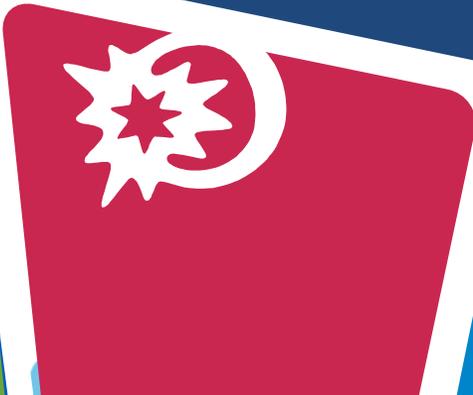


RE-IMAGINING MARKETING

ANNUAL INVESTOR MEET | 6 JUNE 2018



Hindustan Unilever Limited

SAFE HARBOUR STATEMENT



Hindustan Unilever Limited

This Release / Communication, except for the historical information, may contain statements, including the words or phrases such as 'expects, anticipates, intends, will, would, undertakes, aims, estimates, contemplates, seeks to, objective, goal, projects, should' and similar expressions or variations of these expressions or negatives of these terms indicating future performance or results, financial or otherwise, which are forward looking statements. These forward looking statements are based on certain expectations, assumptions, anticipated developments and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, market growth, intense competition and the pricing environment in the market, consumption level, ability to maintain and manage key customer relationship and supply chain sources and those factors which may affect our ability to implement business strategies successfully, namely changes in regulatory environments, political instability, change in international oil prices and input costs and new or changed priorities of the trade. The Company, therefore, cannot guarantee that the forward looking statements made herein shall be realized. The Company, based on changes as stated above, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward looking statements as may be required from time to time on the basis of subsequent developments and events. The Company does not undertake any obligation to update forward looking statements that may be made from time to time by or on behalf of the Company to reflect the events or circumstances after the date hereof.

AGENDA



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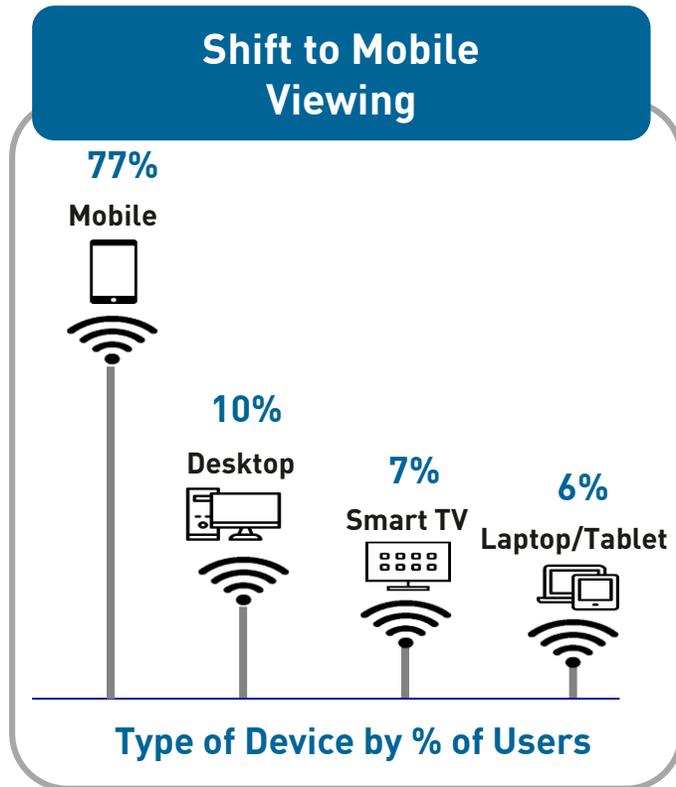
- **India Digital Landscape**
- **Impact on Marketing**
- **Reinventing Marketing @ HUL**

DIGITAL TRENDS SHAPING INDIA

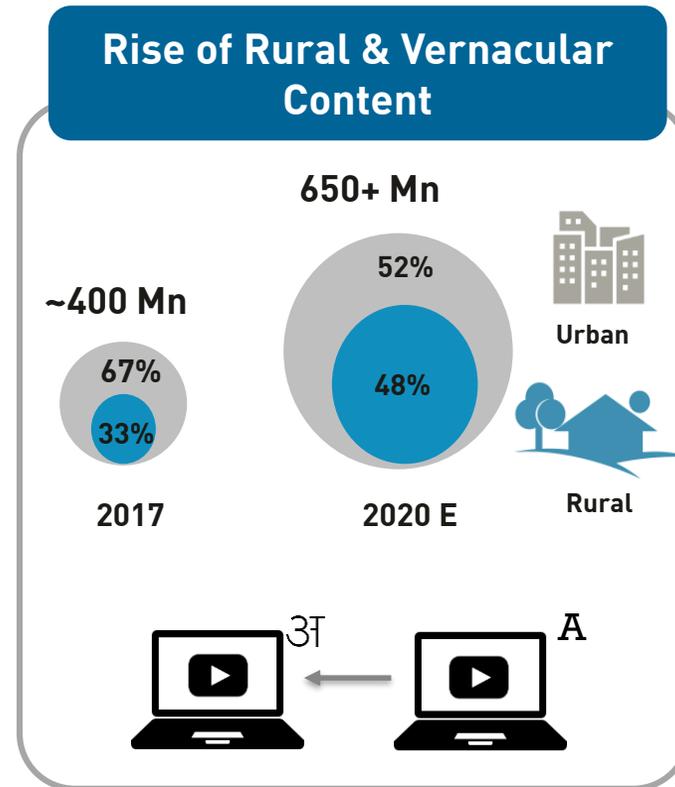


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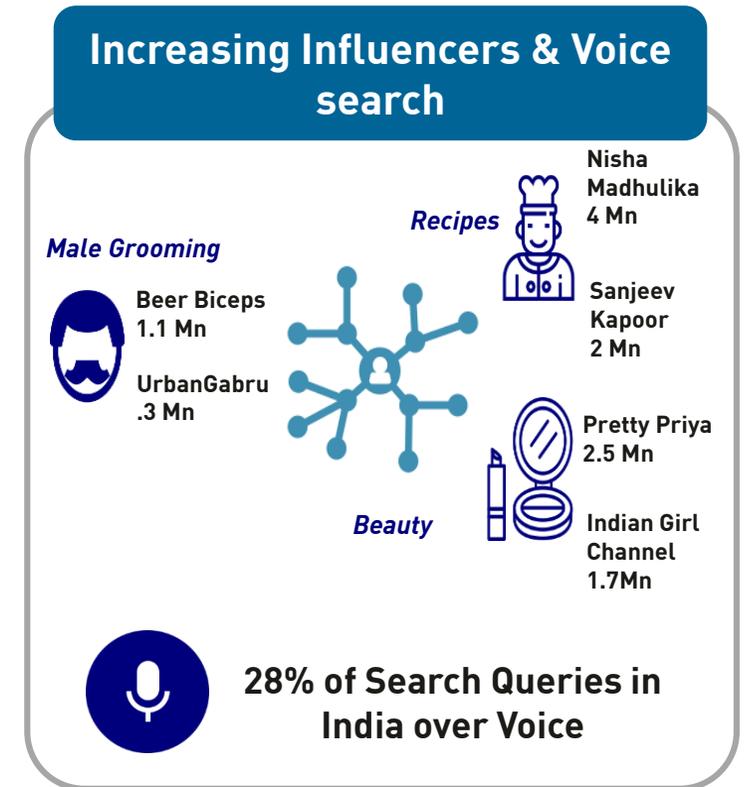
Shift to Mobile Viewing



