

Hindustan Unilever Limited,
Unilever House,
B D Sawant Marg, Chakala,
Andheri East, Mumbai 400 099

Tel: +91 (22) 50433000 | Web: www.hul.co.in | CIN: L15140MH1933PLC002030



Hindustan Unilever Limited

18th November, 2022

Stock Code BSE: 500696

NSE: HINDUNILVR

ISIN: INE030A01027

BSE Limited,
Corporate Relationship Department,
2nd Floor, New Trading Wing,
Rotunda Building, P.J. Towers,
Dalal Street,
Mumbai – 400 001

National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra – Kurla Complex,
Bandra (E),
Mumbai – 400 051

Dear Sir/Madam,

Sub: Presentation(s) at the Capital Markets Day, 2022

This is further to our letter dated 15th November, 2022, intimating about the Capital Markets Day 2022. In this regard, please find enclosed herewith the presentation(s) that will be made at the aforesaid event.

A copy of the above presentation(s) is also available on the website of the Company at <https://www.hul.co.in/investor-relations/company-presentations/>.

You are requested to take the above information on record.

Thanking You.

Yours faithfully,

For Hindustan Unilever Limited

DEVOPAM

NARENDRA BAJPAI

Digitally signed by DEVOPAM
NARENDRA BAJPAI
Date: 2022.11.18 11:02:45
+05'30'

Dev Bajpai

Executive Director (Legal & Corporate Affairs)

and Company Secretary

DIN: 00050516 / FCS No. 3354

Capital Markets Day 2022

Sanjiv Mehta, CEO & Managing Director



Hindustan Unilever Limited

The central graphic features the Hindustan Unilever Limited logo at the top, followed by the text 'WINNING IN THE NEW DECADE'. The text is stylized with a red bar chart under 'WINNING' and a blue bar chart under 'DECADE'. The background is a dark blue network of lines and orange nodes. Surrounding the central text are several icons: a target with an arrow, a plant growing from hands, a magnifying glass over a rupee symbol, and a person with a gear.

Hindustan Unilever Limited
WINNING IN
THE NEW
DECADE



Hindustan Unilever Limited

India's largest FMCG company



Hindustan Unilever Limited

90 Years of Corporate
existence



50,336 Crore
FY'22 Turnover



24.8%
FY'22 EBITDA



c.6 Lakh Crore
Market Cap.



9 out of 10
Households use our
products



9 Million
Outlets reached



>21K Employees
Employer of Choice
across sectors



Our enduring strengths

PORTFOLIO

50+ purposeful brands across 15 categories, Market leaders in >85% of our business

RESEARCH & DEVELOPMENT

Largest FMCG R&D in India with 700+ scientists, 20K patents globally

DISTRIBUTION AND SUPPLY CHAIN

Reach 9 million stores, >25% demand digitally captured, 60 bn units sold annually

TALENT AND CULTURE

21K employees, Employer of choice across sectors, 44% Gender diversity*

SUSTAINABILITY

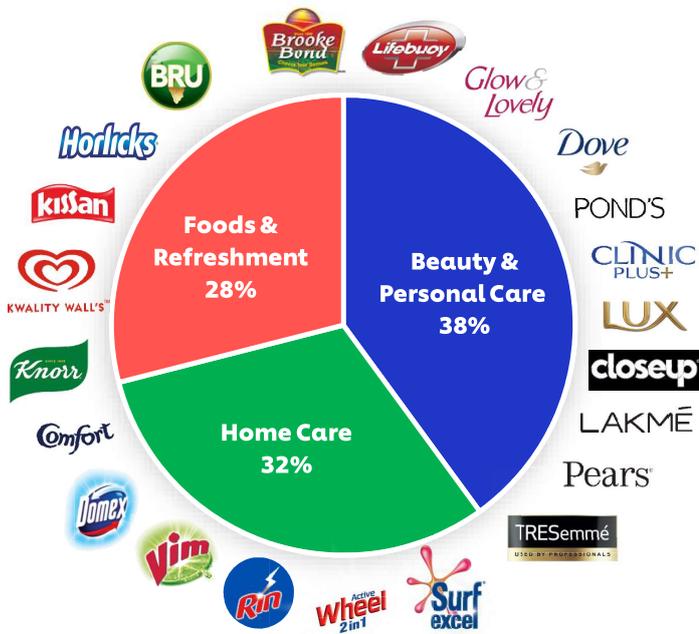
Plastic Neutral, >1.9T litres water potential, 94% CO₂ Reduction, DJSI 76 | CDP A

* Gender diversity for managerial workforce



Hindustan Unilever Limited

Wide and resilient portfolio



We operate in **15** categories

Category leadership in **>85%** of business

50+ purposeful brands

16 brands with ₹10Bn+ Turnover

5 digital-first brands

Contribution% based on FY22 Segment Revenue, excludes others
Sensitivity: Public



Hindustan Unilever Limited

Market leading positions across categories

#1 in >85% of our business



#1
Fabric Wash



#1
Skin Cleansing



#1
Tea



#1
Skin Care & Cosmetics



#1
Hair Care



#1
Health Food Drinks



#1
Dishwash



#1
Ketchup & Soup



#2
Ice Cream



#2
Oral Care



#2
Coffee



#2
Surface Cleaning



Hindustan Unilever Limited

Proven model of market development...



Seeding Categories

300m In



Access Packs



Physical Reach



Persuasive Communication

Shampoo + Dove
Hair Fall Rescue
Conditioner



Consumer Connects

Market development at scale



Hindustan Unilever Limited

...and crafting purposeful brands

19 New brands in last 10 years



Multi-Year Engagement Platforms





Hindustan Unilever Limited

FY'22 : Market development cells contributed 10K cr. to our Turnover



Home Care Liquids



Premium Hair Care



Hand & Body Wash



Premium Skin Care



Premium Colour Cosmetics



Matic Detergents



Ice Cream (WiMi)



Green Tea



Spice Tea



Spreads and Dressings



Perfect stores – Online and offline



Portfolio transformation : more premium, more digital

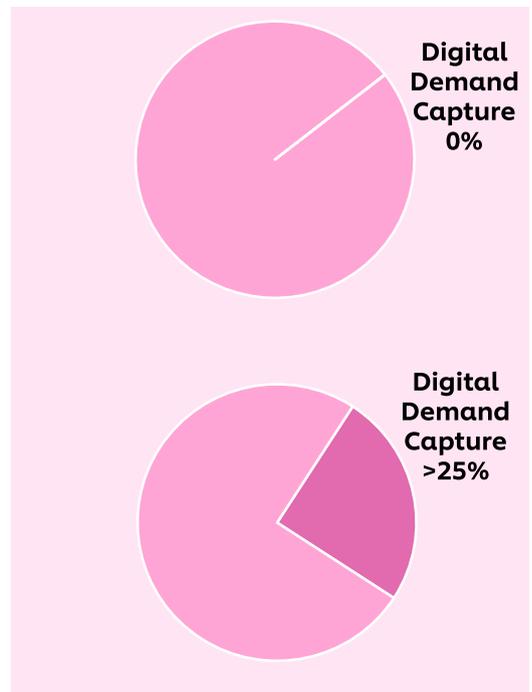
FY'12

Current

Product Mix



Channel





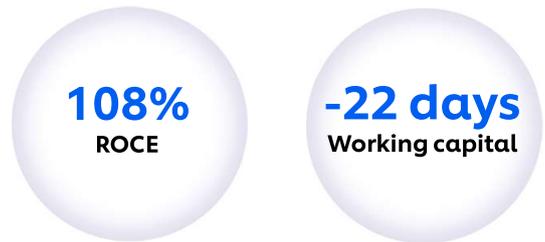
Financial excellence

Symphony : Fuel for growth



Best in class benchmarks for Overheads, Manufacturing and Distribution costs

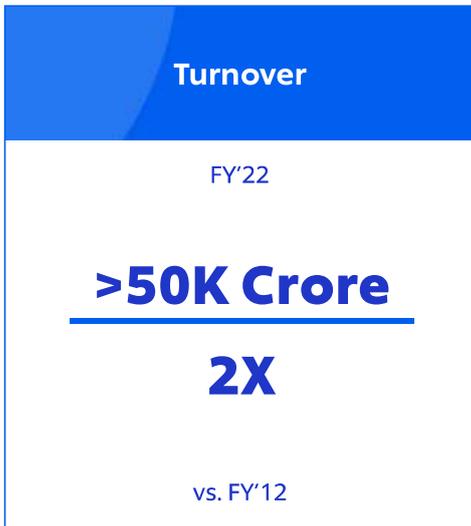
Capital discipline



Figures for FY'22



Strong track record of consistent performance



Long term value creation for all our stakeholders



Doing well by doing good

Climate & Waste

- 94%**
Reduction in CO₂ Emissions (kg/tonne of production) in manufacturing operations vs 2008 
- 47%**
Reduction in Water consumption in our manufacturing operations 
- 1.16 lakh tonne**
Plastic waste collection & safe disposal **Plastic Neutral** in 2021 
- 54%**
Reduction in total waste generated from HUL's factories vs 2008 

Nature

- 1.9 trillion litres**
Cumulative Water potential created by HUF 
- 98%**
Paper and board in packaging sourced from sustainable sources 
- 93%**
Tomatoes from sustainable sources 
- 68%**
Tea from sustainable sources 

