

# Home Care

Priya Nair, Executive Director HC  
Annual Investor Meet | 7<sup>th</sup> June 2019



Hindustan Unilever Limited



# FY 2018-19 PERFORMANCE HIGHLIGHTS

## Strong Brands



**4 Brands with  
Turnover > 1000 Crores**

## Net Sales



**Double Digit Turnover  
Growth**

## Operating Margin



**17% Operating margin\*  
~160 Bps#▲**

*\* Segment Margins (EBIT) FY 2018-19 excludes exceptional items*

*# Operating margin improvement in one year (FY'19 Vs. FY'18)*

# STRONG POSITION IN ALL KEY CATEGORIES



**#1**

**Laundry**



**#1**

**Household  
Care**



**#3**

**Water  
Purifiers**

# OUR PURPOSE



Making  
your home  
a better world



Making  
our world  
a better home.

# Home Care



# OUR STRATEGY

## Growth Segments

Premiumization



## Growth Channels

MT

SUPERMARKET



E-Comm



## Building Future Formats & Benefits



## Purposeful Brands



# OUR STRATEGY



Hindustan Unilever Limited

## Growth Segments

### Premiumization



## Growth Channels

MT

SUPERMARKET



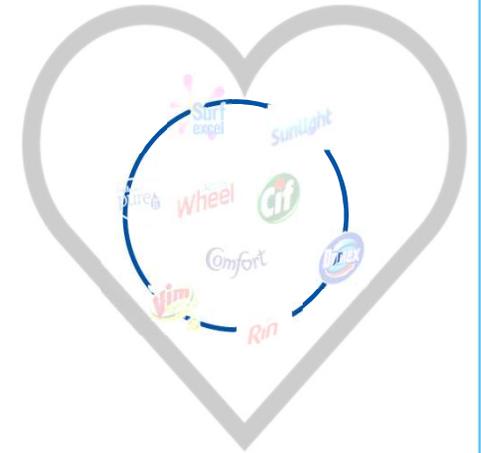
E-Comm



## Building Future Formats & Benefits

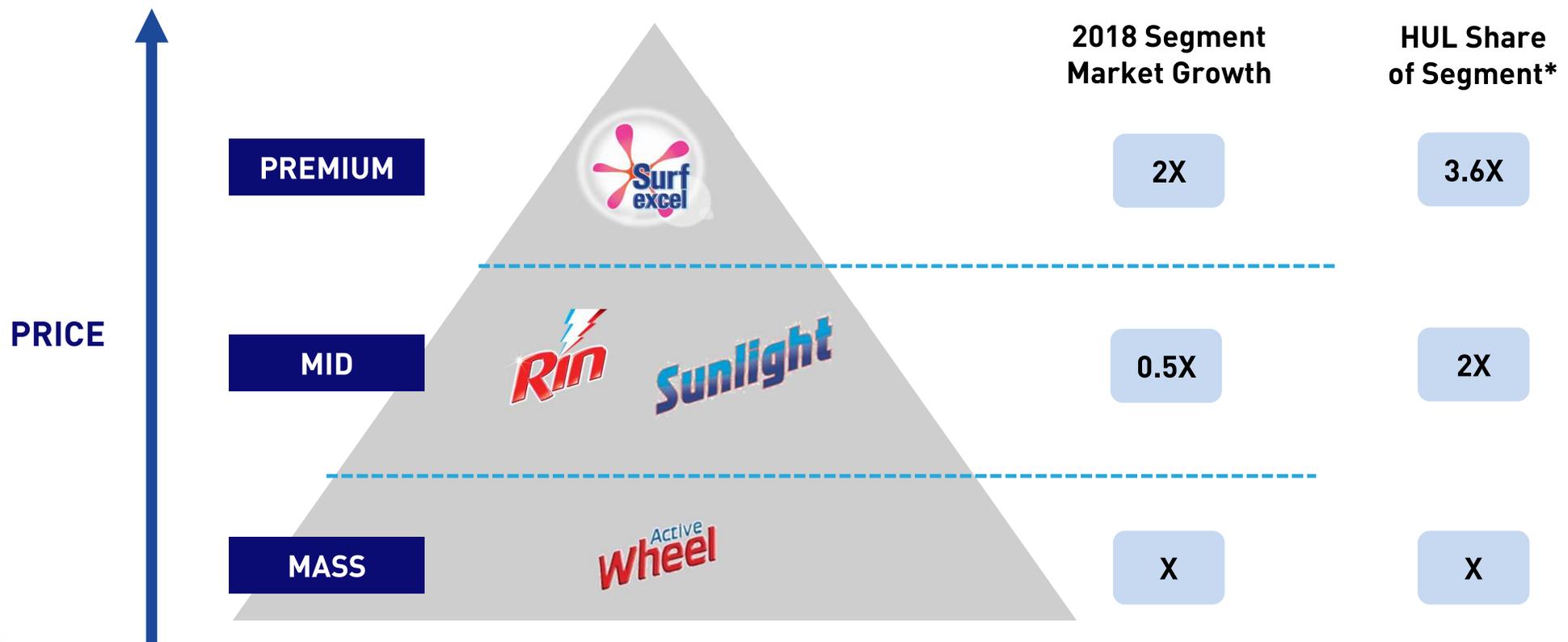


## Purposeful Brands



# PREMIUMIZATION IN LAUNDRY

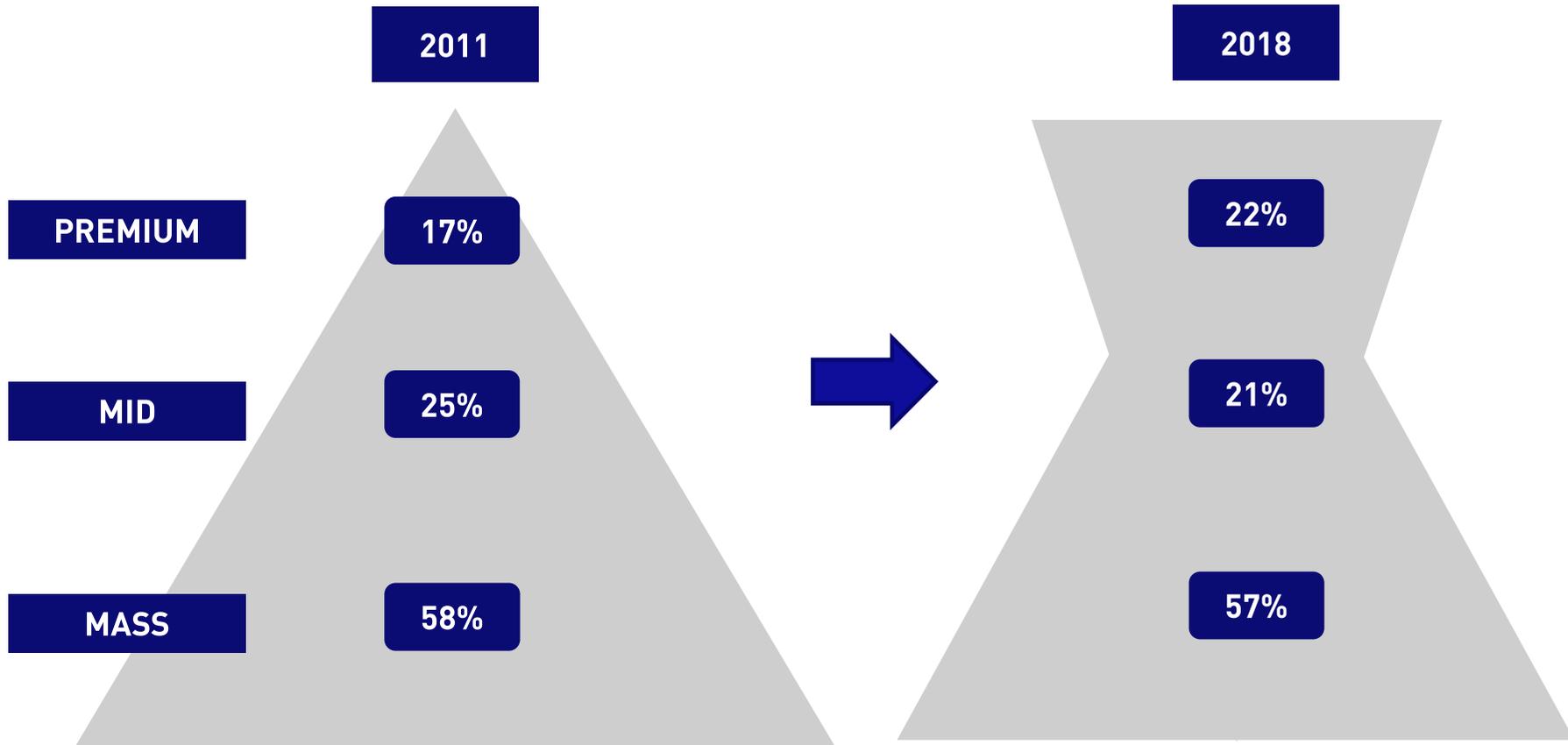
PORTFOLIO GEARED TO DRIVE UPGRADATION



\*Nielsen: MAT April 2019

# PREMIUMIZATION IN LAUNDRY

WE HAVE RESHAPED THE MARKET SIGNIFICANTLY TO PREMIUM



# PREMIUMIZATION MODEL

## Building strong brand equity



Surf excel

Rin

Vim

## Driving access

Rs 5/10 Packs



Surf excel

Rin

Vim

# OUR STRATEGY

## Growth Segments

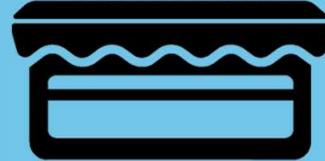
### Premiumization



## Growth Channels

MT

SUPERMARKET



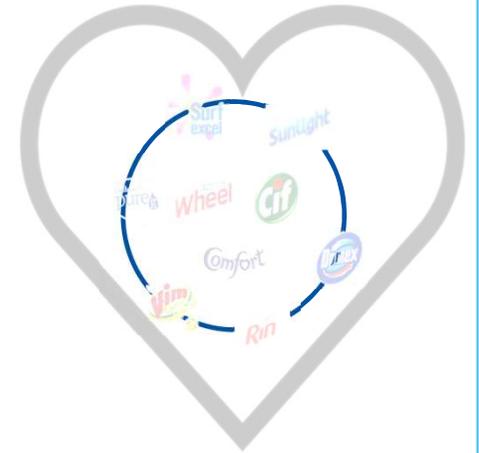
E-Comm



## Building Future Formats & Benefits



## Purposeful Brands



# CHANNELS OF THE FUTURE



Hindustan Unilever Limited