Rise of Rural & Vernacular Content



Increasing Influencers & Voice search



MARKETING IS EVOLVING IN ITS 5TH GENERATION

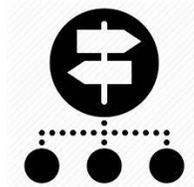


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Product Orientation

Develop & sell products that one is good at making



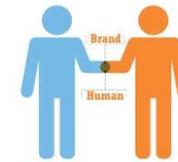
Market Orientation

Focus on the target customer and markets and get them to buy it



Consumer Orientation

Understand consumers and design products to solve their problem



Human Orientation

Engaging with people through their minds, hearts & spirits



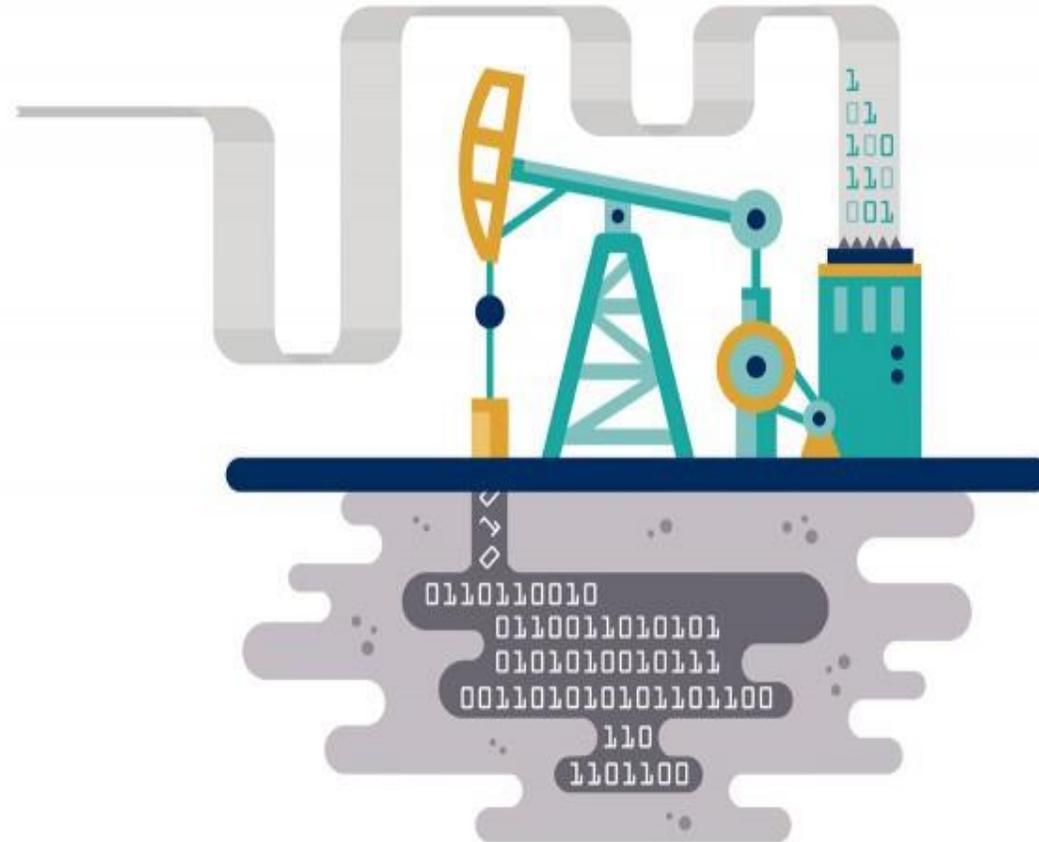
Digital Orientation

Owning end to end consumer journey to communicate and deliver purposeful, personalised solutions

DATA IS THE NEW OIL



Hindustan Unilever Limited



*Data is no longer just a by-product of doing business:
it's an asset like our brands, factories and selling systems*

What data do we have today and what more we need to meet the business strategy

How do we Acquire the data
Create, Buy, Partnerships

How do we store the data:
Data and Info architecture, Technologies

How do we use Data:
Analytics/
Monetize

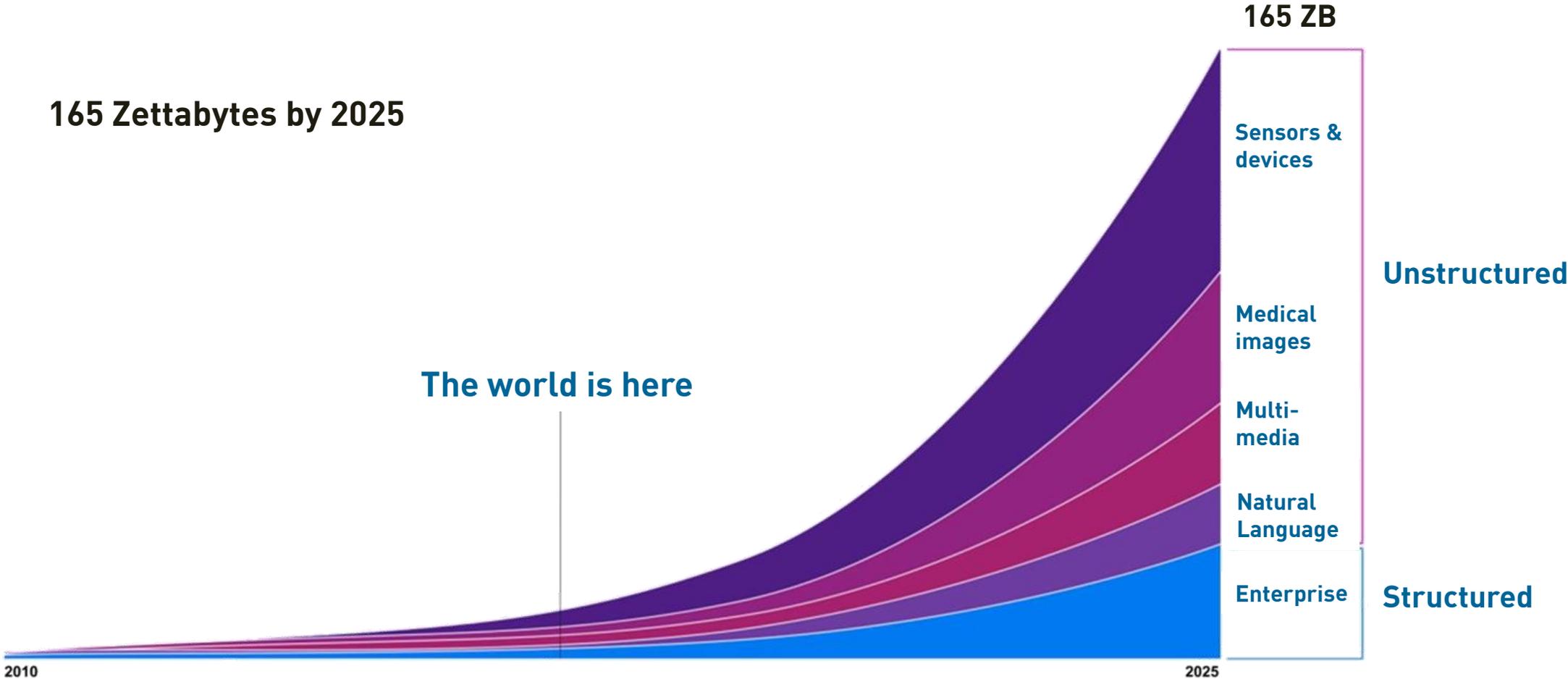
How do we manage the data:
Security, compliance , governance