Social

- 7 million**
People reached through Prabhat initiatives on economic empowerment, environment sustainability, health, etc. 
- >1.6 lakh**
Shakti entrepreneurs empowered 
- > 2 lakh**
People have access to safe sanitation through Project **Suvidha** 
- 44%**
Gender diversity in our managerial workforce 



Hindustan Unilever Limited

India poised for growth





Macro trends driving growth

Fastest growing economy

India's GDP Ranking



Favourable demographics



>1 Bn Working class population
10 Mn will get added every year

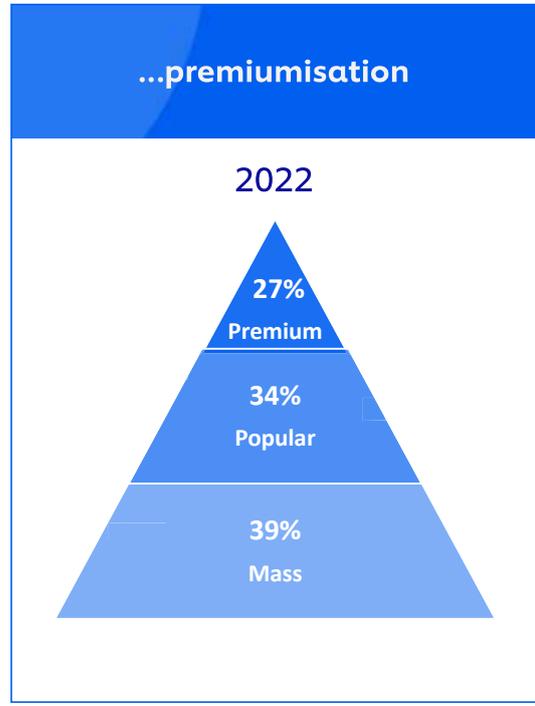
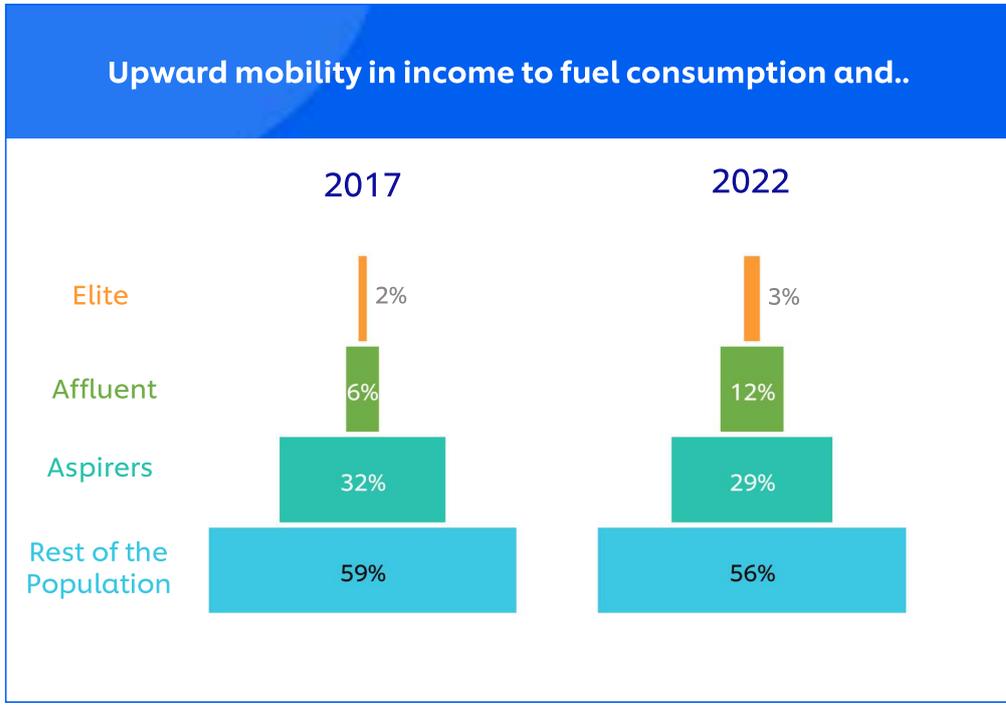
Urbanisation



Cities with 1 Mn population to
nearly **double** by 2030



Rising affluence





Fundamentals for FMCG remain strong

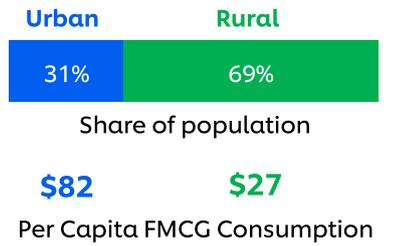
Low Penetration



Under-indexed spends



Rural opportunity

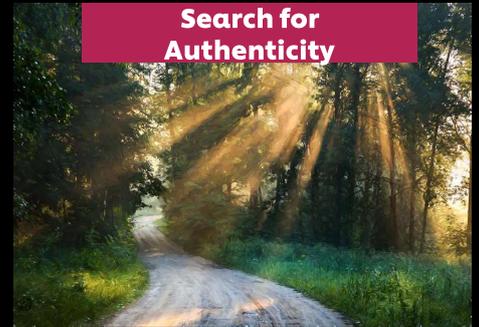


More Users | More Benefits | More Usage



Hindustan Unilever Limited

World is changing





Our winning strategy

Purpose and Vision



Our vision is to be a leader in sustainable business. We will demonstrate how our purpose-led, future-fit business model drives superior performance delivering consistent, competitive, profitable and responsible growth.

Long-term strategic choices



Developing our portfolio



Win with our brands powered by purpose and innovation



Lead in the channels of the future



Build differentiated structures and capabilities

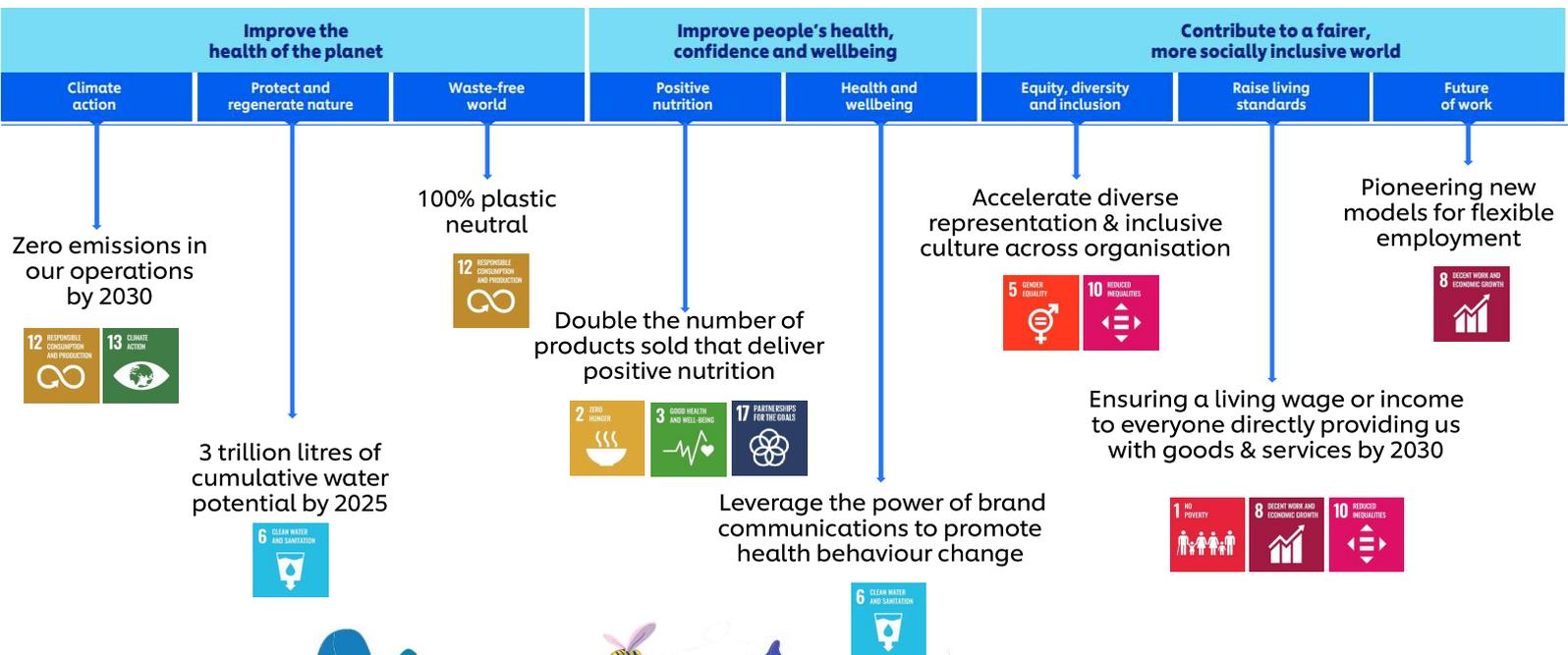


Build purpose-led, future-fit organisation



Hindustan Unilever Limited

Our ESG goals





Developing our portfolio

Growing the Core



Superior Products | Purposeful communications

Market Development



More users | More benefits | More usage

Premiumisation



Upgrading consumers to higher order benefits



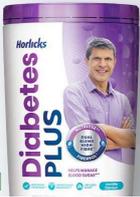
Win with our brands powered by purpose and innovation

