through a portfolio of "Brands with purpose."

Innovation: Continuous investment in product innovation, exemplified by the recent launch of Godrej Fab liquid detergent in Southern India on January 16, 2024.

Global Expansion: Sustained drive for international market penetration, evidenced by direct regional operations and product exports to over 90 countries.

Sustainability: Comprehensive strategy encompassing environmental management (e.g., Climate Change Mitigation, Water Stewardship), social responsibility (e.g., Diversity, Equity and Inclusion, Occupational Health and Safety), and robust sustainability governance.

4. Market Positioning & Target Audience:

GCPL is positioned as a leading multinational consumer goods provider, specializing in catering to the needs of emerging markets. The company primarily targets a broad consumer base across Asia, Africa, and Latin America, aiming to delight 1.4 billion consumers with its diverse range of personal,

home, and hair care products.