



# SMILE OUT LOUD

## Presenting with a smile...

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### Investor Information

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### FORWARD-LOOKING STATEMENT

This communication, except for the historical data, may contain the forward-looking statements, including words, phrases, numbers that set forth anticipated results based on management's current plans and assumptions. These statements are made on the basis of the Company's views and assumptions as of this time. The Company does not, nor does any other person, assume responsibility for the accuracy and completeness of those statements. The Company cautions investors that any such forward-looking statements are not guarantees of future performance and that actual events or results may differ materially from those statements because of factors that affect international businesses and global economic conditions, as well as matters specific to the Company and the markets it serves. The Company based on any of the above factors is free to modify, amend, alter or take necessary corrective changes in such manner that the forward-looking statements contained herein may alter, and the Company undertakes no obligation to update these statements whether as a result of new information, future events or otherwise, except as required by law or by the rules and regulations.

You can not dial down optimism..  
a smile will always find a way -  
to embrace new possibilities

***smile out loud.***







# EMBRACING THE NEW NORMAL

## Message to shareholders

### ***Dear Shareholder Family,***

The past year has certainly seen its fair share of ups and downs. Despite the impact of the second wave, we have much to be proud of. To begin with, I would like to pass on my sincere thanks to every one of our partners, customers, suppliers, employees and their families, for their hard work and resilience. On behalf of Colgate-Palmolive, I would also like to show our gratitude and offer our thanks to all the COVID warriors whose tireless efforts have kept everyone of us and our families safe & healthy. Your

Company continued its contributions towards building the health infrastructure of our Nation with contributions to various public hospitals through the year.

Despite the external challenges around us, your Company continued its relentless focus to deliver sustainable, profitable growth. As a Company, we delivered a strong financial performance across all aspects of the P&L and balance sheet. Our sales crossed a significant milestone- ₹ 5000 crores, another first, while delivering strong profit growth (+4.1%) and strong EBITDA (31%) and gross



margins (67%). I am also pleased to remind you that your Company declared a full year dividend of ₹ 40 for the past financial year.

Our relentless focus on strengthening our brands continues to reflect in the faith our consumers place in our products day in and day out. We are truly proud to have the distinction of being our Nation's #1 most penetration brand (yet again). The loyalty of our consumers is something we hold very dear to our hearts and remain truly humbled by the continued trust they place in our brand and our products.

As a brand, we continue to champion optimism and feel tremendously proud to showcase some real-life heroes who bring this to life everyday with our 'smile karo aur shuru ho jao' communication. Our most recent story features Kiran Kanojia, who despite losing her leg, became India's first blade runner with many marathon wins under her belt. I would also like to offer our homage to Maai or the late Sindhutai who lived our brand belief of everyone deserving a future they can smile about. It is examples like these that continue to inspire us every day.

Our innovation agenda gained even more momentum this past year. We launched some truly revolutionary and superior technologies and products that continue to define the trends in the categories.

Starting with Colgate Visible White O2, a revolutionary new whitening technology that gives you a unique warming feeling as you brush resulting in a smile that allows you to look and feel your best. With our 'Smile out loud' campaign, the brand encourages people to wear their smiles with pride - no matter who you are. We also launched Colgate Gum Expert toothpaste, an ayurvedic product that has been formulated to provide relief from bleeding gums and reverse early signs of gum infections.

The world of toothbrushes also saw some significant innovation - our range of Electric brushes, that are able to give a remarkable cleaning experience.

I am also tremendously excited about the launch of our new Palmolive Face Care range. A portfolio uniquely curated by blending natural ingredients and essential oils in new and exciting product forms like Foaming face washes and souffle scrubs. This range provides efficacious yet experiential solutions.

We remain committed in building capabilities for the future. Our amplified efforts in the world of digital and analytics has resulted in strong growth in our ecommerce

business, strengthening our leadership position across platforms.

We remain unwavering in our efforts to drive social impact and protect our planet. We continue to amplify our ESG efforts by bringing to life our SMILE strategy and plans. I am pleased to let you know that we will be issuing our full ESG report later this year that showcases our efforts to bring to life our vision of re-imagining a healthier future for our people and the planet.

Some key highlights from this include our Nation's first ever recyclable toothpaste tube and RecyClean, the first recycled toothbrush, where the bristles are plant derived and are BPA free while the handle is made from 100% recycled plastic.

