

HOME CARE

VALUE CREATION VIA CATEGORY DEVELOPMENT

Comfort

Active
Wheel
2in1

Surf
excel

Rin

Sunlight

Domex

Vim

pureit
by Hindustan Unilever



Hindustan Unilever Limited

HOME CARE

A DECADE OF TRANSFORMATION

TURNOVER > RS. 16000 CR

Turnover

2.6X

FY 2012-22

Profit

7.3X

FY 2012-22

Market Share

+500_{BPS}

2012-22

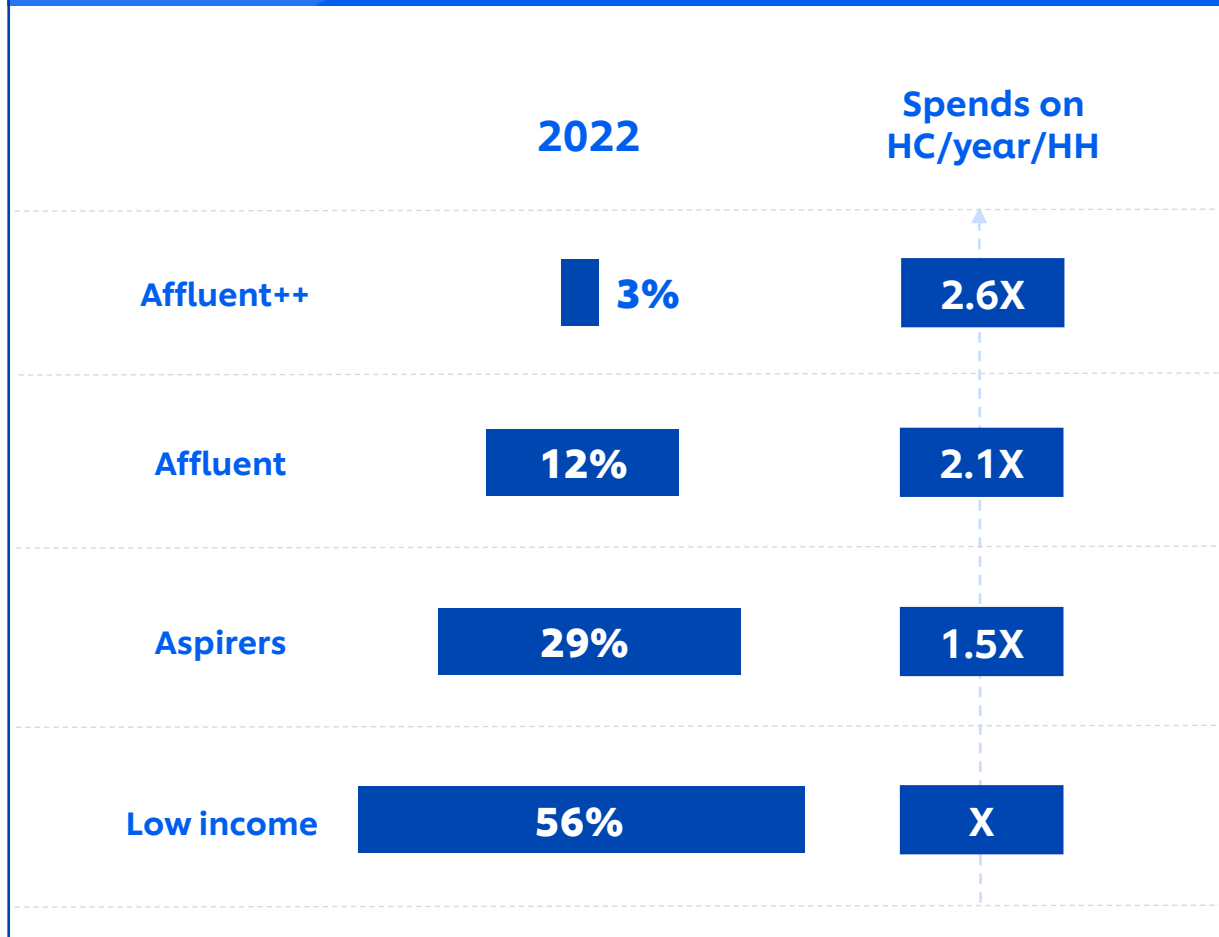