OUR WORLD IS CHANGING



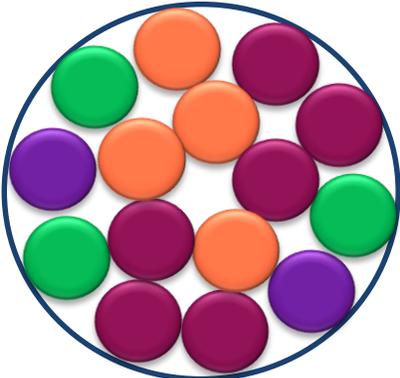
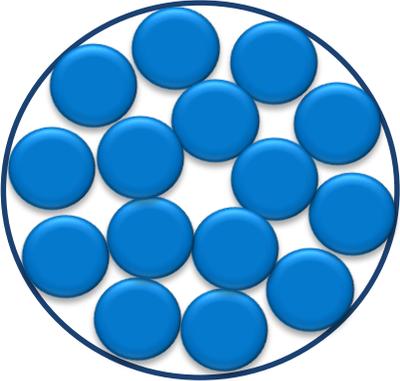
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165 Zettabytes by 2025



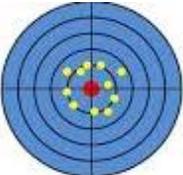
*Source IDC. IBM projections based on analyst report