World class technology

Made with Dual Blend High Fibre Formula



NUTRIOSE reduces caloric intake and hunger



FIBERCEL reduces blood sugar spikes

Cutting edge technology leading to product superiority

Superior product functionality



Superior to competition in blind tests

Purpose drives growth



Purpose drives brand power

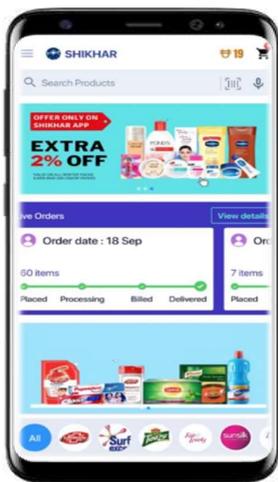


Hindustan Unilever Limited

Lead in channels of the future

Digitising General Trade

1 million Shikhar stores



Design for Channel

50% packs D4C ready



New routes to consumers

14 D2C platforms

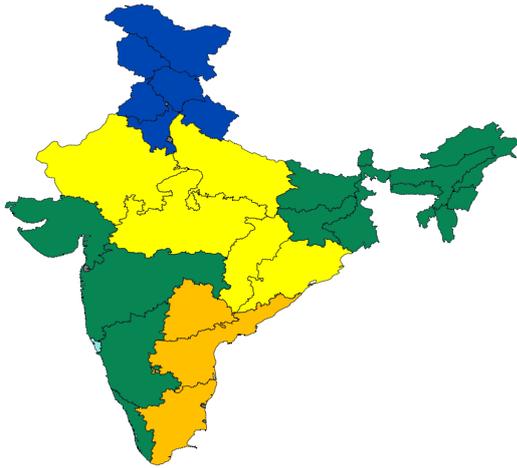


Digitised demand capture now >25%



Build differentiated structures and capabilities

Winning in Many Indias



India Is Not One India!

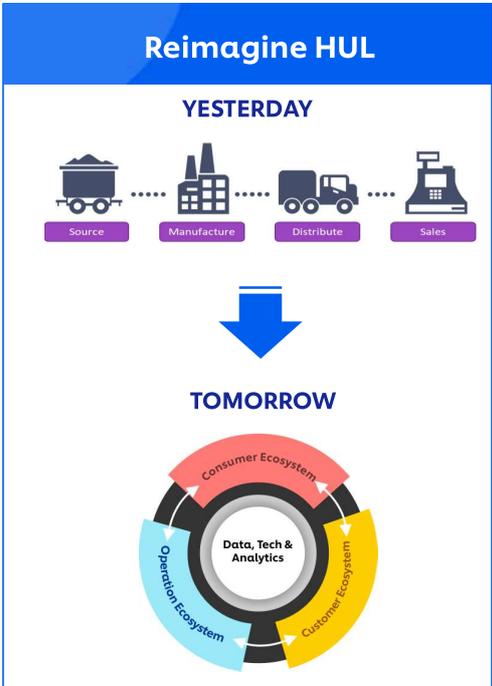
Nakshatra : Future-fit supply chain network



**Closer to demand | Cost efficient |
More agile, More digital | Capacity for growth**



Build differentiated structures and capabilities



Creating new competitive moats

Agile Innovation Hub

5 Digital Brands

1 Mn Shikhar stores

India's 1st FMCG Lighthouse Factory (WEF)

HUL's Dapada Factory

Nano Factories: Supply chain for smalls

6 Nano factories – manufacturing +250 SKUs

Samadhan: Automated Warehouse

Advanced fulfilment centre for N+1 delivery

DIGITISED DEMAND CAPTURE NOW >25%



Hindustan Unilever Limited

Build a purpose-led, future-fit organisation and growth culture

Future-fit organisation



Future proofing **skills** &
ways of working

Truly Inclusive



#unstereotype the workplace
FOR EVERYONE.

Microcosm of India

Culture to outperform

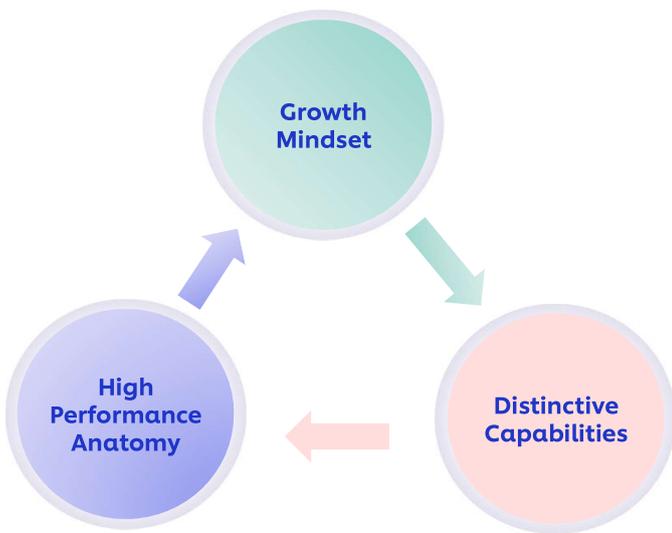


Igniting the **human spark**
for a better business & a better world



We have never been as strong, but our best is yet to come

Long Term Value



Our Strengths

- Consumer & Customer Obsession
- Deep Passion
- Owner's Mindset
- Dissatisfaction with Status Quo
- Humbition

Transforming BPC



Beauty & Personal Care, India



Hindustan Unilever Limited

BEAUTY &
PERSONAL CARE



Powerhouse Business with Leading Market Positions

Consistent, Profitable Growth



19.5k Cr
Turnover
FY'22

1.8 x
Turnover in the
Last Decade



28%
EBIT Margin
FY'22

2.2 x
Profit Improvement
in the Last Decade

Podium Positions across Categories



1 Skin Cleansing



1 Skin Care



1 Hair Care



1 Colour Cosmetics



2 Oral Care

House of Mega Brands

**7 Iconic Brands with
Turnover > 1000 Cr**





Unparalleled Scale | Highest Reach among Consumers & Customers

Highest Penetration

Serving **9 of 10** Households across Categories



Most Loved Brands & Portfolio

Topmost Brands on Brand Power



Highest Reach across Channels



9/10
General Trade Stores



10/10
Modern Trade Stores

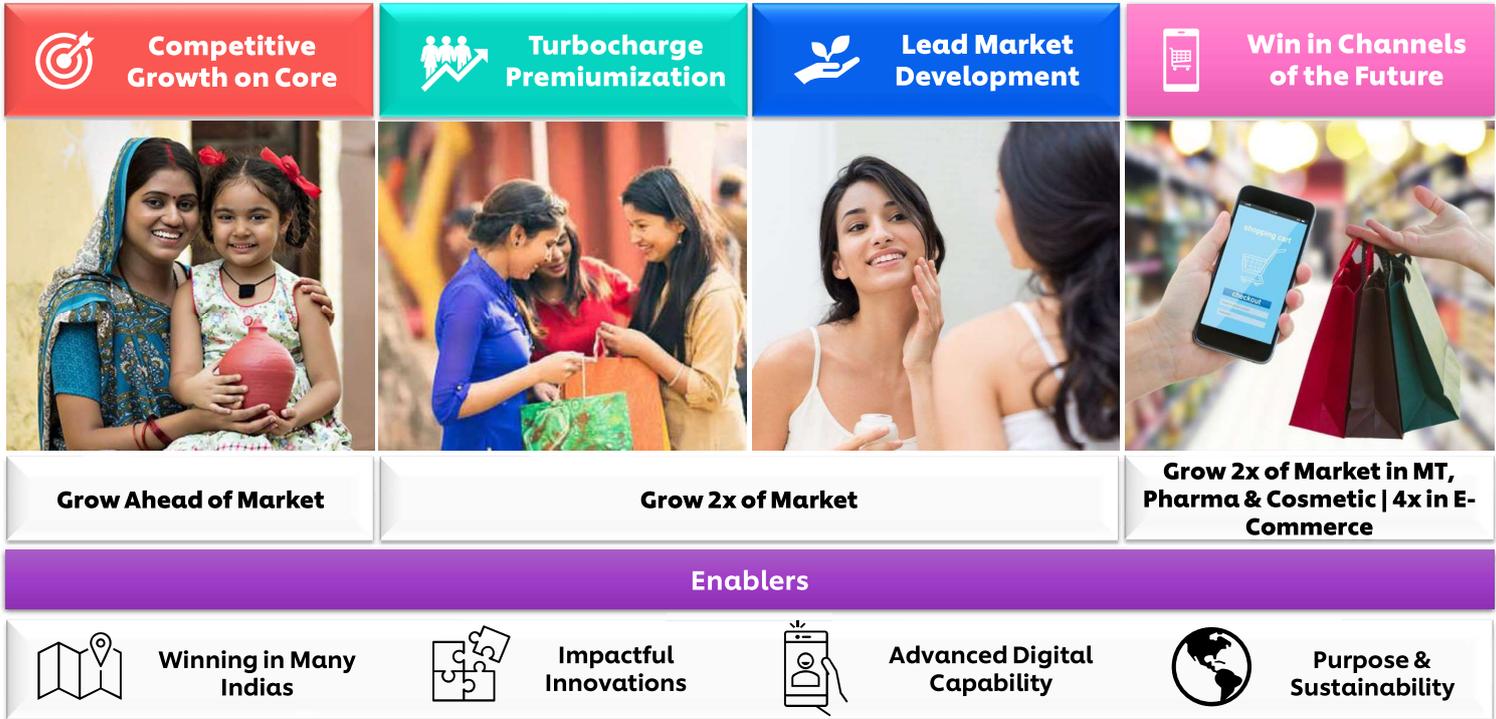


10
D2C Websites in BPC for Premium Brands



Hindustan Unilever Limited

Our Strategy to Win



Competitive Growth on Core | Our 3 Key Mantras

Contemporizing Brands



Keeping Pace with changing consumer

Building Purposeful Brands & Multi Year Engagement Platforms



Building Sustainable business



Less plastic, Better plastic, Clean Ingredients & Sustainable Sourcing

NDPE: No Deforestation, No Peat, and No Exploitation



Based on Strong Fundamentals of Growth

Winning Products



Iconic Brands Winning
vs. Competition

Winning Communication



9/10 communications rated highly effective

Winning in Many Indias



Consistent **Penetration & Share Gain**



Turbo Charging Premiumization

SKIN CLEANSING: Transform portfolio from Core to Premium bars & driving format adoption