UNDERPINNED BY A MAJOR PORTFOLIO SHIFT

LEADING PREMIUMIZATION VIA MARKET DEVELOPMENT



RISING INDIA : SIGNIFICANT GROWTH OPPORTUNITY

HIGHER AFFLUENCE = MORE CATEGORY SPENDS

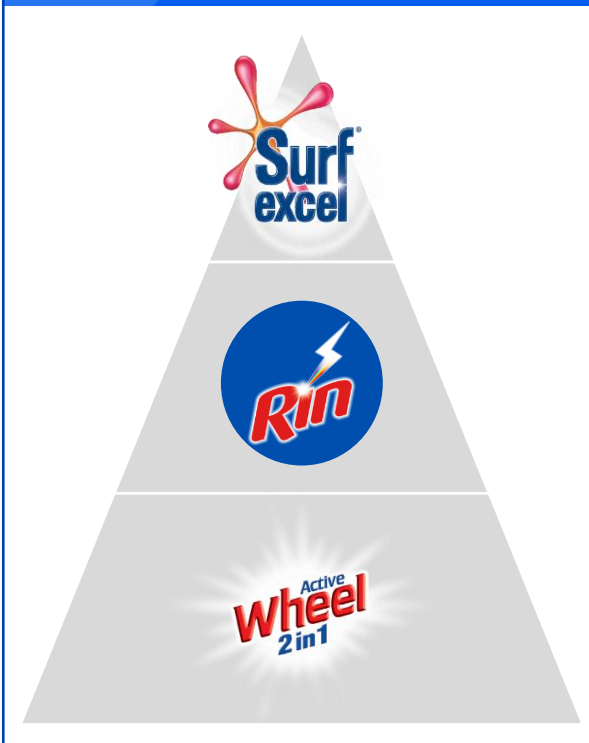


EVOLVING CONSUMER NEEDS



OUR STRATEGY TO CONSISTENTLY WIN

PREMIUMIZE CORE



MARKET DEVELOPMENT



WIN IN CHANNELS

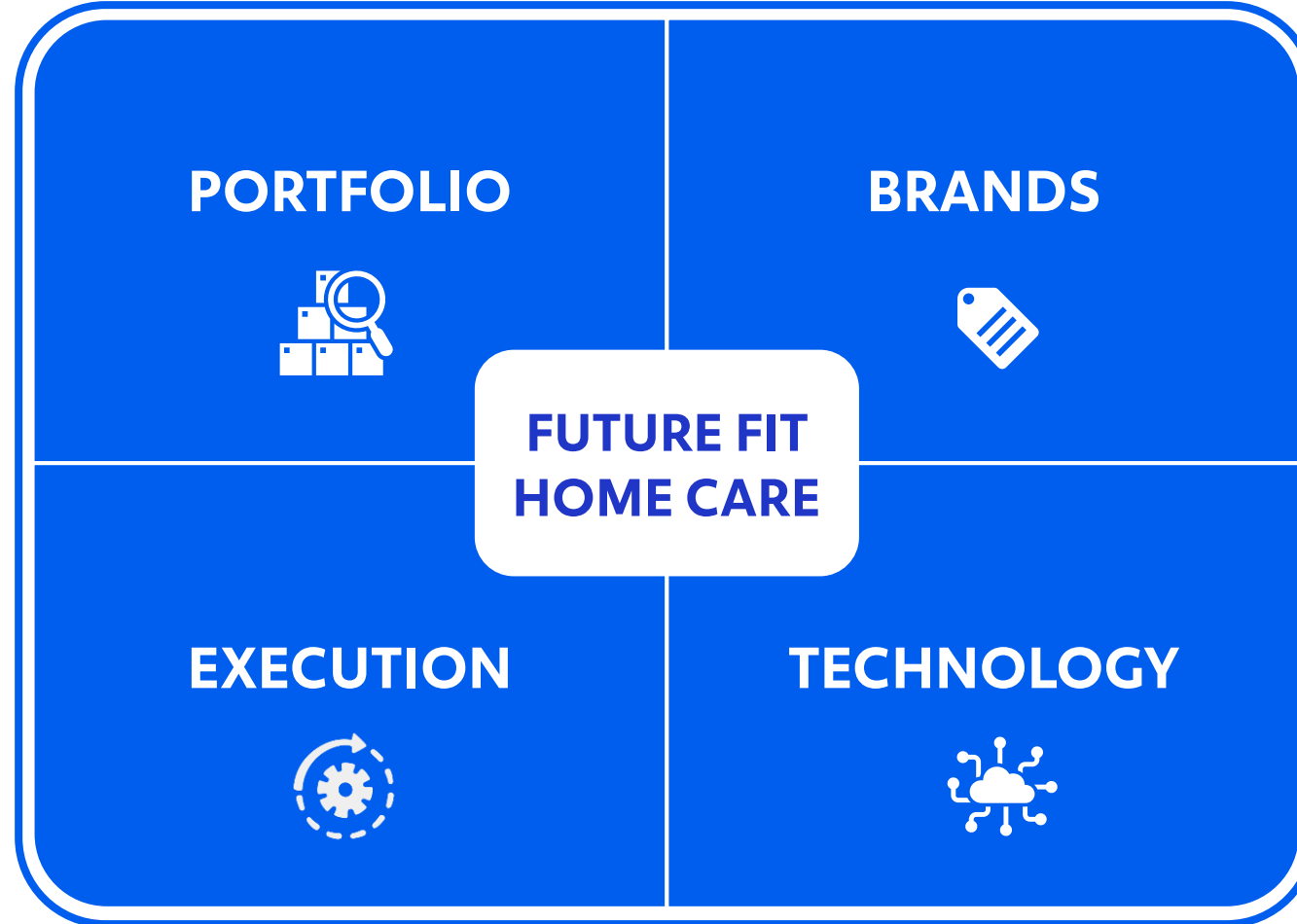