HOLISTIC VIEW ON DATA



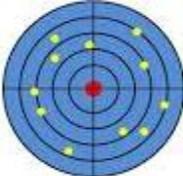
INTERNAL

Examples: Sales, Distribution, Penetration



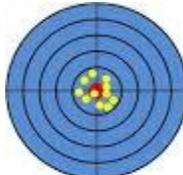
ECOSYSTEM

Examples: Points of Interest, Demographics,



MIXED

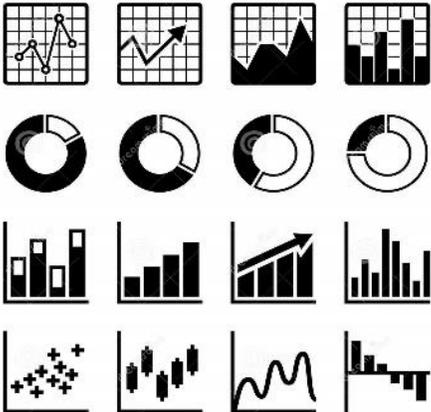
Internal + External



Looking beyond
the rows and
columns

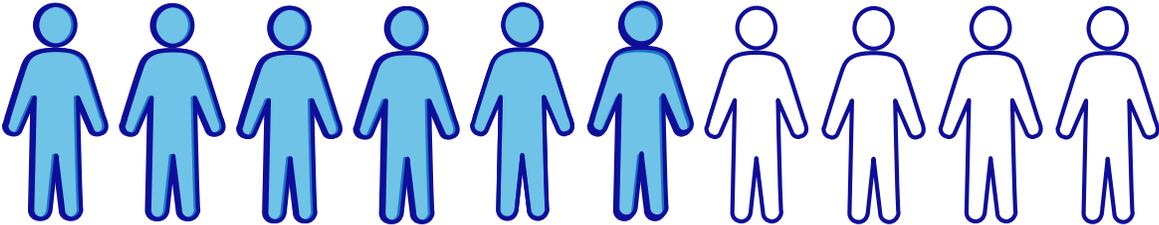


DATA DRIVEN CULTURE



Democratizing Data

Data scientists now an integral part of Business Teams

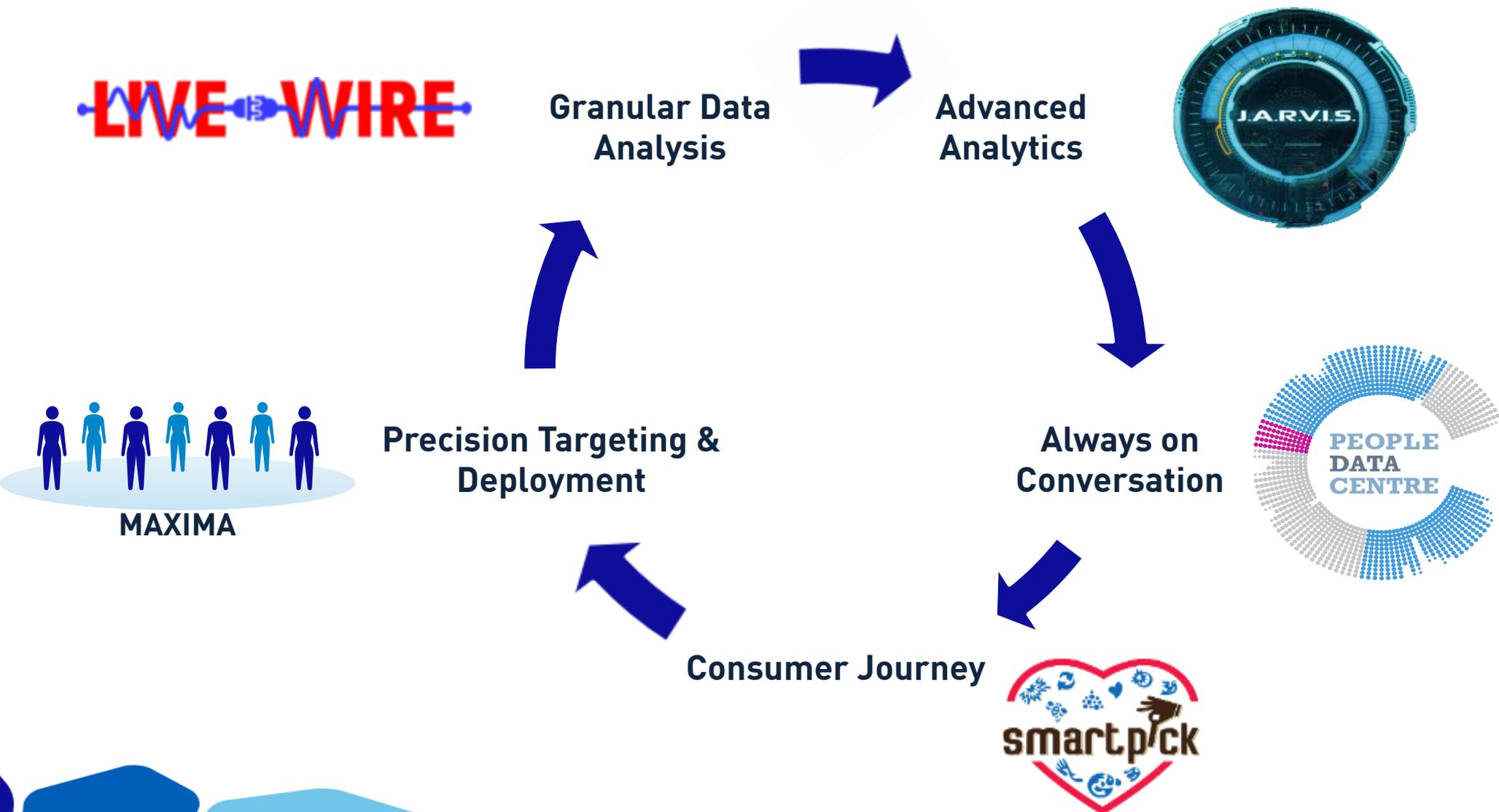


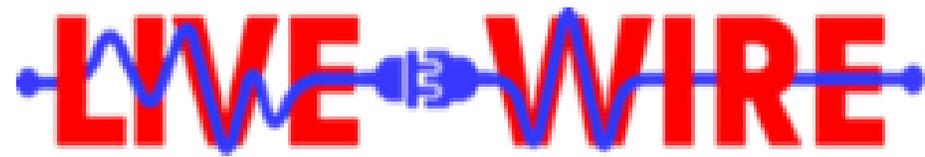
Digital & Data savvy teams

CAPABILITIES ACROSS THE MARKETING VALUE CHAIN



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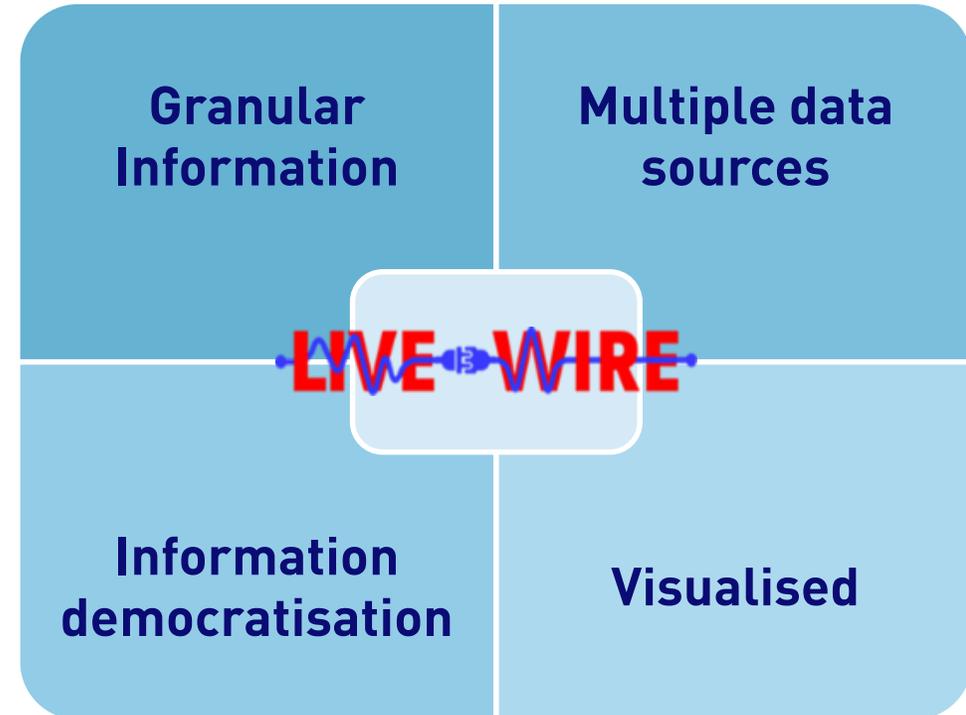


GRANULAR DATA ANALYSIS

LIVEWIRE



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ADVANCED ANALYTICS



Predictive analytics building on Livewire

Democratising Data



Processing



Enabling Decisions



PRICE

ADVERTISING
& PROMOTION

TRADE
SPENDS

How is predictive analytics better?



Analytics methodology

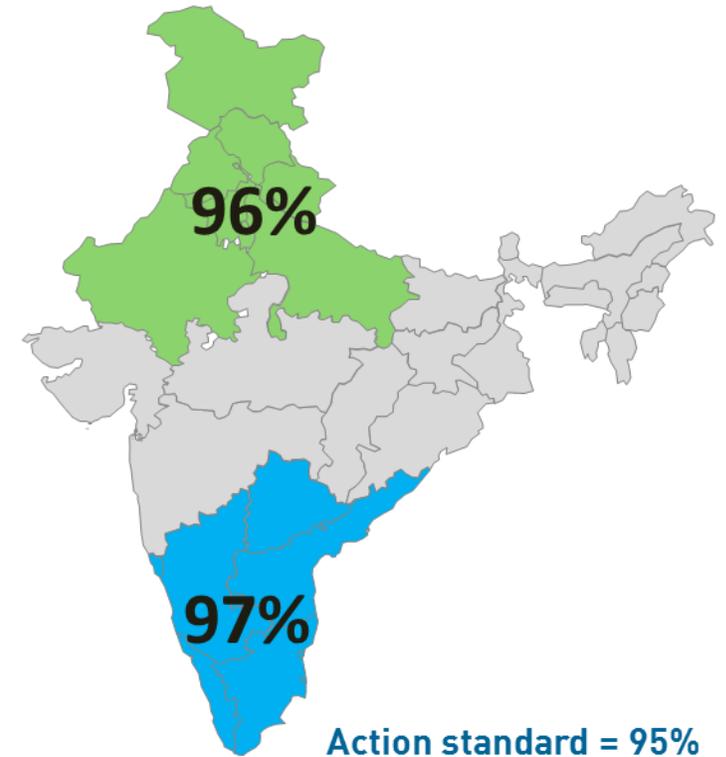


Levers & Variables



De-Averaged Output

Jarvis in Action: Superior Accuracy





ALWAYS 'ON' CONVERSATION

PEOPLE DATA CENTRE (PDC)



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Capabilities built through the PDC

Understanding Consumer Perceptions about Brand	Celebrity Assessment	Understanding Strength and Weaknesses of Brands	Understanding Category
Campaign Analysis	Impact of Macro Economic factors on business		Emerging Consumer Needs
Influencer Identification	Crisis Management	Command Centre	Reasons to use or not use certain product categories
Ecom learnings	Spotting Trends	Competition Tracking	Strategic Understanding