Core



Premiumization on Bars

Dove and Pears
Lead premium recruitment 80% of the delta opportunity

Accelerating Liquids adoption

Body wash

New Dove Body Wash

CLEANS like a soap

MOISTURISES like a cream

Intimate hygiene

Menstrual cycle

Hormonal imbalance in pregnancy

Sexually active

Exercise

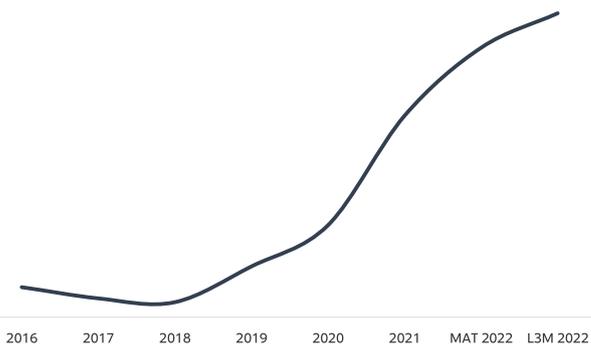
Hand hygiene



Turbo Charging Premiumization

Strengthening Leadership in Hair Care by Building a Premium Portfolio

Highest Share in Hair Care in 2 Decades
+400 bps in 3 years



We are 3x of our Largest Competitors

With a Swift Transformation of the Portfolio



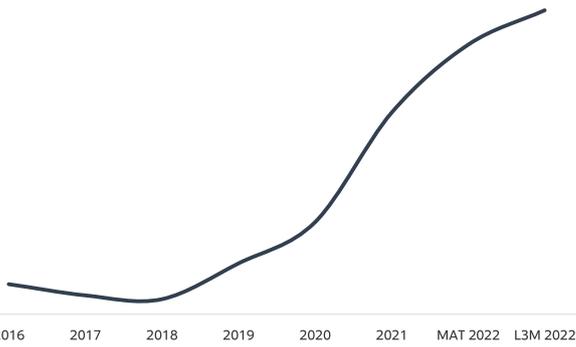


Hindustan Unilever Limited

Turbo Charging Premiumization

Strengthening Leadership in Hair Care by Building a Premium Portfolio

Highest Share in Hair Care in 2 Decades
+400 bps in 3 years



We are **3x** of our Largest Competitors

With a Swift Transformation of the Portfolio

To





Turbo Charging Premiumization

Skin Care Premiumization through Portfolio Transformation

Existing Demand Space



1 Tone Management



1 Hydration



1 Sun Care



1 Anti Ageing



1 Holistic Glow



Higher Order Benefits



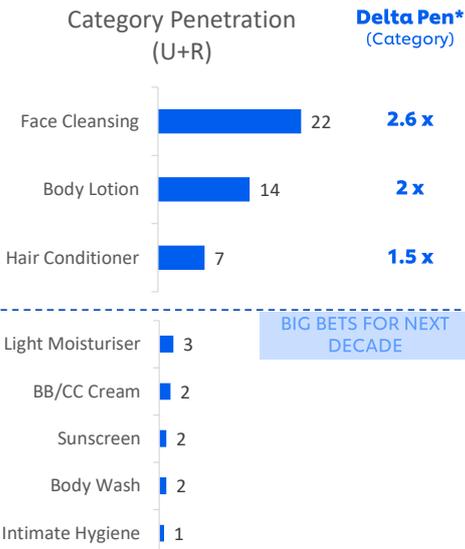
Emerging Formats





Market Development | HUL is the Market Maker for Multiple Categories

Building Category Penetration



Podium Players in Building Categories



1 Hair Conditioners



1 Body Lotion



2 Face Cleansing



1 BB/CC Creams



1 Body Wash



1 Sunscreen



1 Intimate Hygiene

Delta Pen* MAT'22 over FY 13 for FC, HC | MAT'22 over FY 16 for BL

Sensitivity: Internal



Market Development | Deploying Repeatable MD Model

Demos that Educate Offline | ~25 Mn Contacts



Home to Home

Content that Educates Online | 5x Spends



Influencers & Content

Beauty Experts at Point of Sale @ Scale



Assisted Selling

Right Pricing & Sampling

Priced @ Right premium to Source of Growth



20 million sampling/trials



Breakthrough Technologies to Power the Transformation



AV – GAP Technology



AV – Pro Lipid Technology



Hindustan Unilever Limited

Winning in Channels of the Future | Portfolio Designed to address Shopper Needs

Innovations & Portfolio Development designed for emerging channels

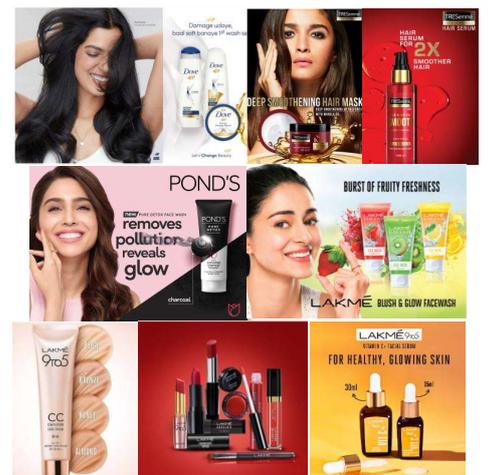
Higher Order Benefits + Formats for Modern Trade & Ecom



Problem-Solution & Ingredient Led Portfolio for Pharma/Chemist



Leading Beauty Trends in Fancy/Cosmetics



Growth in MT, Chemist, Fancy vs. Nielsen Market Growth

Sensitivity: Internal



Winning with All Things Digital | Premium Beauty Business Unit Launching 5 Digital First Brands

Best In Class Digital Practices to Build Formidable Brands

Building Portfolios Tapping into Emerging Masstige Demand Spaces

choose clean beauty
be kind to your skin

LOVE beauty AND planet

baby Dove

ACNESQUAD

- Use Daily across every stage of the acne lifecycle
- Active Boosters for every acne concern
- Weekly packs

Cleanse, Tone, Moisturize, For oily skin, For clogged pores, For Breakouts, For Acne scars & dark spots, Exfoliate, Treat

FIND YOUR HAPPY PLACE

Diversifying Channel Play for Simple: D2C, Amazon, Nykaa

2x Orders @ Half the Cost

+230 Bps

D2C Scale Up, PBBU

Share Gain on Amazon

Consistently Elevating Content and Conversations on Digital

NEW!

with pure onion bulb oil from Himachal Pradesh

LOVE beauty AND planet

hair oil

+600 Bps
Brand Awareness (LBP, Hair)



Hindustan Unilever Limited

Our Right to Win



Iconic Brands & Portfolio in right Demand Spaces



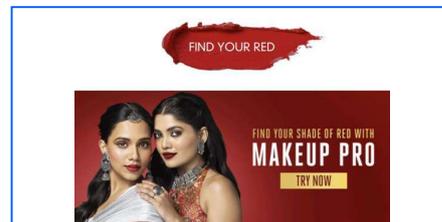
Technology & Innovations to Win in Many Indias