PIONEER CLEAN FUTURE



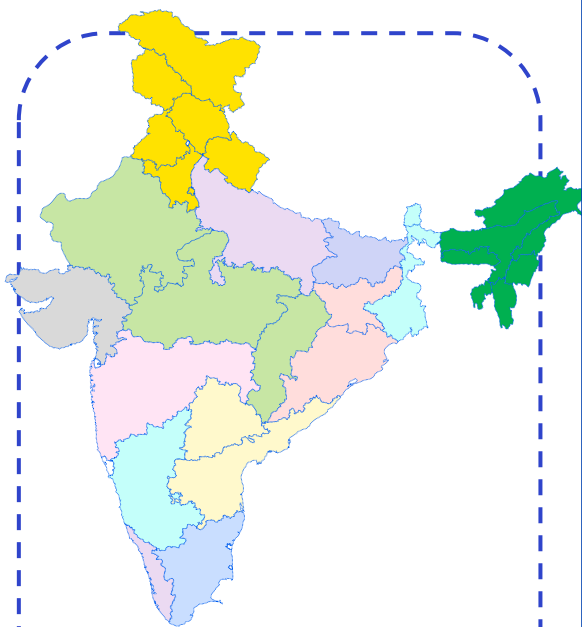
Making your home a better place | Making our world a better home

DRIVERS OF PREMIUMIZATION & MARKET DEVELOPMENT



PORTFOLIO : DESIGNED TO SOLVE CONSUMER PAIN POINTS

CONSUMER : WIMI



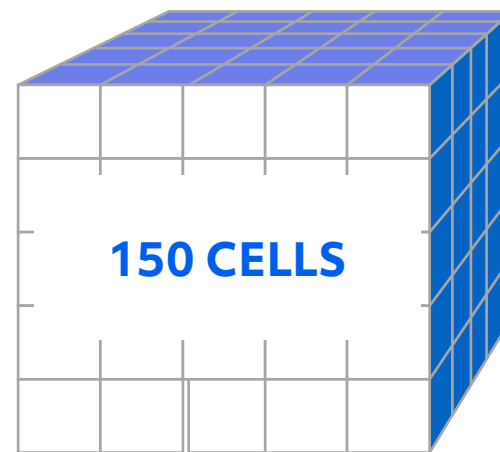
Washing Pathway **Water Quality** **Weather** **Fabric Type**