Benefits of using PDC



Half the Time



Half the Cost



Rigorous & Holistic



Double the Impact



CONSUMER JOURNEY



Traditional Market development



Limitations



Cost



Access to
LSM 8+

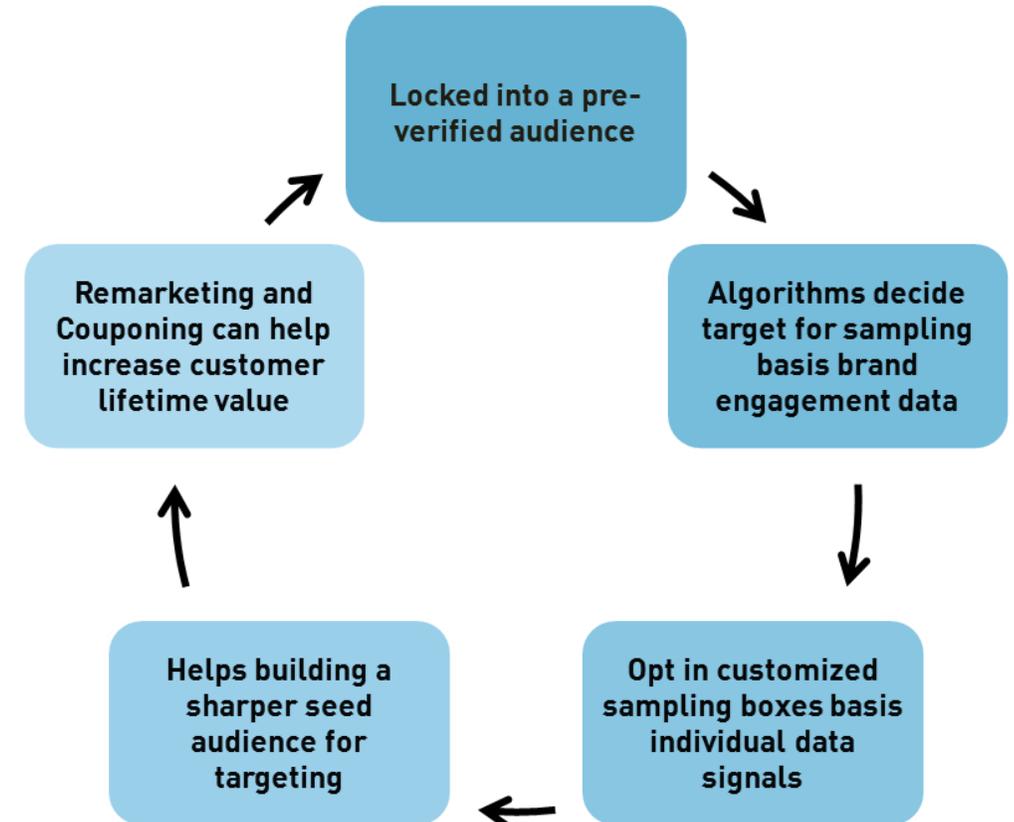


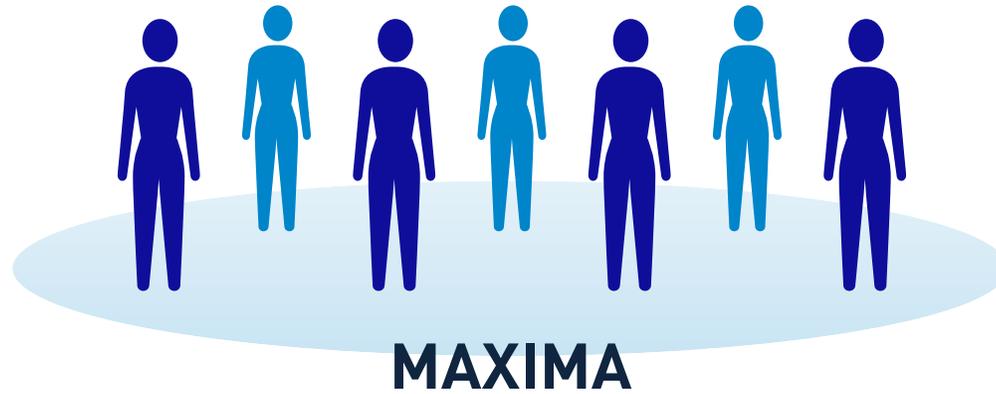
Mass
Targeting



Promoter driven
experience

Smartpick: Led by data driven algorithms





PRECISION TARGETING & DELPOYMENT

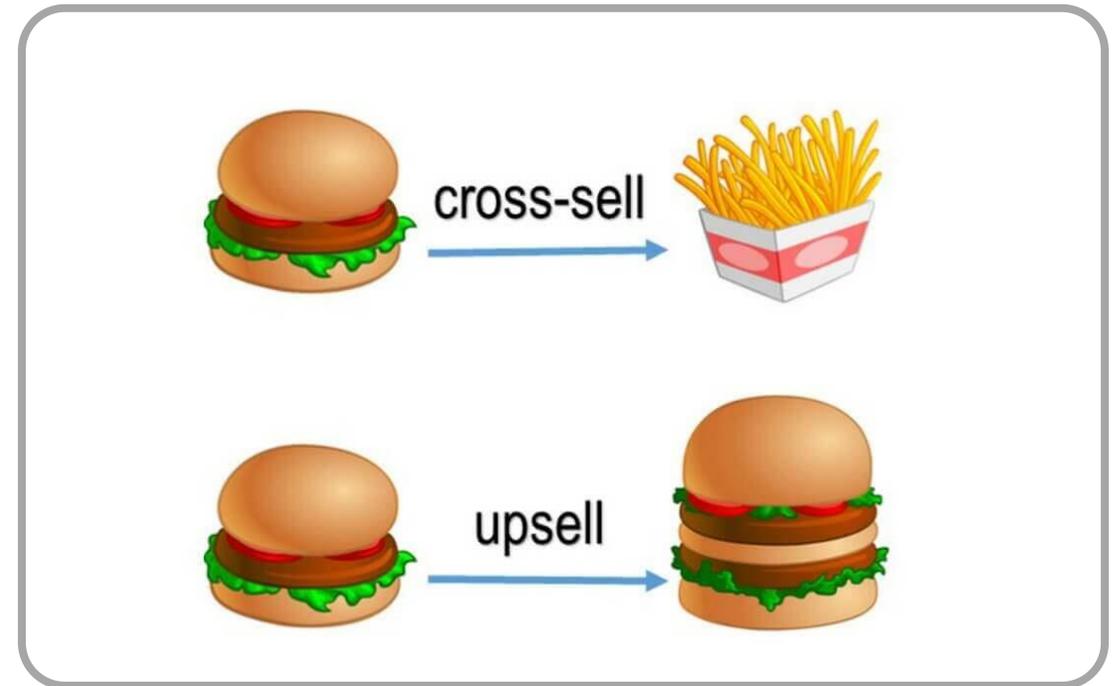