Developing Markets and Building Categories



High Focus on Digital & Enterprise Technology



World Class Execution in Channels & with Shoppers



**TO BUILD A BEAUTY & PERSONAL CARE BUSINESS THAT MAKES PEOPLE
LOOK GREAT, FEEL GREAT, SMELL GREAT**

HOME CARE

VALUE CREATION VIA CATEGORY DEVELOPMENT





A DECADE OF TRANSFORMATION

TURNOVER >RS. 16000 CR

Turnover



FY 2012-22

Profit



FY 2012-22

Market Share



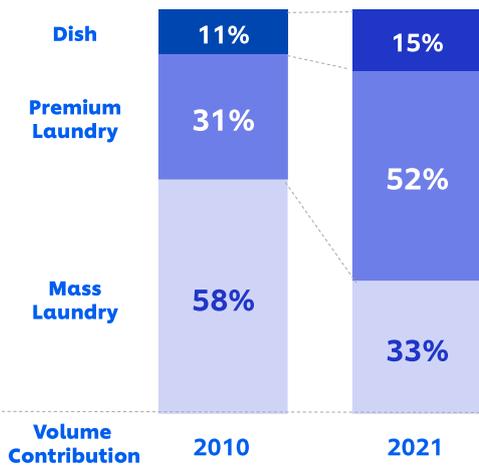
2012-22



UNDERPINNED BY A MAJOR PORTFOLIO SHIFT

LEADING PREMIUMIZATION VIA MARKET DEVELOPMENT

HUL Portfolio





RISING INDIA : SIGNIFICANT GROWTH OPPORTUNITY

HIGHER AFFLUENCE = MORE CATEGORY SPENDS

	2022	Spends on HC/year/HH
Affluent++	 3%	2.6X
Affluent	 12%	2.1X
Aspirers	 29%	1.5X
Low income	 56%	X

EVOLVING CONSUMER NEEDS

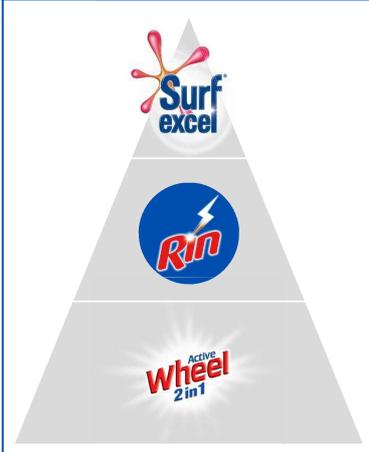
-  MORE MACHINES
-  MORE / NEW FABRICS
-  MORE / NEW SURFACES
-  NEW CHANNELS



Hindustan Unilever Limited

OUR STRATEGY TO CONSISTENTLY WIN

PREMIUMIZE CORE



MARKET DEVELOPMENT



WIN IN CHANNELS



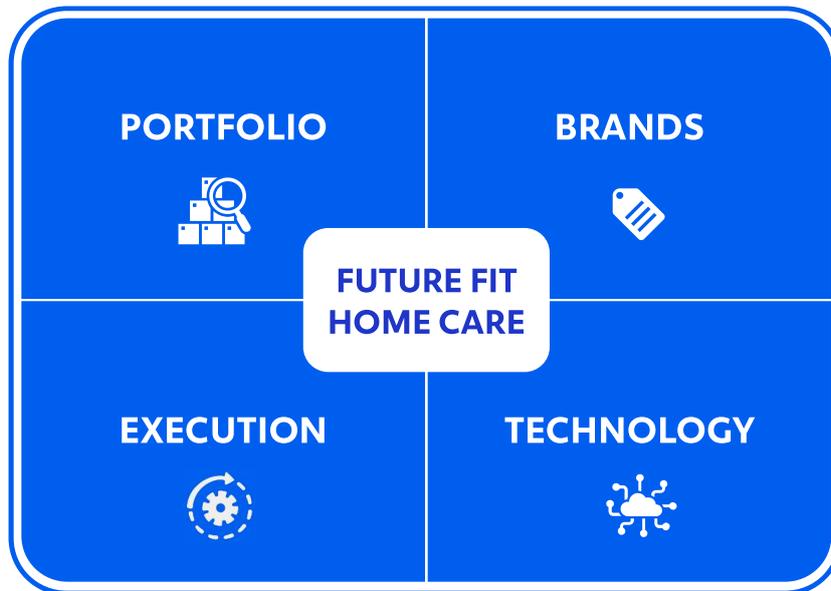
PIONEER CLEAN FUTURE



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



DRIVERS OF PREMIUMIZATION & MARKET DEVELOPMENT





Hindustan Unilever Limited

PORTFOLIO : DESIGNED TO SOLVE CONSUMER PAIN POINTS

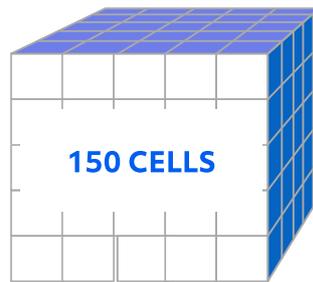
CONSUMER : WIMI



PAIN POINTS



GROWTH OPPORTUNITY



PORTFOLIO DESIGN



DESIGN FRAMEWORK

DEPLOYMENT EXAMPLE 1



Hindustan Unilever Limited

BRANDS WITH PURPOSE

Surf
excel

जो रंग बचपन लौटाए
वह रंग अच्छे हैं

Surf
excel
EASY WASH

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



Hindustan Unilever Limited

TECHNOLOGY : TO DRIVE SUPERIORITY

BARS: POLYMER TECH

साधारण बार
ज़्यादा गलता है,

नया "रिन 2 दिन
ज़्यादा चलता है"

Rin
₹10 ONLY

150g

**अप्रैल 2020 - अक्टूबर 2021 की अवधि में रिन 150g पैकेज का उपयोग करके 100 बार बनाए गए।
*एक बार की (एक बार की मात्रा में) 150g बार की रिन

Longer Lasting



Hindustan Unilever Limited

TECHNOLOGY : TO DRIVE SUPERIORITY

BARS: POLYMER TECH



Longer Lasting

FAB CON: PRO CARE

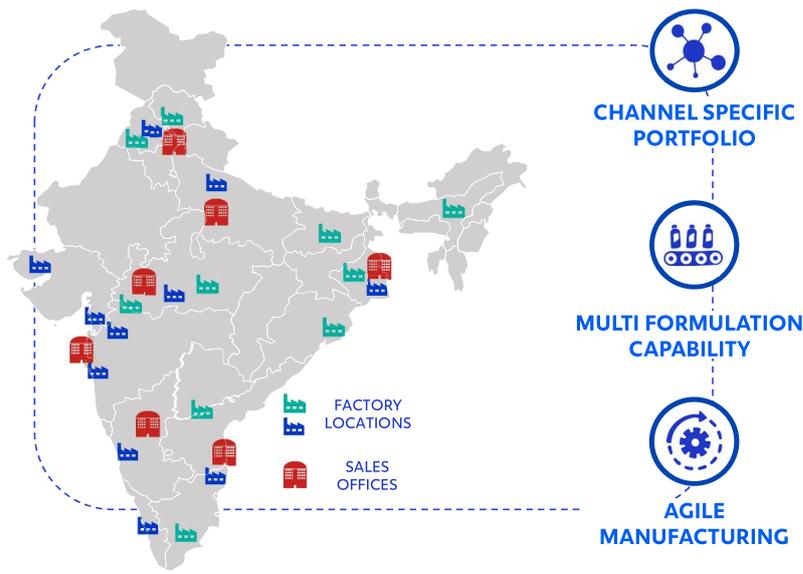


Superior Fragrance & Care



EXECUTION : SCALED DEPLOYMENT MODELS

DISTRIBUTED OPERATIONS INFRASTRUCTURE



MARKET DEVELOPMENT AT SCALE





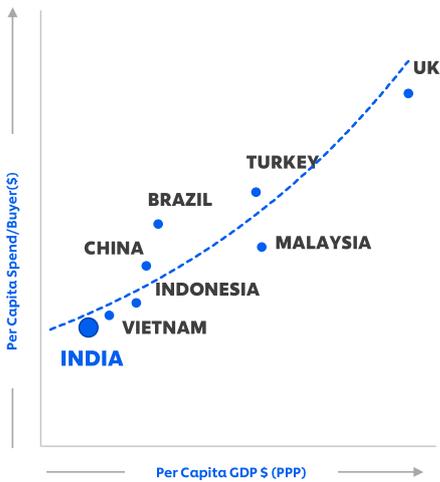
EXECUTION: DESIGNING FOR CHANNELS

GT	MT	ECOMM	UPRO
 <p>19 ml</p>	 <p>Refill Pack 1.6 Ltr</p>	 <p>New Launch</p>	 <p>5 Ltr</p>
 <p>155 ml 250 ml</p>	 <p>750 ml 1.8 Ltr</p>	 <p>Multi Pack</p>	 <p>5 Ltr</p>

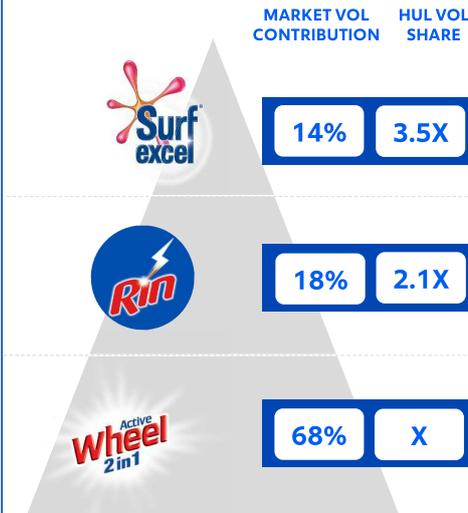


READY FOR ANOTHER DECADE OF 4G GROWTH

HEADROOM TO GROW



FUTURE FIT PORTFOLIO



MARKET DEVELOPMENT CAPABILITY



1/10
WASHING LIQUIDS
PENETRATION



Foods & Refreshment
Srinandan Sundaram



F&R: A Strong Business – Growing profitably

Track Record of Profitable Growth

₹ 14,105 Cr
FY'21-22 Turnover

₹ 2,623 Cr
FY'21-22 Segment Margin

8.5%
Growth Per Annum

₹ 4,480

FY'12-13

11.4%

₹ 7,450

FY'19-20

16.5%

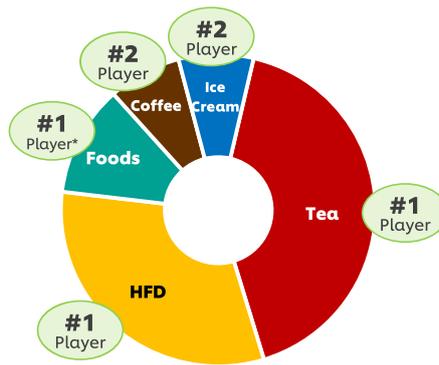
₹ 14,105

FY'21-22

18.6%

Turnover ₹Cr. & Segment Margin%

Market Leadership Across Categories



* Market leaders in Ketchup, Jam and Soup which contribute to 85% of Retail TO

Strong Portfolio of Brands

~160 Bn
Servings Annually





Hindustan Unilever Limited

Long-term Competitive Wins



>450 bps



>150¹ bps



>350 bps



>100² bps

Value Share Gain
Period FY 2016 to MAT Sep 2022

¹ HFD Share gain is MAT Sep 22 vs MAT Sep 21

² Euromonitor Data

Sensitivity: Public

F&R Strategy



Hindustan Unilever Limited



Hindustan Unilever Limited

F&R : A world class force for good

Grow CORE
Purposeful Brands & Superior Products

Market Development
New benefit Segments

Winning in Channels of future

HFD to Nourish a Billion Lives

Winning in Festivals & Seasons

Capability & Sustainability

- 100% Sustainably Sourced Tea, Coffee, Dairy & Tomatoes
- Scale on **Influencers & Expert Recommendation**
- Be at the forefront of the **WHO++ recommended Highest Nutrition Standards** agenda in India