PAIN POINTS



← 200+ PAIN POINTS →

GROWTH OPPORTUNITY



PORTFOLIO DESIGN



DESIGN FRAMEWORK

DEPLOYMENT EXAMPLE



Hindustan Unilever Limited

BRANDS WITH PURPOSE





जो रंग बचपन लौटाए
वह रंग अच्छे हैं



 daag achhe hain

Surf Excel, Poised to become HUL's First \$1 Bn brand



Hindustan Unilever Limited

BRANDS WITH PURPOSE



Vim, Kantar's FASTEST Growing Brand of the Decade globally

BARS: POLYMER TECH



Longer Lasting

BARS: POLYMER TECH



Longer Lasting

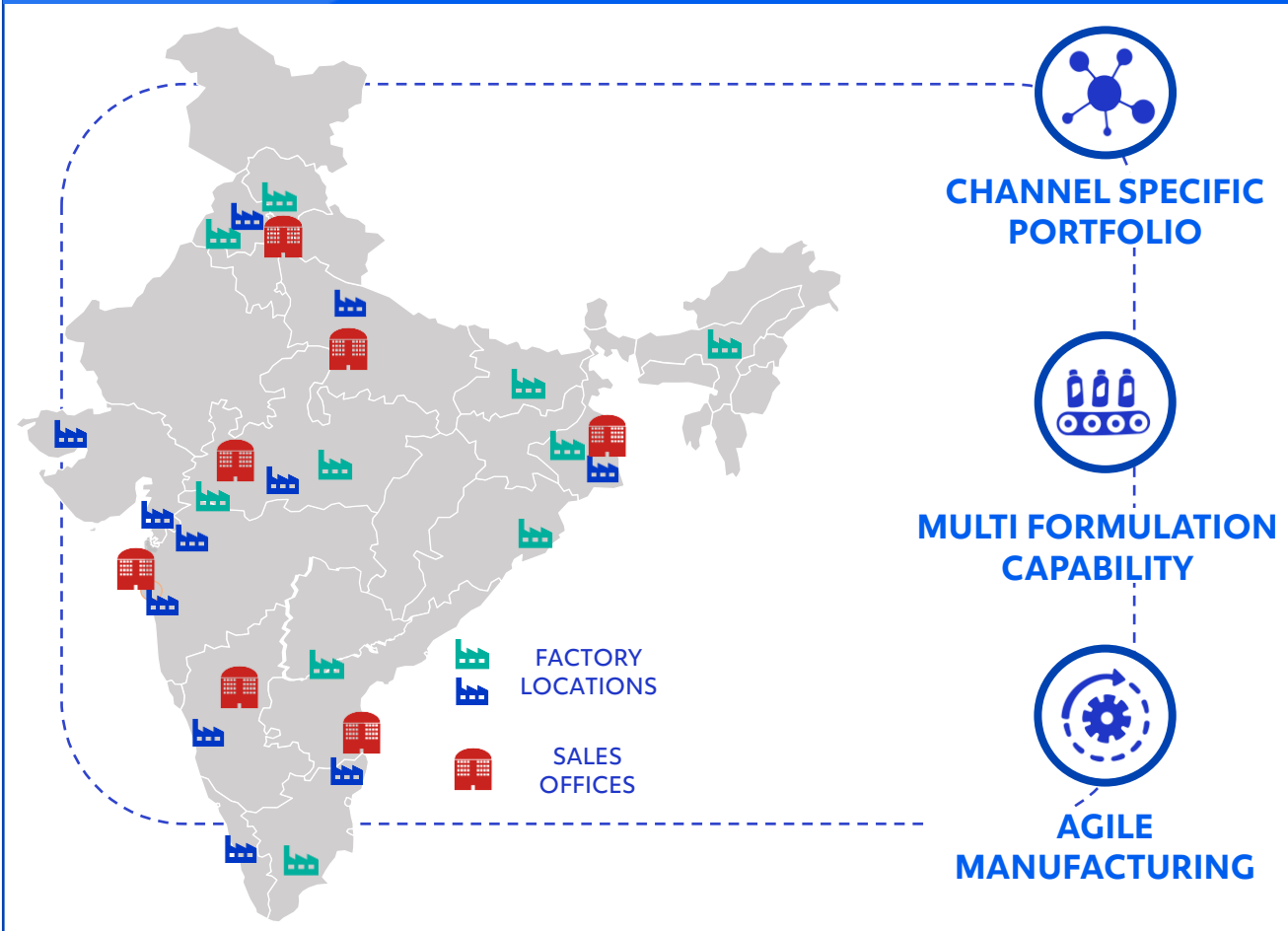
FAB CON: PRO CARE