THE RIGHT MESSAGE
AT THE RIGHT TIME
IN THE RIGHT PLACE
TO THE RIGHT PERSON

SHARPER TARGETING



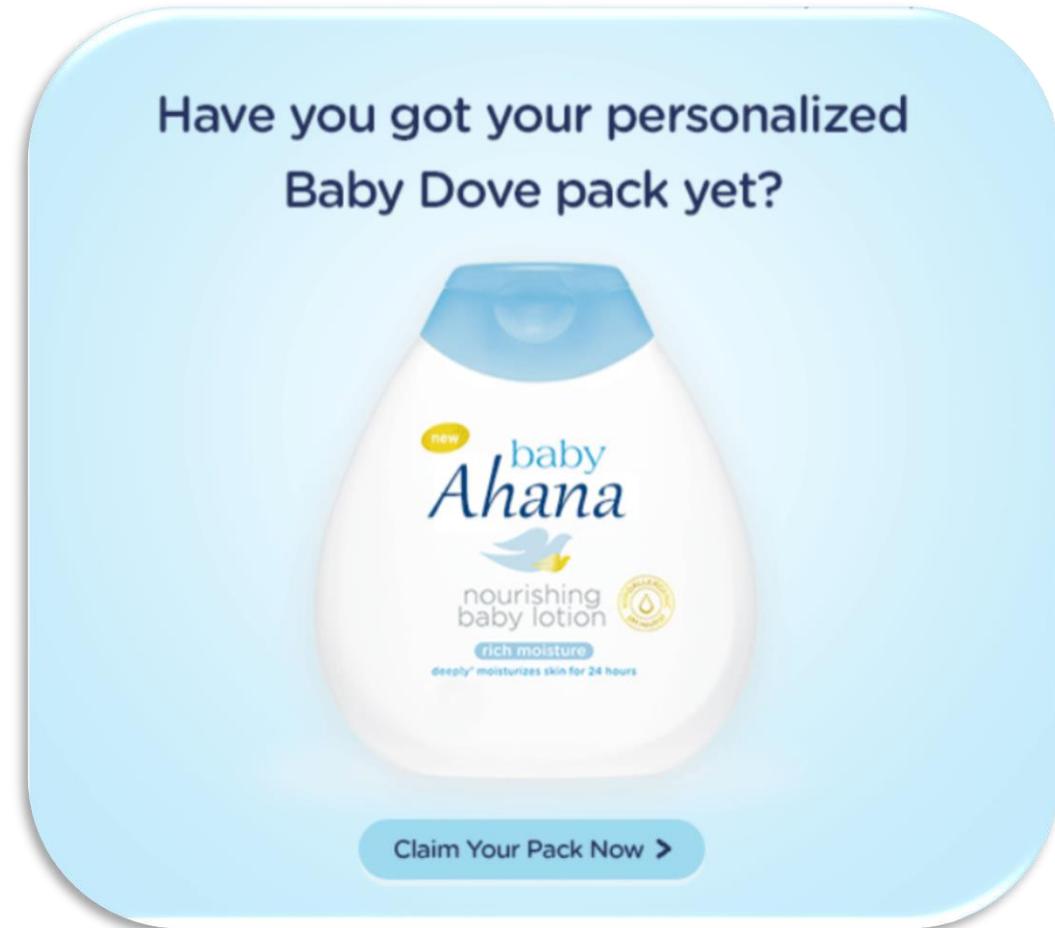
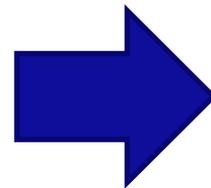
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PERSONALISED PACKAGING



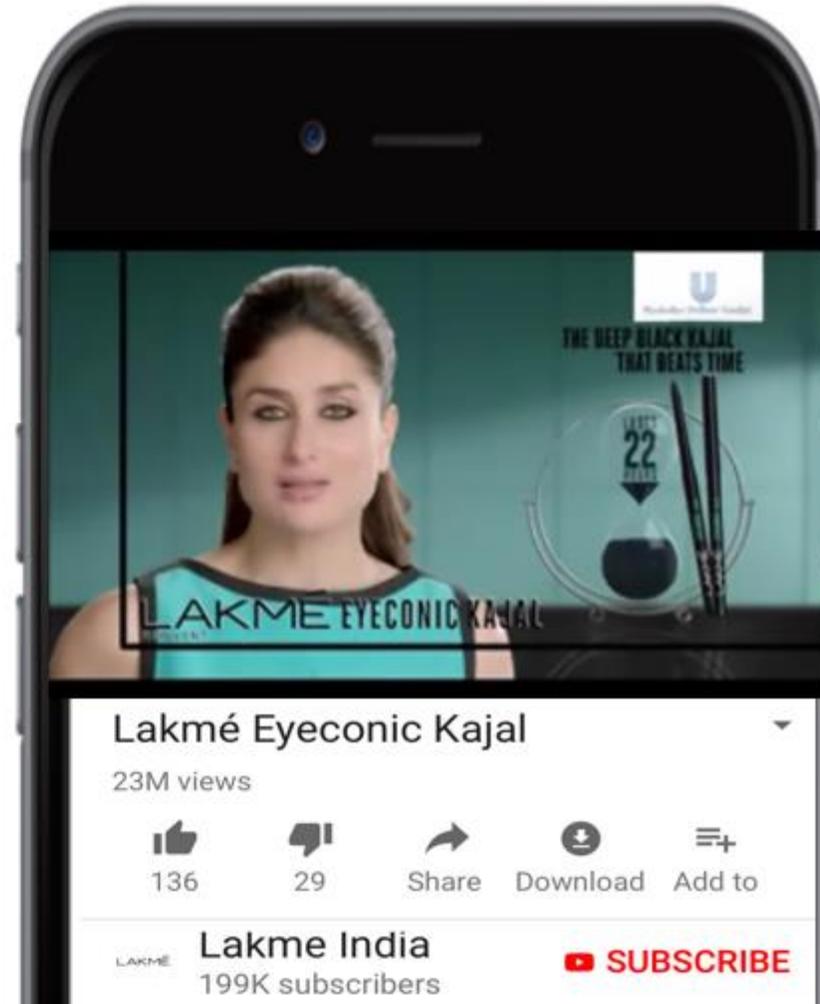
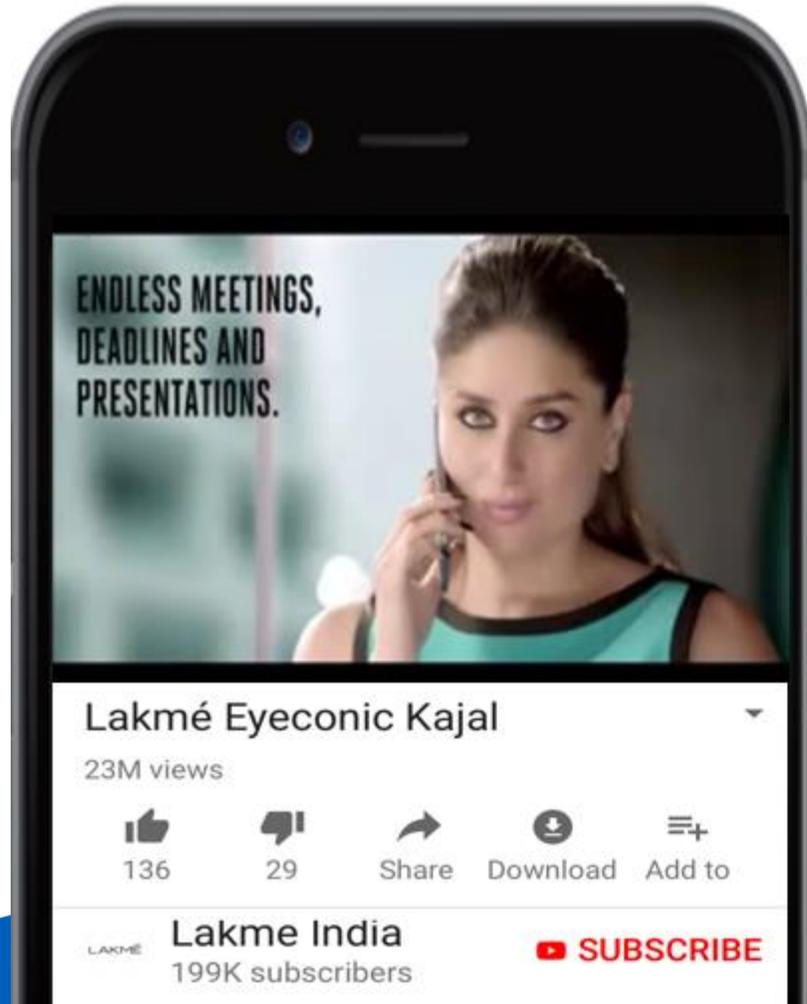
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WHAT CONSUMERS SAW ON THEIR PHONES