## Over indexed share

1.5X

Modern Trade + E-Commerce  
Share over indexed compared to  
General Trade

## Seed future innovations



Use E-Commerce for new  
innovations

## Win in the online shelf



Point of Sale in E-Commerce provides  
new opportunities

# OUR STRATEGY



Hindustan Unilever Limited

## Growth Segments

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SUPERMARKET



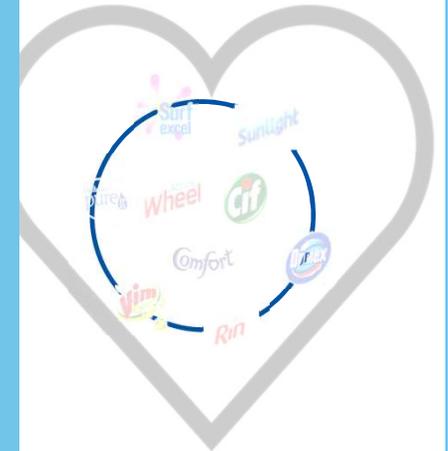
### E-Comm



## Building Future Formats & Benefits



## Purposeful Brands



# DEVELOPING FABRIC SOLUTIONS LIQUIDS



Hindustan Unilever Limited

## Creating a portfolio



## Easy Wash Liquid launch



▶ AV 1: Surf Excel Easy Wash Liquid



# GROWING FABRIC CONDITIONERS THROUGH MARKET DEVELOPMENT

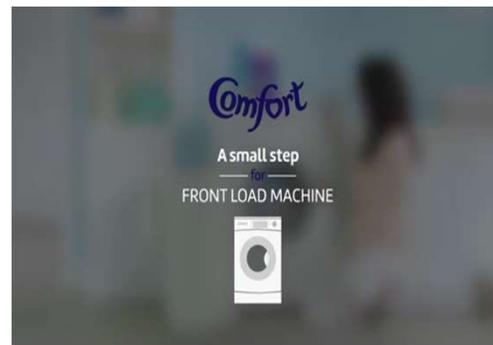


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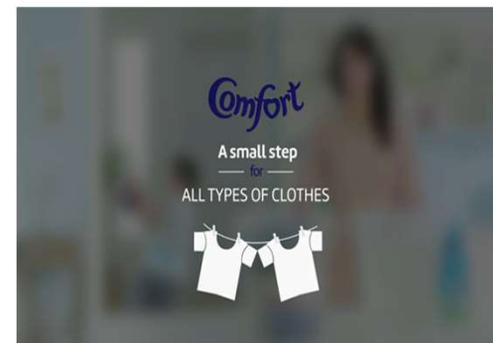
## Strong portfolio