Superior Fragrance & Care

EXECUTION : SCALED DEPLOYMENT MODELS

DISTRIBUTED OPERATIONS INFRASTRUCTURE



MARKET DEVELOPMENT AT SCALE



EXECUTION: DESIGNING FOR CHANNELS

GT



19 ml



155 ml



250 ml

MT



Refill Pack



1.6 Ltr

ECOMM



New Launch



Multi Pack



UPRO



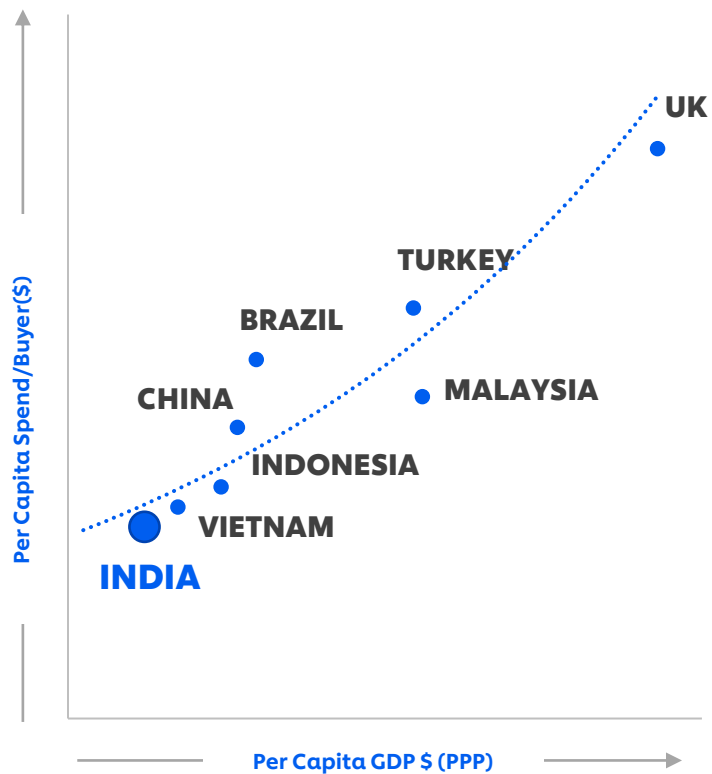
5 Ltr



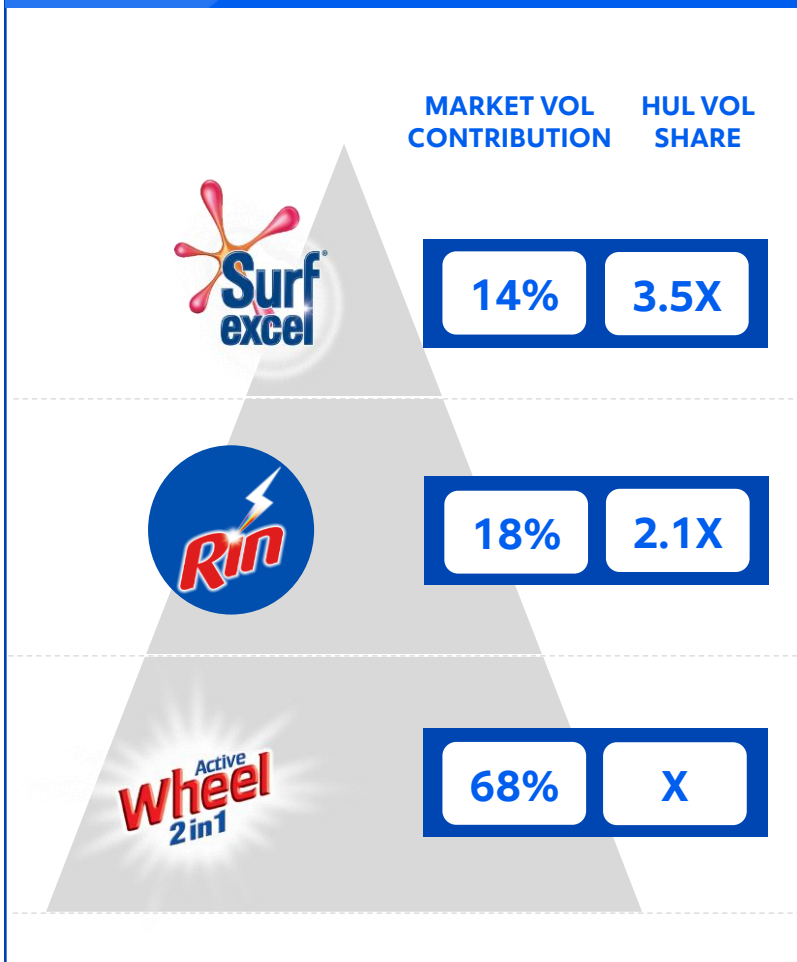
5 Ltr

READY FOR ANOTHER DECADE OF 4G GROWTH

HEADROOM TO GROW



FUTURE FIT PORTFOLIO



MARKET DEVELOPMENT CAPABILITY



1/10
WASHING LIQUIDS
PENETRATION