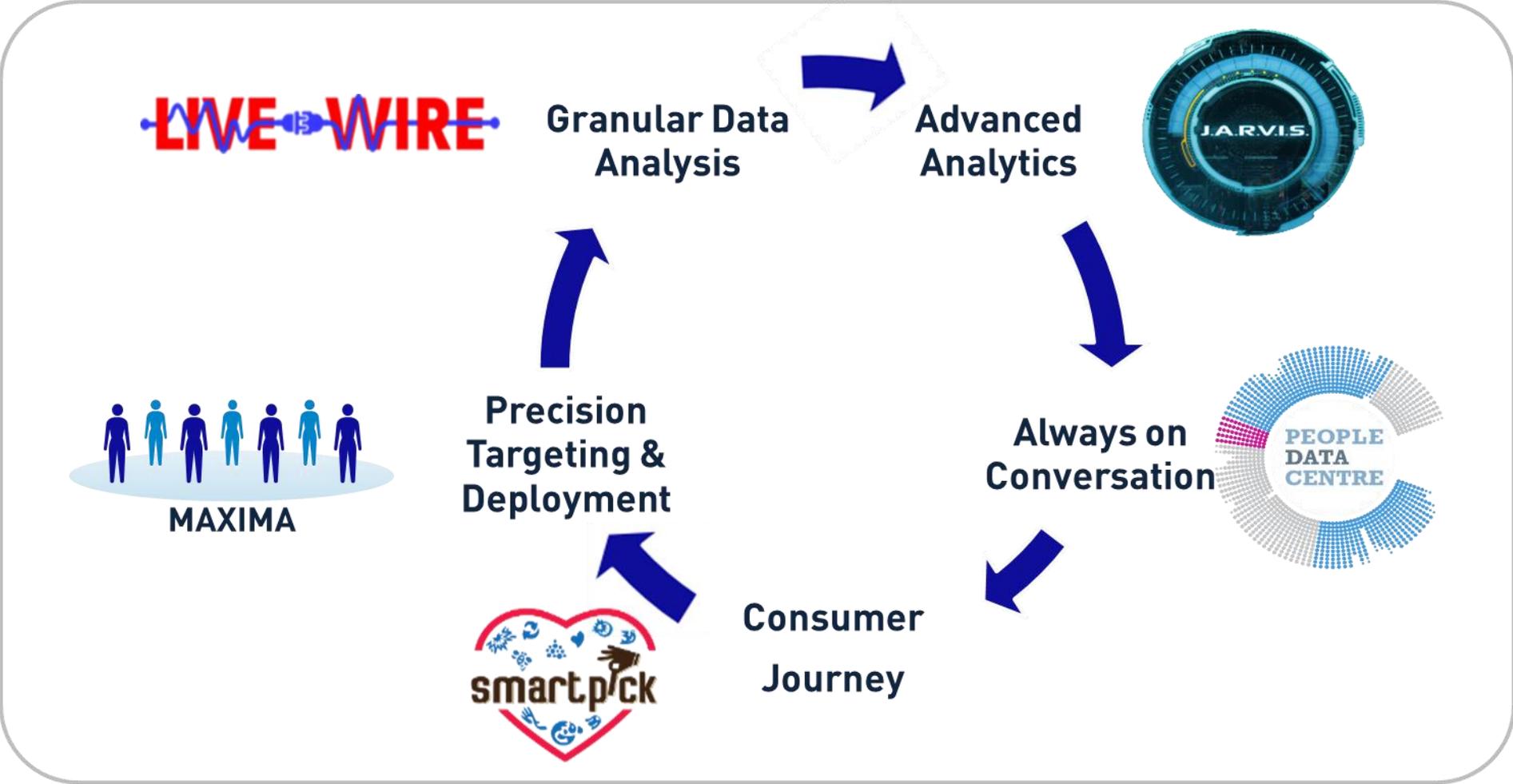
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putting it all
TOGETHER

