

Godrej Consumer Products Ltd.



We care about
the quality of your life

an **annual** report
2001 - 02

Goody Consumer Products Limited

We care

*about adding
quality
to everything we do*

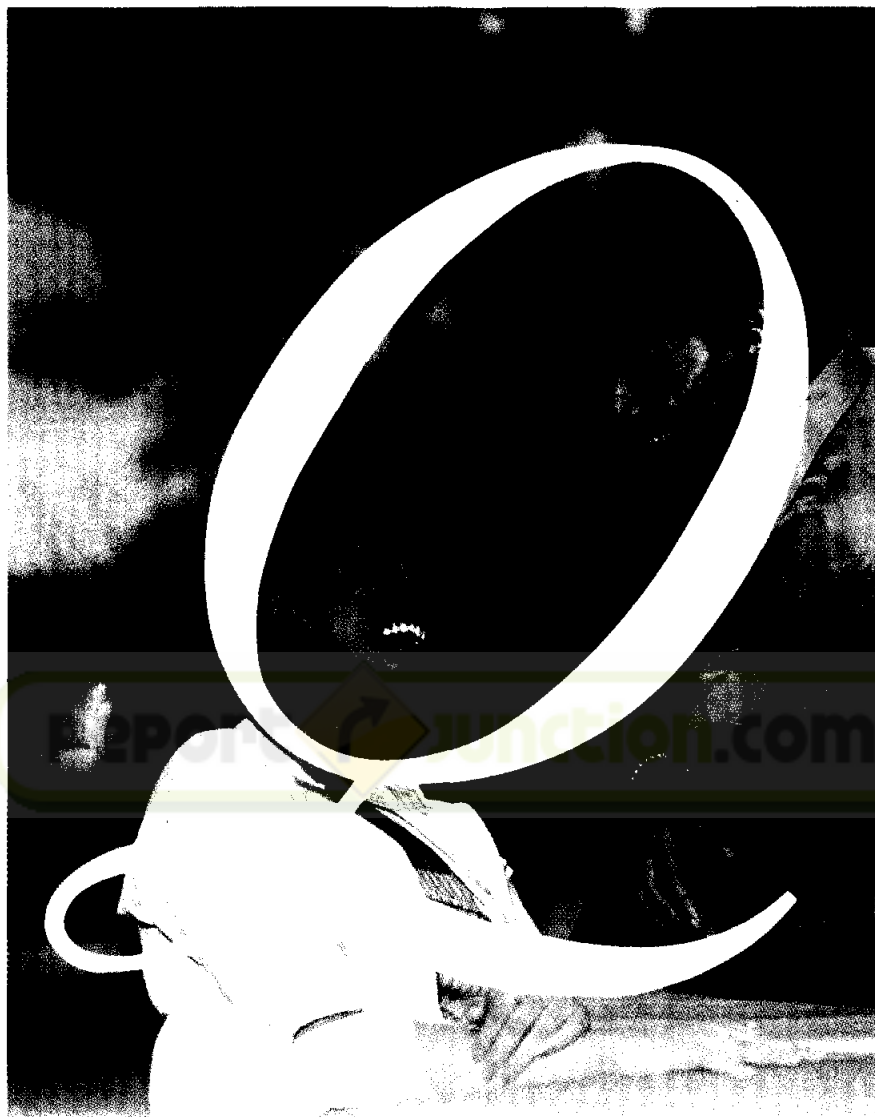
an annual report

REPORT

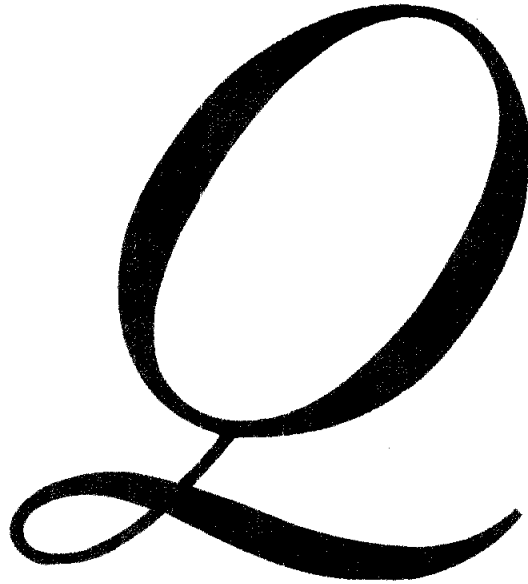
НОАМО

Goody Consumer Products Limited

Goody's Consumer Products Limited



an report



*We care about the quality of your life.
We care about quality in everything we do.*

***B**ecause Godrej is so very much in your life and a part of it,
we keep our finger on the pulse of the consumer.*

*Our research and development is not just about innovations
and making new and better products, it is also about tuning
in to the changing needs of consumers.*

*We will never forget that we are in business to fulfill your daily needs
with consumer-relevant products, that give you value for money.*

*For us, quality of life will always be our prime concern.
This is reflected in everything we undertake - the products we manufacture ...
the commitments we make ... enriching the lives we touch, whether of employees or consumers.*

*And while we will reinforce our stakeholders' trust in us - in ways that they can see,
and are happy about - we will never depart from our belief that,
ultimately, our success will always rest in the trust reposed by our consumer
who returns to the products that deliver not just quality but,
more importantly, which help improve the quality of her life.*

an  report

Godrej Consumer Products Limited



1 *Year at a glance*

2 *Board of Directors*

4 *Chairman's Message*

6 *Executive Director & President's Message*

8 *Management Discussion & Analysis*

38 *Corporate Governance*

46 *Shareholder Information*

51 *EVA*

52 *Directors' Report*

63 *Auditors' Report*

66 *Financials*

an annual report

Year

at a glance

HIGHLIGHTS

- Sales of our brands increased by 9 % to Rs. 442.9 crore.
- Market shares of our products increased across almost all product categories.
 - Share in the liquid detergent category went up from 75.9 % in 2000-01 to 81.9 %.
 - Share in the hair colour category increased from 42.1 % to 44.6 %.
 - In a declining soaps market we were able to improve market share from 5.6 % to 5.8 %.
- We achieved an operating margin (profit before interest, depreciation and tax as a ratio of sales) of 15 %, and a net profit margin (net profit as a ratio of sales) of 8.2 %.
- The company earned an Economic Value Added (EVA) of Rs. 30.1 crore. EVA represents the value added to a company's investors, produced by generating operating profits in excess of the cost of capital employed in the business.
- GCPL generated a return on capital employed (ROCE) of 89.6 %.
- The company earned a return on net worth (RONW) of 79.1 %.

Board of Directors



*Seated (L to R) Bharat Doshi, Rama Bijapurkar, Adi B. Godrej, Anupam Puri
Standing (L to R) Hoshedar K. Press, Nadir B. Godrej, Jamshyd N. Godrej, Bala Balachandran*

Board of



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annual

Board of Directors

Adi B. Godrej
Chairman & Managing Director

Jamshyd N. Godrej

Nadir B. Godrej

Bala Balachandran

Rama Bijapurkar

Bharat Doshi

Anupam Puri

Hoshedar K. Press
Executive Director & President

Sunil S. Sapre
Vice President (Finance) & Company Secretary

Kalyaniwalla & Mistry, Chartered Accountants
Auditors