F&R : Clear strategic priorities that are delivering

Grow CORE

Market Development

HFD
*Nourishing
A Billion Lives*

Owning Seasons

Winning in Channels of future

Capability & Sustainability

Contemporising brands



70mn
H2H contacts



+177 bps
Penetration Gain

MAT Sep'22 vs MAT Sep'21



5X
eCom Growth

3X
MT Growth

70bps
MT Share Gain

Growth CAGR Index vs. all channels

Sustainably Sourced

67% Tea

92% Tomato

100% Chicory

F&R Category Performance Update



Hindustan Unilever Limited

Tea: Winning Competitively on back of a Three-pronged Strategy

Upgrading to Premium Tea's New Benefit Segments

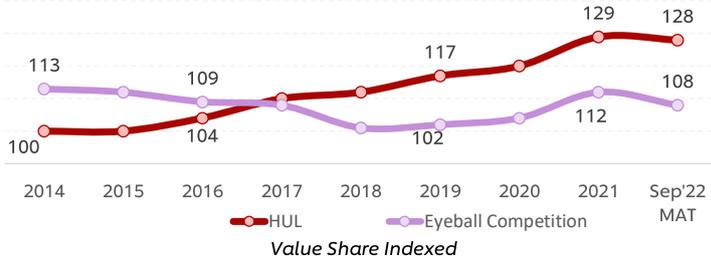
Strengthening the Core

Upgradation from Loose to Packaged

Loose Tea is ~30% of India market

Winning in Many India approach

Procurement expertise



Clear Market Leadership with Long Term Share Gains

State of the art R&D and Science

Beverage excellence centre



Foods: Well on a journey of Portfolio Transformation

Future Fit Core

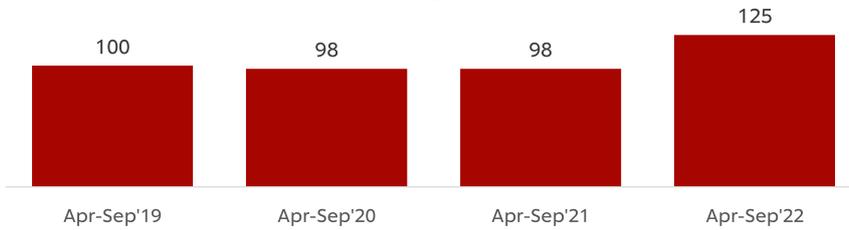
Investing in Innovations

>10%
MT Value Share

>15%
Value Share in South

Extending into adjacent & high energy spaces

Seeding New Demand Spaces for Unilever Food Solutions



■ Jam Topline Indexed to Pre Covid Season

Strong recovery in Jams in 2022 on back of Mobility



Ice Cream: Long Term Secular Growth Opportunity

Huge Headroom In India

Per Capita Consumption

- 7X Turkey
- 2X Malaysia
- X India

Wining Portfolio Addressing all need states

Super Premium

>₹90 per Serve

Premium

₹40-90 per Serve

Popular

₹20-40 per Serve

Mass

₹10-20 per Serve

BOP

₹10 per Serve

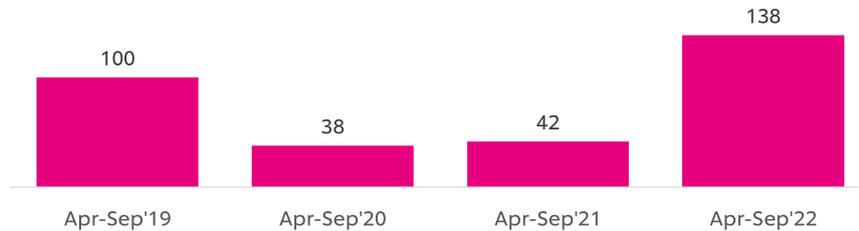


Increasing Occasions New Formats; Owning Festivals



In-home Consumption Right portfolio through IC NOW

NOW 10%
of business



■ Ice Cream Topline Indexed to Pre Covid Season

Resilient Growth



HFD: Strengthening business fundamentals

Strengthened Brands

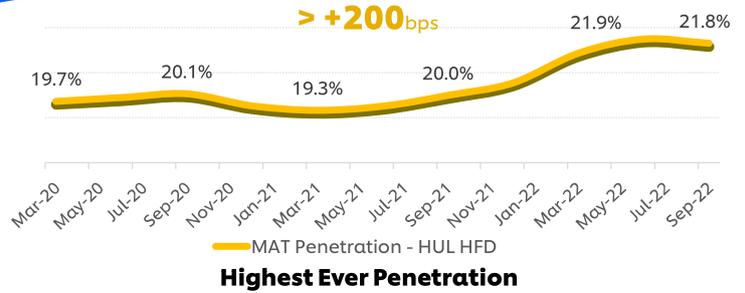
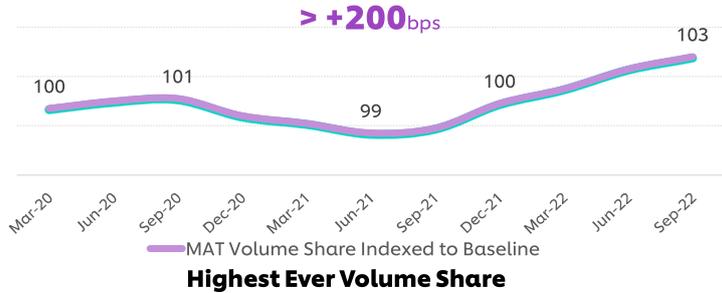
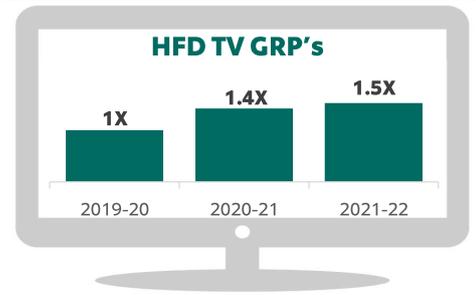


Increased Physical Reach

Direct Coverage	3.0X
Numeric Dist.	1.3X
E-Com	11X Run Rate

Sep'22 vs. pre day 1

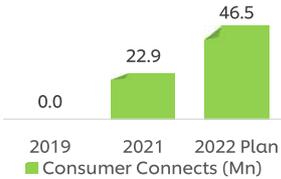
Increased Mental Reach





Bringing in More Users and More Occasions

Market Development at Scale Driving rapid trials



Building Salience through persuasive communication



Creating Segments of Future

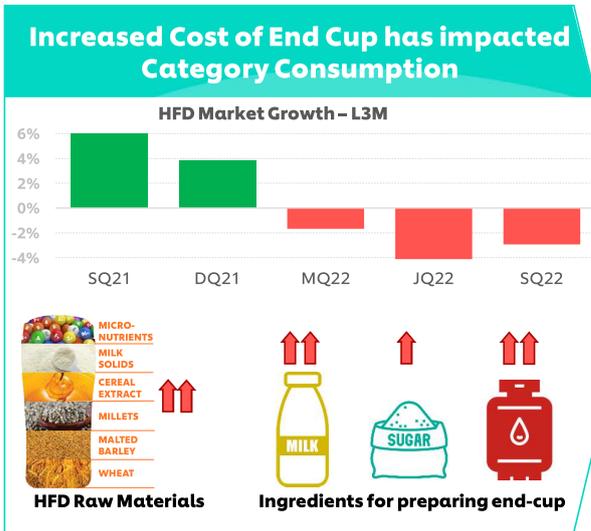


India's **Highest Fibre** health drink for diabetes*



Horlicks **Diabetes Gummies**

Accelerating HFD consumption in an Inflationary Environment



Affordability

At both ends of the spectrum

Pouches designed to deliver value

Low unit price sachets

Innovating Solutions

For Price as well as Convenience

WITH MILK ADDED

READY MIX Horlicks

JUST ADD WATER



Hindustan Unilever Limited

Making Sustainable Living Common Place

Regenerative Agriculture
Sustainably Sourced Tea, Tomato's & Chicory

Bringing Sustainability to Life



Seeding goodness



Delivering Superior Value

Ritesh Tiwari – Chief Financial Officer

Winning in the New Decade
Capital Markets Day – 18th November 2022



Hindustan Unilever Limited



What you have heard so far

India FMCG opportunity



Clear and compelling strategy to win

Purpose and Vision



Our vision is to be a leader in sustainable business. We will demonstrate how our purpose-led, future-fit business model drives superior performance delivering consistent, competitive, profitable and responsible growth.