Our flagship program, Bright Smiles Bright Futures saw its first 'e-avatar' as we leverage digital platforms to continue our efforts to improve oral health at a grassroots level. Our Keep India Smiling scholarship program continues to offer brighter futures for deserving youngsters and our partnership with Seva Mandir allowed to upskill and train more than 10,000 women from rural and tribal backgrounds on digital and financial literacy. Our 'Save water' initiatives saw us replenish thousands of litres of water in water-stressed rural and tribal areas in Amravati, Maharashtra and Udaipur, Rajasthan.

As I reflect back on the year, I cannot help but give a special call out to our Distributors and their teams. It was their relentless efforts that made sure our products were available to our consumers when and where they wanted it.

My sincere thanks as well to all our employees and their families. Your hard work and dedication makes us who we are. My heartfelt thanks and appreciation to our shareholder family, for your continued trust in the Company. I cannot help but look into the future with even more optimism.

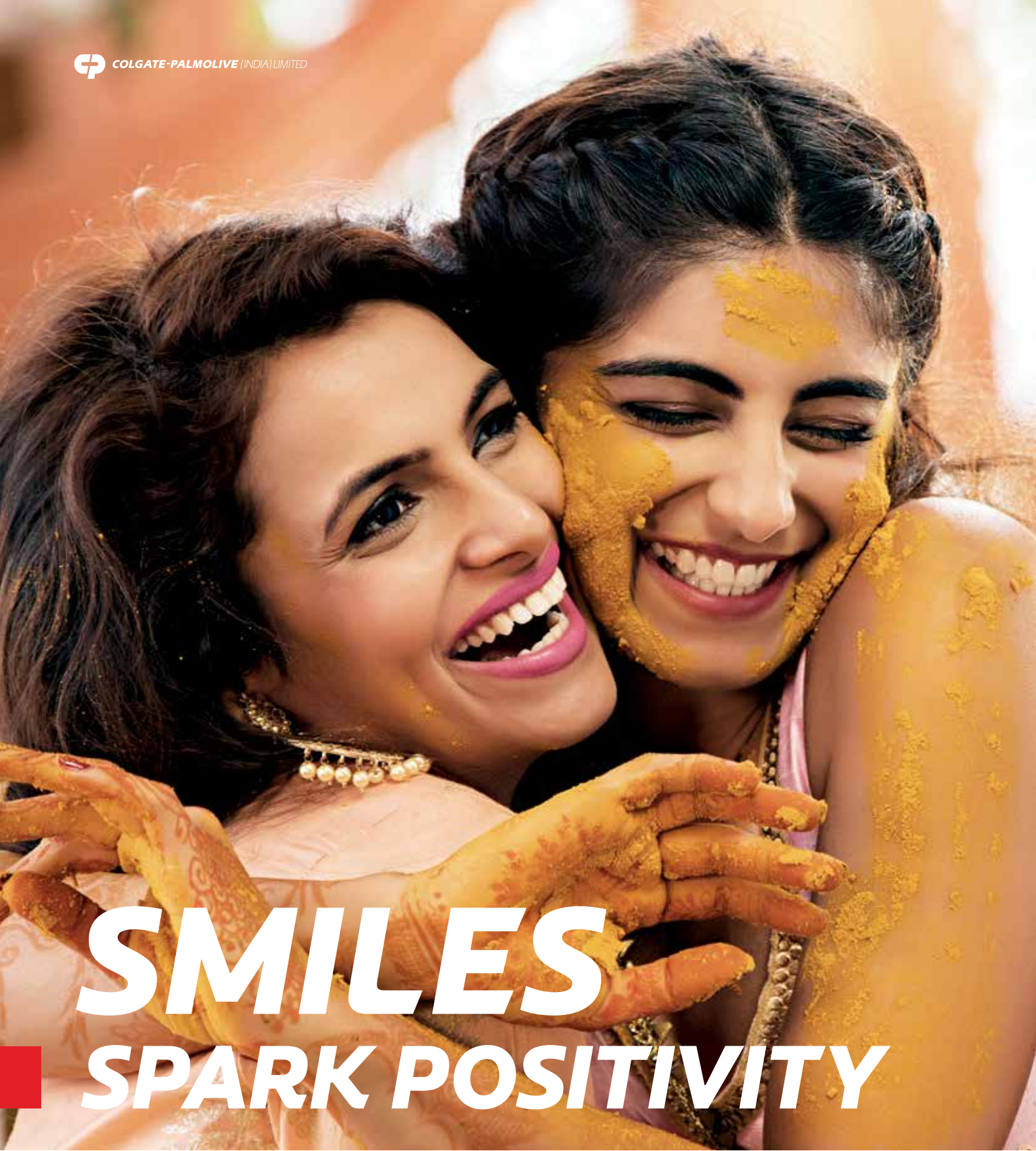
Best wishes,

**Ram Raghavan**

Managing Director

Colgate-Palmolive (India) Limited

DIN: 08511606



# SMILES SPARK POSITIVITY

OUR **VALUES**





# OUR VALUES

We are Colgate-Palmolive, a caring, innovative growth company that's reimagining a healthier future for all people and our planet. Our three fundamental values—Caring, Teamwork and Continuous Improvement—are a part of everything we do. These values are reflected not only in the quality of our products and the reputation of our Company but also in our dedication to serving the communities.

## Caring

Your Company has always cared about people: Colgate people, customers, consumers, shareholders and business partners. Your Company is committed to act with compassion, integrity, honesty and the highest ethical standards in all situations, to listen with respect to others and to value differences. The Company is also committed to protect the global environment, to enhance the communities where Colgate people live and work, and to comply with all laws and regulations.



## Teamwork



All Colgate people are part of a global team, committed to working together across countries and throughout the world. Only by sharing ideas, technologies and talents can the Company achieve and sustain profitable growth.

## Continuous improvement

Colgate is committed to getting better every day in everything it does, as individuals and as teams. Our Company will be successful by better understanding consumers' and customers' expectations and continuously working to innovate and improve products, services and processes.





# SMILES AMPLIFY PASSION

OUR **BRAND PURPOSE**