## ▶ AV 2: Comfort



## ▶ AV 3: Comfort



## Home to home and in-store education



# LEVERAGING DIGITAL TO BUILD LIQUID DISHWASH



Hindustan Unilever Limited

## Building reach using digital media



21 Cities

## Precision marketing



No scratches



Removes malodor



AV 4 & 5: Vim Dishwash Liquid Gel



# OFFERING A DIFFERENTIATED BENEFIT TO BUILD TOILET CLEANERS



Hindustan Unilever Limited

## Portfolio

Rim Block



Liquid



Powder



▶ AV 6: Domex Powder



## Proposition

Removes germs that cause malodor

Clean & not smelly



Changing the benefit ladder



# BUILDING PUREIT

Grow portfolio of RO purifiers

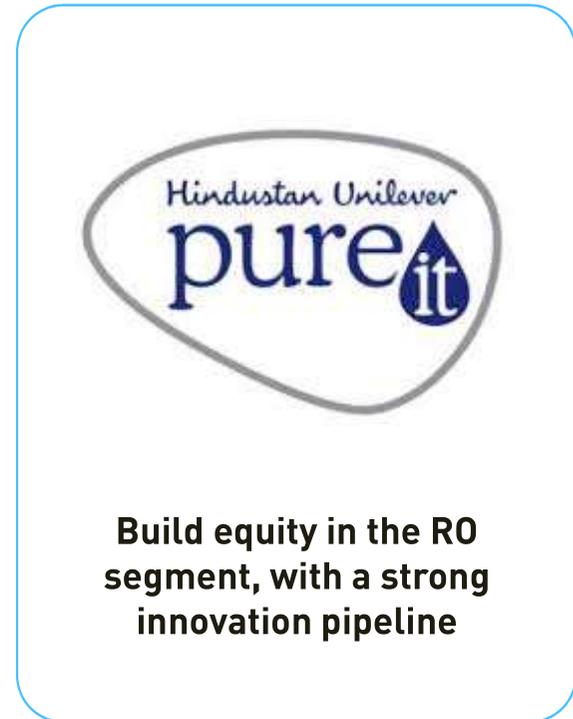


▶ AV 7: Pureit Copper RO



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Build brand equity in RO



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Hindustan Unilever Limited

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## Building Future Formats & Benefits



## Purposeful Brands



# ICONIC PURPOSE-LED BRANDS

NO.1 & NO.2 EQUITY BRANDS IN LAUNDRY, NO.1 BRAND IN HOUSEHOLD CARE\*



Hindustan Unilever Limited

## SURF EXCEL



## RIN



## WHEEL



## VIM



## DOMEX



\*Brand Power Metric from Milward Brown

# SURF EXCEL: HOLI CAMPAIGN



#RANGLAAYESANG



**Becoming a part of popular culture with Holi**  
Festival of colours = Seamless fit with 'Dirt is Good'



**The Big Idea: Our unique take on Holi**  
"If the colours of Holi bring people together, then **DIRT IS GOOD!**"



**Translating into a complete activation package**  
Special Edition Holi packs

▶ AV 8: Surf Excel #RangLaayeSang

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Hindustan Unilever Limited

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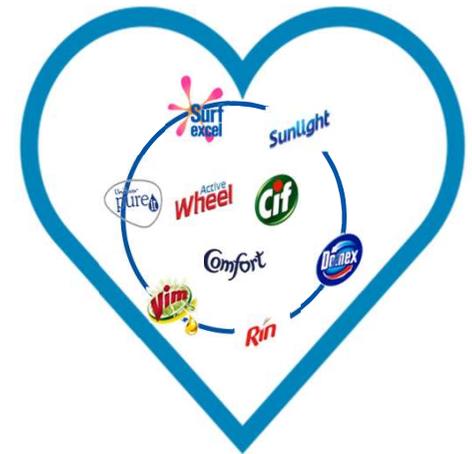
E-Comm



## Building Future Formats & Benefits



## Purposeful Brands



MAKING YOUR HOME A BETTER WORLD | MAKING OUR WORLD A BETTER HOME