Long-term strategic choices

-  Developing our portfolio
-  Win with our brands powered by purpose and innovation
-  Lead in the channels of the future
-  Build differentiated structures and capabilities
-  Build purpose-led, future-fit organisation

Agenda for this session

1. Near-term operating environment and performance

2. Long-term value creation model

Agenda for this session

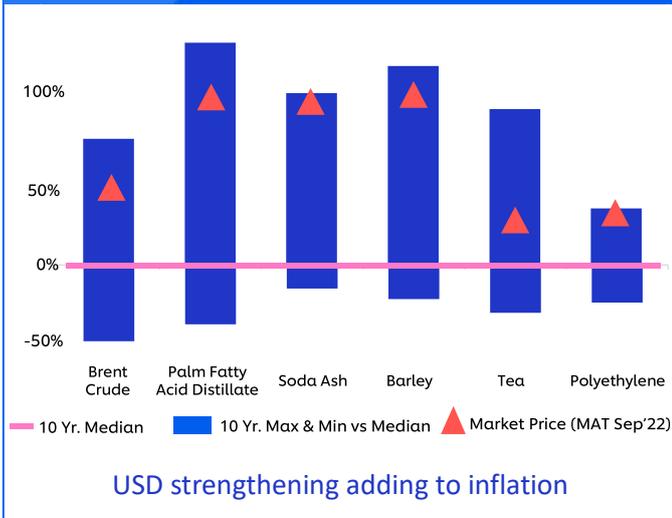
1. Near-term operating environment and performance

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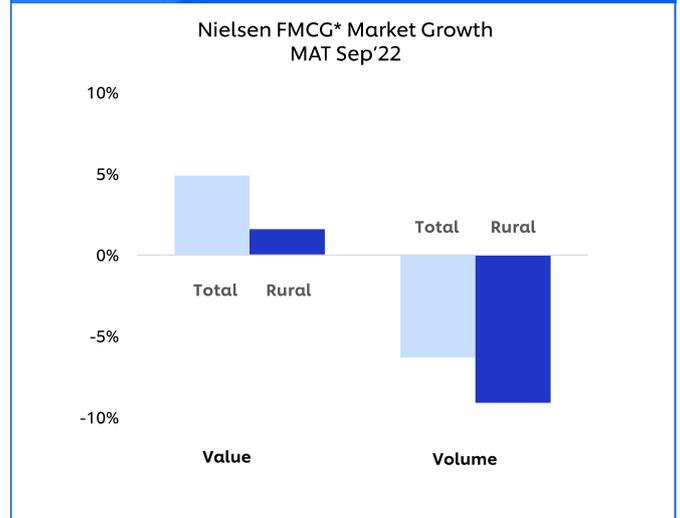


Operating environment remains challenging

Commodities at historic highs



Subdued FMCG markets



*Source : Nielsen market data for September'22 (HUL relevant categories)
Sensitivity: Public

Navigating deftly through dynamic financial management

Pricing agility and Net Revenue Management



Symphony Savings Program



Investing in our Brands



Highest market share gains in the decade whilst ensuring healthy EBITDA margin



Pricing agility and Net Revenue Management



Stepping up Pricing



Seamless Execution

>2000

Pricing networks landed in last 12 months



Symphony : Delivering fuel for growth

Savings across all lines of P&L



Import Localisation



Supplier Harmonisation



Strategic stocking



Packaging Specs



BOLT*



Debottlenecking

End to End thinking

Owner's mindset

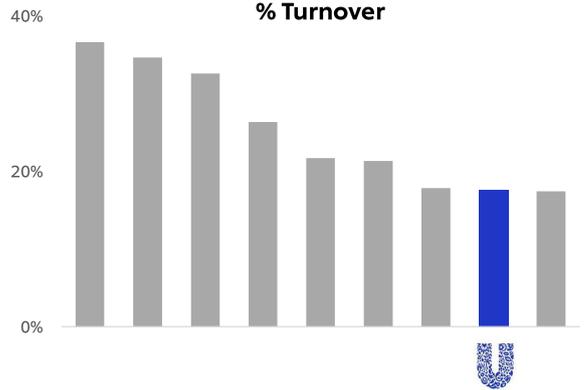
Tone from the Top

Ideas crowdsourcing

Execution focus

Best in class benchmarks for overheads

Employee cost and other expenses % Turnover



Consistently generating gross savings of c.7% of Turnover



Hindustan Unilever Limited

Investing in our brands : 'Share of voice' ahead of 'share of market'

8 HUL brands in India's most valued brands



Source: KANTAR BRANDZ 2022 Most Valuable Indian Brands report

Award winning marketing campaigns



Won Silver award



Most awarded advertiser



3 of world's most awarded campaigns



Won 7 awards

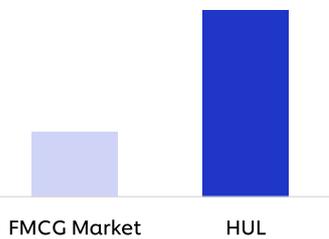


Hindustan Unilever Limited

Delivering 4G growth

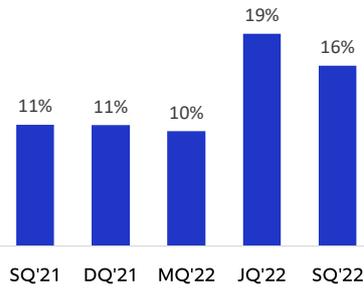
Competitive

Value Growth (MAT September'22)



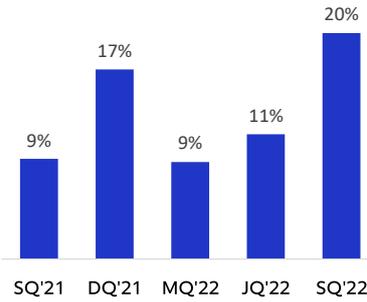
Consistent

Turnover Growth



Profitable

EPS Growth



Responsible

Sustainability Score



76



A

*Source FMCG Growth : Nielsen market data for September'22 (HUL relevant categories)
Sensitivity: Public