## OUR BRAND PURPOSE

A smile is the simplest form of optimism: something we need now more than ever. At Colgate-Palmolive (India), we have been taking care of healthy smiles for more than 85 years. We continue to dedicate ourselves to championing optimism and making the world a better place through the power of a smile.

Our brand purpose is established in a strong belief that 'Everyone deserves a future to smile about'. It adds to the effectiveness of our message of confidence and optimism in endeavors that are close to the heart.

One of the hallmarks of our brand is the ability to celebrate stories of transformation that translate into feelings of optimism, inspiration, and confidence for all our stakeholders. We make sure that each of our efforts at connecting and engaging with our diverse audiences stands true to our brand purpose.

In this respect, our brand campaign 'Smile Karo Aur Shuru Ho Jao', continues to unveil stories that bring people together towards making their lives better.

## Smile karo aur shuru ho jao

Our commitment to helping others harness the power of a smile can be compared with the success stories of people who had to walk on the unbeaten path on their way to success. They triumphed over all odds... with a smile! These are the kind of stories our brand campaign *Smile Karo Aur Shuru Ho Jao* celebrates.

The message is aimed at helping people find a reason to smile even when the going gets tough - as everyone deserves a fair chance to create the life they want for themselves. In life, we come across moments that are transformational because of how we feel unsure of ourselves. That is when a smile becomes our secret weapon. It dissolves negative thoughts, strengthens optimism and gives us the power to take the next step forward.

If you've found your smile power, pass it on. Be the reason someone smiles today, so just *Smile Karo Aur Shuru Ho Jao!*

## Campaigns on Real people real stories



### **Kiran Kanojia** *India's first woman blade-runner*

Pushed off a train by a band of robbers trying to snatch her bag, 25-year-old Kiran Kanojia had one leg crushed under the wheels of the train. It had to be amputated for her to live.

She decided to do better than that. Live proud and make the country proud as a champion blade-runner; also, India's first woman blade runner.

Today, she juggles her time between running marathons and inspiring youngsters as a motivational speaker. Her smile is the smile of a winner who has won life!

### **(Late) Sindhutai Sapkal** *Mother to the homeless*

Being turned out to the streets by her husband in her 20s, Sindhutai Sapkal found herself living among beggars on a railway station. When she saw orphans around her, she begged more vigorously for food and fed the children. Later, they became her mission in life.

Slowly and gradually, she became 'mai' or mother to thousands of orphans, whom she cared for and brought up. Many of them went on to become doctors, teachers, engineers, and more, and had loving families of their own. Sindhutai passed away in January, 2022.

