

THE ANNUAL REPORT 2017-18





Visit our GCPL
Annual Report microsite



This annual report is printed on **eco-friendly** paper

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GODREJ CONSUMER PRODUCTS

90+ countries

12,000 Godrejites

1.15 billion consumers

INR 96 billion revenue

INR 744 billion market cap

23%
of the promoter
holding is held in
**PHILANTHROPIC
TRUSTS**

Forbes
list of The World's
100 
Most Innovative
Growth Companies 2016

1
FMCG
company to work for
in India
**GREAT PLACE
TO WORK**



HOME CARE

1

**Household
Insecticides**
India, Indonesia

**Air
Fresheners**
India, Indonesia

**Liquid
Detergents**
India

PERSONAL CARE

1

**Wet
Wipes**
Indonesia

2 **Soaps**
India

**Depilatory
Products**
Chile

HAIR CARE

1

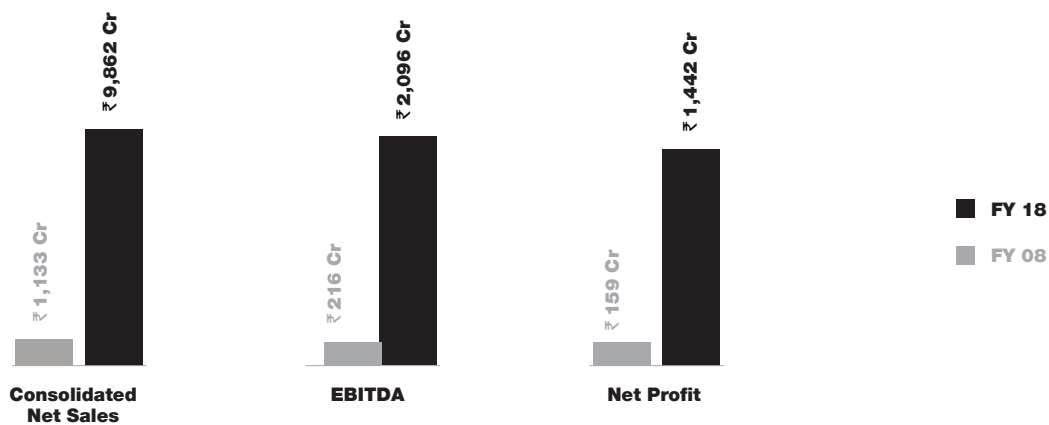
**Hair
Colours**
India

**Ethnic Hair Colours
& Hair Extensions**
Sub Saharan Africa

2

**Hair
Colours**
Argentina, Chile

Strong performance over the last 10 years



A portfolio of power brands

₹ 1,000 Cr+



DARLING



₹ 500 -
1,000 Cr



CINTHOL



₹ 250 -
500 Cr



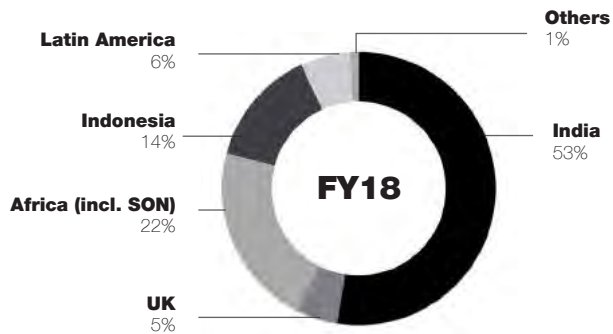
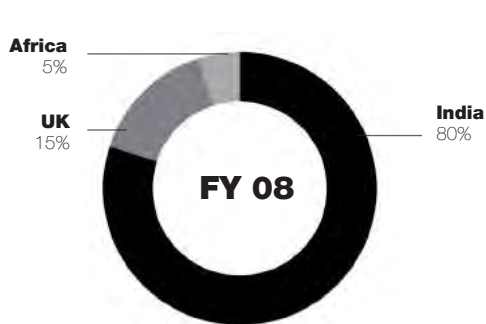
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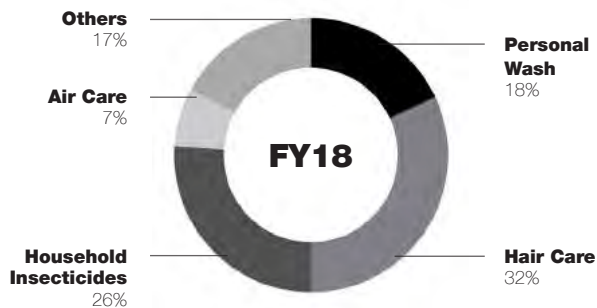
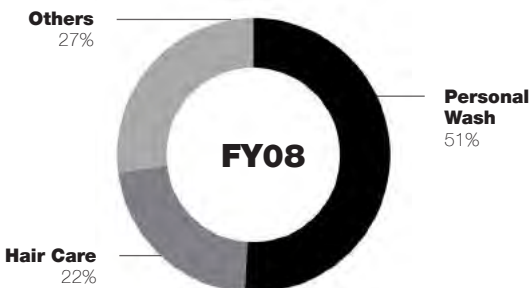
~70%

Top brands contribution to revenue

Geography Salience



Category Salience



THE GODREJ WAY

*To live our purpose,
we need to ensure that we are
guided by the right values*

Our Values



Trust

- We hold ourselves to the highest standards of personal and business integrity
- Our word is stronger than any contract
- We put people and our planet alongside profits



Be Bold

- We have bold ambitions. We set the bar high. We outperform expectations.
- We adapt, We are agile and resilient.
- We continuously innovate. We champion new ideas. We take risks.



Create Delight

- We place our consumers at the heart of all we do
- We obsess over current and future needs of our consumers. And then deliver.
- We offer consumers amazing quality products at great value

BRINGING THE GOODNESS OF HEALTH AND BEAUTY TO CONSUMERS IN EMERGING MARKETS



Own It

- We are 100/0. Take 100% accountability with 0 excuses.
- We speak our mind.
We challenge the status quo.
- We focus on the details, but never forget the bigger picture



Be Humble

- We own up to and learn from our mistakes
- We ask for feedback. And then grow with it.
- We give credit wherever due



Show Respect

- We treat people like we would want to be treated
- We embrace and celebrate diversity
- We foster collaboration

BOARD OF DIRECTORS



**NISABA
GODREJ**

*Executive
Chairperson*



**ADI
GODREJ**

*Chairman
Emeritus*



**VIVEK
GAMBHIR**

*Managing
Director & CEO*



**JAMSHYD
N GODREJ**

*Non-Executive
Director*



**NADIR
GODREJ**

*Non-Executive
Director*



**TANYA
DUBASH**

*Non-Executive
Director*



**PIROJSHA
GODREJ**

*Non-Executive
Director*



**PIPPA
TUBMAN
ARMERDING**

*Additional
Director*