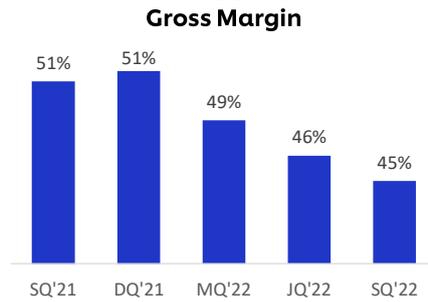
Near-term focus

Competitive Growth



**Growth ahead of the market:
>75% business winning shares**

Build-back Gross Margin



Bridge Price vs Cost gap

Stepping up A&P



Focused on growing our consumer franchise whilst protecting our business model

Agenda for this session

1. Near-term operating environment and performance

2. Long-term value creation model



Consistent multi-year performance

10 Year track record

 **Turnover**

9%
CAGR

 **Volume**

5%
CAGR

 **EBITDA%**

+1000
bps

 **EPS**

12%
CAGR

 **Cash**

12%
CAGR

 **Dividends**

₹ 55K
Crore



Creating long-term value for our shareholders



Growth

Competitive growth ahead of market



Profit

Modest margin expansion



Capital Velocity

Efficient use of capital



EPS

Double digit EPS growth

Delivering long-term value creation



Growth algorithm

Grow the core ahead of market



Contemporising the Core

Market development and Premiumisation



2X Growth of Core

Prudent M&A



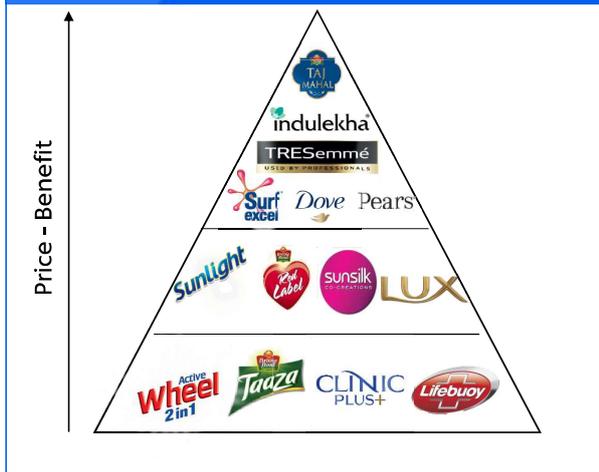
Future growth spaces

Our growth model starts with consumers, all 1.4 bn of them

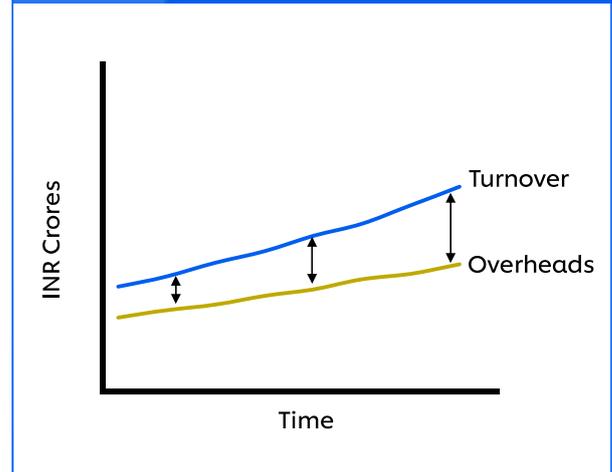


Driving profitable growth : Modest EBITDA margin expansion

Positive mix from Premiumisation



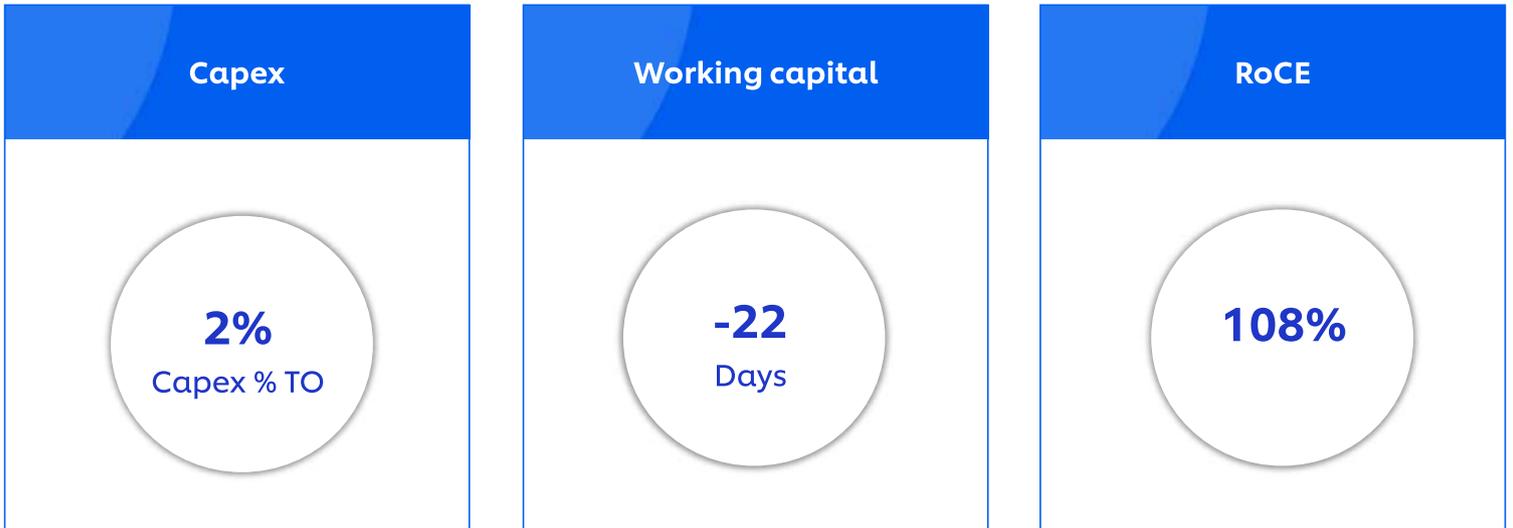
Leverage from growth



Whilst Symphony continues to deliver 'Fuel for Growth'



Capital discipline



Figures for FY22

Sensitivity: Public



Capital allocation principles support our growth algorithm

Invest in business

Brands & Innovation

Capabilities & Sustainability

Capex for growth and productivity

Growth enhancing M&A

Future growth spaces

Complimentary capabilities

Bolt-on acquisitions

Returns to shareholders

Steady stream of dividends

Maintain high payout ratio

In summary : Delivering superior value

- Clear and compelling strategy**
- Strong Right to Win**
- Proven Financial Growth Model**
- Track record of consistent multi-year performance**

Thank You



Hindustan Unilever Limited

Reimagine HUL : Our Journey to an Intelligent Enterprise

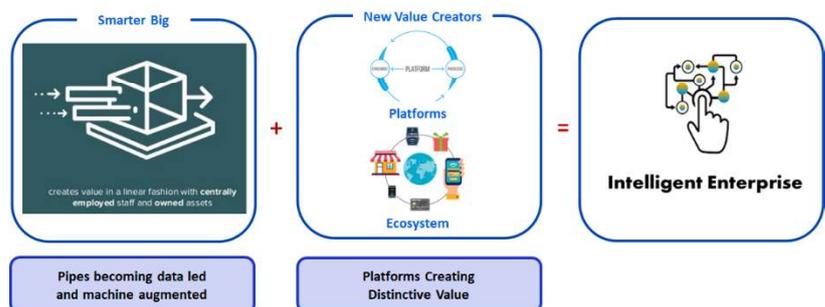
1. Digital Impact on Indian Landscape

India is undergoing a rapid transformation underpinned by digitization. It has over 800 Million internet users with over 90% of them accessing data wirelessly. Enabled by low data costs, consumers are increasing their time spent on digital. The digital India initiative launched by the government has turbo charged the digital adoption in the country. The government has enabled the regulatory, governance frameworks and created the highways with UPI, Aadhaar amongst others to accelerate this journey. This has led to creation of new business models, new consumer employment models, re-invented producer-consumer interactions across sectors and is projected to be a 1Tn contributor to economy by 2025.

2. Reimagine HUL – Journey to “Intelligent Enterprise”

In the FMCG industry, this is resulting in is a transformation of the ecosystems and market disruptions. We are seeing new ways of reaching consumers, of manufacturing, of logistics, data systems enabling real-time decision making and transforming the landscape.

To be at the forefront of such a changing ecosystem, we continue to put a big thrust on leveraging technology and data-led decision-making at HUL. With an integrated end-to-end organization change program across functions entitled ‘Re-imagine HUL’, our objective is to create a solution that is fit for the complexity of the business and the emerging consumer needs.



3. Intelligent Enterprise - Ecosystems

The program anchors on a connected ecosystem across consumers, customers and operations enabled by Data, Technology & Analytics at its core. This enables the development of modular inter-connected capabilities that allow us to create a friction less solution for superior experience while improving agility and responsiveness across the business.

(1) Consumer Ecosystems

The consumer journeys have become complex and interconnected. To meet the heightened consumer expectations in the interlinked shopper journey, the connected consumer pillar will shift our approach from a linear value chain to an iterative non-linear ecosystem. The three key capabilities are –

- **Agile Innovation:** A virtual hub that ensures always-on trend spotting, opportunity sizing, and translating the ideas into prototypes with digital simulations and real time consumer feedback.
- **Media:** A crafted mix that helps maximize reach and engagement in the most efficient and effective manner. This encompasses optimisation across differing mediums and vehicles enabled by real time data and analytics

- **Consumer Engagement Platform:** We have built multiple interconnected platforms that span the consumer journey from consideration to purchase. This covers the gamut from content hubs (Be Beautiful, Cleanepedia), consumer trial (Smartpick), and purchase (Direct to Consumer, Ecommerce) layered with communication through relevant digital mediums.

These capabilities come together seamlessly enabling us to land curated, on-trend innovations rapidly and give a holistic end to end consumer experience across multiple touchpoints. Brands such as AcneSquad, Find Your Happy Place are a few examples of how we have been able to create, manufacture, and deploy new innovations in half the time.

(2) Customer Ecosystem

The distribution ecosystem is seeing significant disruption on the back of digitization. We continue to build competitive moats across demand capture, demand fulfilment and demand generation enabled by digitization of operations and amplified by data driven analytics, thus enabling a connected ecosystem.

- **Demand Capture:** Our e-B2B app Shikhar now reaches >1 Mn stores. We capture c.25% of our demand digitally across our future ready platforms. We are also closely partnering with the ONDC initiative and our UShop platform is now live on the platform.
- **Demand Generation:** Enterprise wide demand generation capabilities Direct to Consumer (UShop), enabling capital access (partnership with SBI), and organizational rewiring (Premium Beauty Business Unit).
- **Demand Fulfilment:** Along with the front end, we are wiring up the backend that ensures next day delivery at 95% line full (Samadhaan).

(3) Operations Ecosystem

To drive agility and resilience for our business, combined with a reset in our asset and cost base with a focus on sustainable growth, our supply chain is undergoing a transformation across the verticals of Plan, Source, Make and Deliver. The end-to-end integration will be enabled through a Nerve Center approach which will combine the four verticals of Supply Chain to enable real time information flow and intelligent decision making to unlock business value. This has been recognized externally with The World Economic Forum Digital Lighthouse Factory award for our Dapada factory in the end to end value chain. Our nano factories, shop & deploy capabilities, redesigned manufacturing and distribution network enable greater agility and flexibility. Collectively, this will result in improved customer service, better efficiencies, and reduced costs.

(4) Data, Tech & Analytics

Data is now treated as an enterprise asset. Underpinned by HUL Data Strategy, this integrates data from multiple internal (consumer, customer, operations) and external (GDP, weather) sources with focus on continued trust and security. To democratize data, we have built capabilities like Chanakya which combine disparate sets of data from trade, consumers, media, and financial data and helps analyze across multiple business levers. We have also built diagnostic and prescriptive capabilities like Jarvis which combine multiple levers to decode the performance and augment decision making capabilities.

4. Enablers

As we digitize our operations and consumer journeys, we are investing in right talent, creating new partnerships as well as an agile organizational structure to accelerate this journey. Digital is no longer restricted to each function nor is it an experiment. It is the very way of working in HUL.