IN SUMMARY

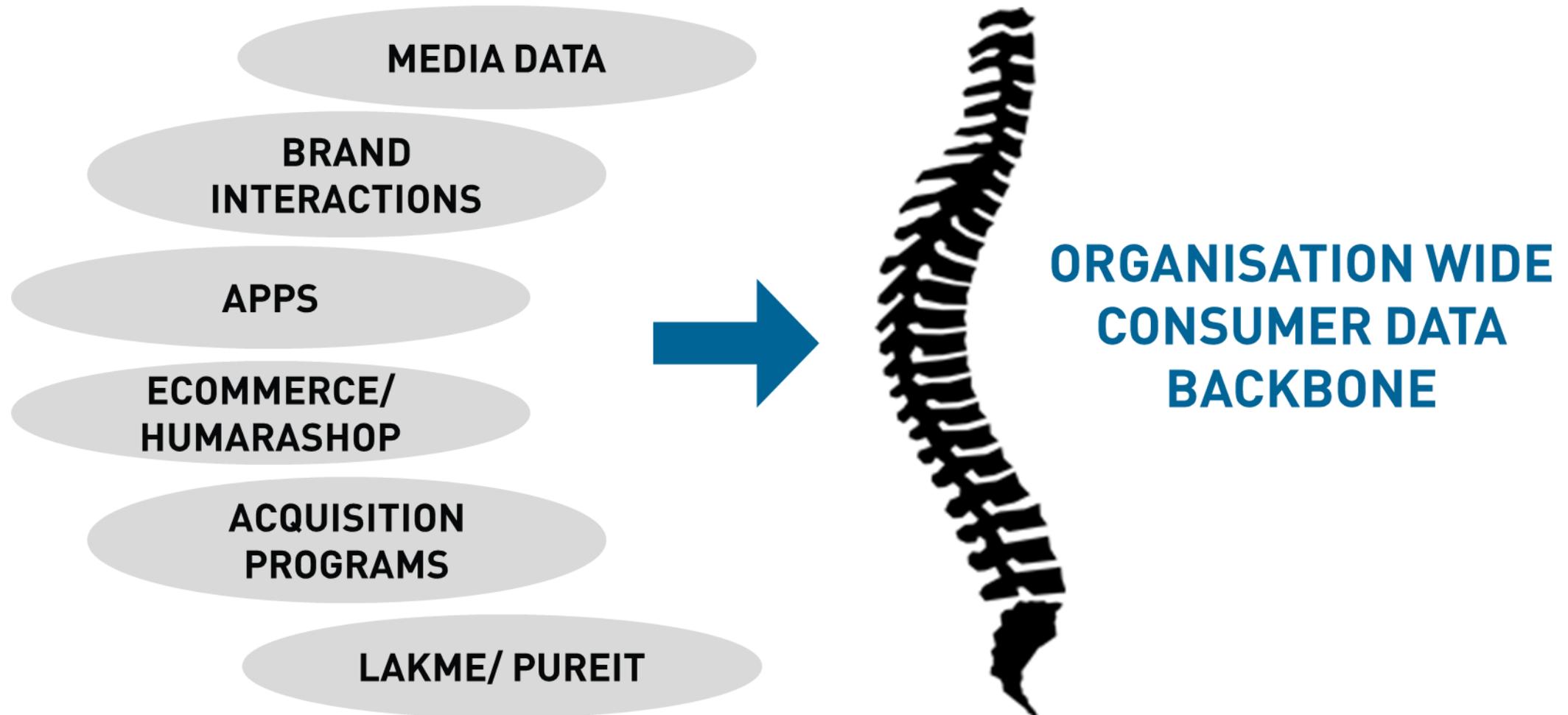


Re-imagining the consumer value chain end-to-end

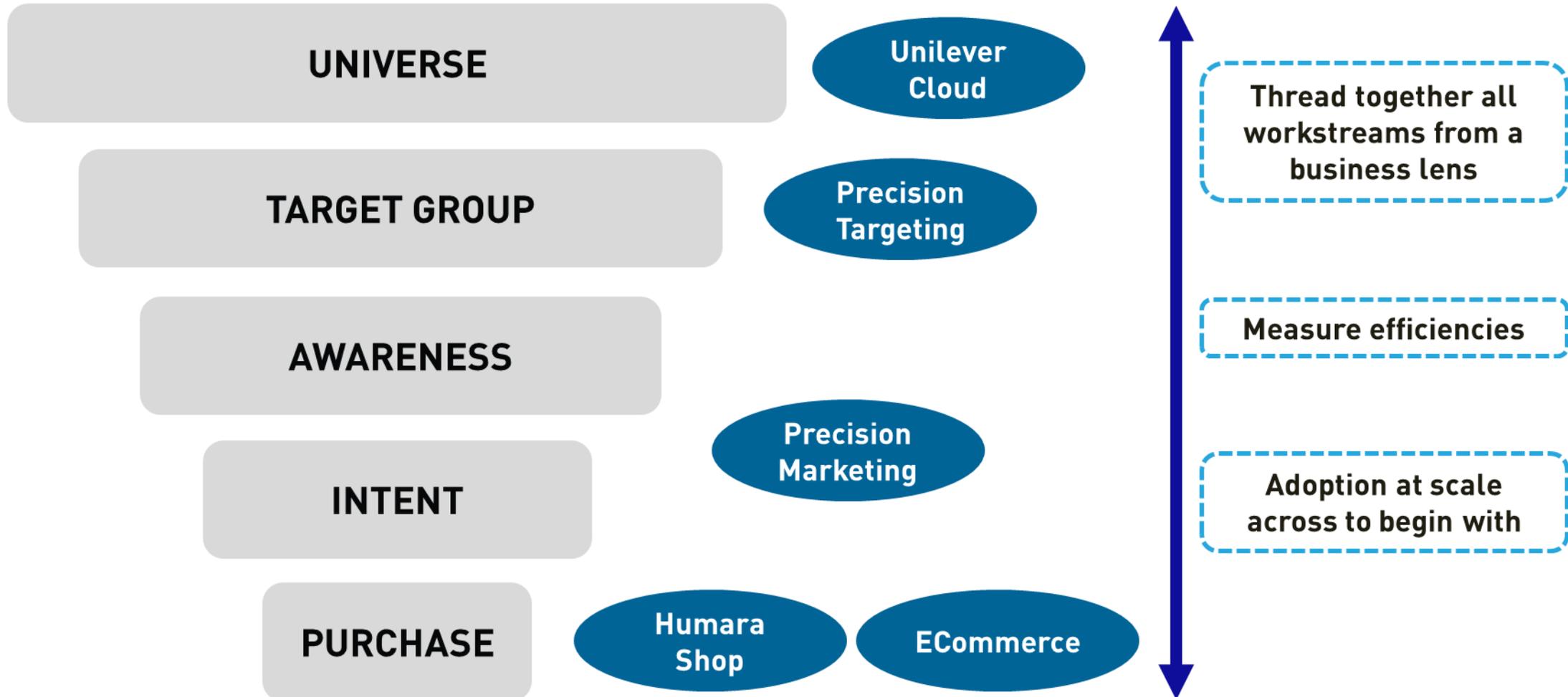
CONSUMER DATA: AN ORGANISATION WIDE CAPABILITY



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AN ORGANISATION WIDE END TO END VIEW



To ***Capture and Use*** Consumer Digital Data Signals to Build

Data Driven Marketing Funnels

that are ***Efficient and Scalable***



**"IT'S NOT THE STRONGEST OF THE SPECIES THAT SURVIVES, NOR THE MOST INTELLIGENT. IT IS THE ONE MOST ADAPTABLE TO CHANGE."
- CHARLES DARWIN**

THANK YOU

For More Information



Hindustan Unilever Limited

VISIT OUR WEBSITE

<http://www.hul.co.in/investorrelations/>

Investor Relations

HUL Annual Investor Meet 2018

HUL's Annual Investor Meet 2018 will be held on 6th June 2018, Wednesday, at the HUL Head Office in Mumbai

> [View more](#)

