

GROWTH & INNOVATION

ANNUAL REPORT
2011-2012

unleashing



The logo consists of the word "GROWTH" in a large, green, sans-serif font. Below it, the word "INNOVATION" is written in a smaller, green, sans-serif font. A green heart shape is positioned between the two words, containing a white ampersand (&).

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VISION

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VISION

To deliver superior value for our stakeholders by providing leading quality, affordable home and personal care products that enhance the quality of life of consumers in high growth emerging markets. We will achieve this through enduring trust, relentless innovation, passion for our consumers and a strong entrepreneurial spirit.

PERFORMANCE HIGHLIGHTS (CONSOLIDATED)

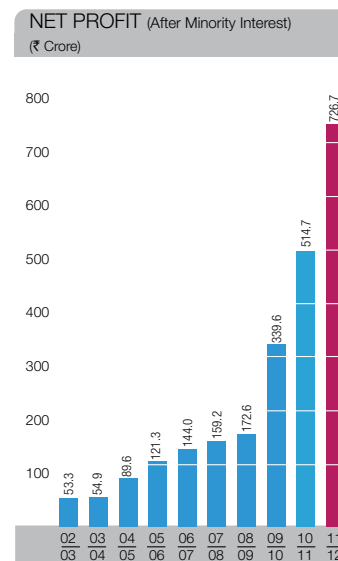
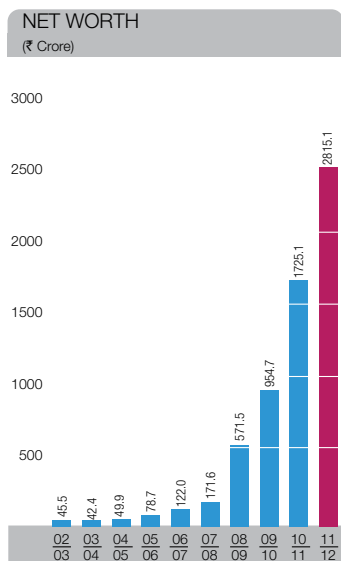
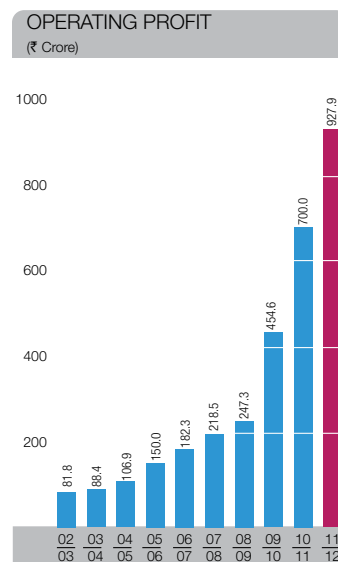
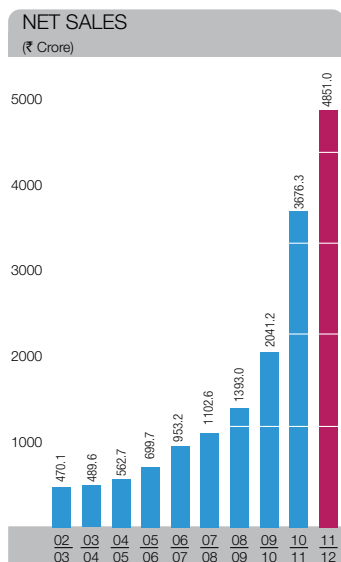
Sales
+32%
at ₹ 4851 crore

Operating Profit
+33%
at ₹ 928 crore

PBT
+50%
at ₹ 977 crore

Net Profit*
+41%
at ₹ 727 crore

*after Minority interest



Net Worth
+63%
at ₹ 2815 crore

EVA
+19%
at ₹ 309 crore

EPS
+39%
at ₹ 22.3

Dividend
₹4.75 per share

PERFORMANCE HIGHLIGHTS

Leading Positions in our Domestic & International Operations

- 1** in home insecticides and liquid detergents in India.
in air fresheners and wet tissues in Indonesia.
in hair colours in India & many countries in Africa & Latam.
in hair extensions in Africa.

- 2** in toilet soaps in India.
in home insecticides in Indonesia.
in medicated soaps in Nigeria.

Brand Recognitions in domestic operations in core categories

- GoodKnight ranked 2nd in Household Care by Brand equity.
- Cinthol ranked 9th in Personal Care by Brand equity.
- Godrej No. 1 ranked 16th in Personal Care by Brand equity.
- Godrej Expert Powder Hair Colour ranked 25th in Personal Care by Brand equity.
- 3 of GCPL's Brands viz. Cinthol, GoodKnight and Godrej No. 1 ranked in 100 Most Trusted Brands by Brand equity.
- Godrej Expert Powder Hair Colour-Care-Voted Product of the year 2012 in powder hair colour category.

One GCPL Culture-Post merger and acquisitions

- On the domestic front-smooth integration post merger of the Home Insecticides business with GCPL.
- Successful integration of international business in the Godrej Way, maintaining the right balance between localization and creating the right Godrej culture.

Key Innovations

- ❖ Successful Launches in Domestic Operations:
 - Godrej Expert Care powder hair colour launched with Henna & Amla for natural looking colour.
 - Godrej Expert Advanced powder hair colour launched with a Pro-Gel formula with a gel like consistency which does not drip and is easy to spread.
- ❖ Successful Launches in International Operations:
 - HIT magic paper, a disruptive innovative paper format mosquito repellent in Indonesia.
 - HIT extra power electric mosquito repellent in Indonesia.
 - Stella Duo, an air freshener with a dual fragrance in Indonesia.
 - 10 new shades in Renew hair colour and 3 new shades in Inecto powder hair colour in South Africa.
 - Abha Herbal Black Henna in Sri Lanka.
 - "Issue Precious Secrets" an ammonia free hair colour with a three dimensional gloss feature in Argentina.
 - Relaunch of TOUCH of Silver - "It's your time to shine" in the UK.

BOARD OF DIRECTORS

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BOARD OF DIRECTORS



Narendra Ambwani

D. Shivakumar

Bharat Doshi

Nadir Godrej

Tanya Dubash

Adi Godrej

Jamshyd Godrej

Nisaba Godrej

Bala Balachandran

Aman Mehta

A. Mahendran

Dr. Omkar Goswami

CHAIRMAN'S ADDRESS

