



#ReadyForLife



HOME CARE

2015 HOMECARE PERFORMANCE HIGHLIGHTS
COMPETITIVE, PROFITABLE, SUSTAINABLE GROWTHS



Rs 9600 Cr

Business

30%

Of HUL's Size

**No 1
Position**

In All Key Sub Categories

350 bps

Delta Margin 2012-15

9/10 Indians

Our Consumer Franchise

HOME CARE : SUB CATEGORIES AND BRANDS



FABRIC CLEANSING & CARE



DISHWASH



WATER PURIFICATION



SURFACE CARE



HEMOCARE : KEY THRUSTS



PREMIUMISATION IN LAUNDRY



**SOCIALLY RESPONSIBLE AND
ASPIRATIONAL BRANDS**



**MARKET DEVELOPMENT ON
CATEGORIES OF THE FUTURE**



**MARGIN IMPROVEMENT
IN A VUCA ENVIRONMENT**



PREMIUMISATION IN LAUNDRY

LAUNDRY PORTFOLIO STRADDLES THE PYRAMID

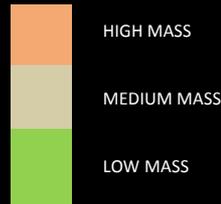
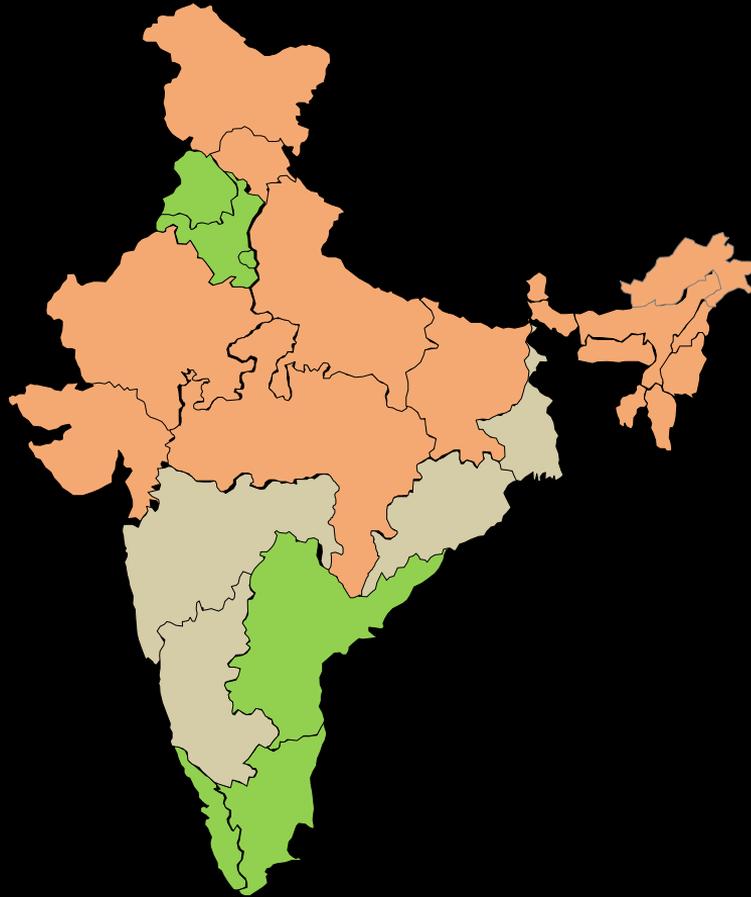


More Benefits



Rising Income

INVESTING TO WIN IN MANY INDIAS



Approximate Representation of Segment and Opportunities



Disproportionate investment behind the right brand in specific geographies leads to differential results

UNLOCKING PREMIUMISATION

MAKING SURF EXCEL MORE RELEVANT



Highest Brand Equity
brand in India

Low Monthly
Penetration

Awareness through Communication



“Outstanding” assets

Access through Distribution



Focus on building
access to Surf Excel

HEMOCARE 2016 : KEY THRUSTS



**SOCIALLY RESPONSIBLE AND
ASPIRATIONAL BRANDS**

BUILDING ENGAGEMENT PLATFORMS



**JOIN RIN CAREER READY ACADEMY,
GIVE A MISSED CALL ON
1800-121-4545.**

**RIN
CAREER READY
ACADEMY**

- English Speaking
- Office Dressing
- Interview Training

TRAINING AND CERTIFICATION
BRITISH COUNCIL

PRIME PARTNER
THE HINDU

Keep Shining

**SURF EXCEL BELIEVES
SHARING HELPS CHILDREN GET
READY FOR LIFE**

**ENCOURAGE
YOUR KIDS TO
SHARE**

Log on to
www.surfexcel.in

MICRO FINANCE INSTITUTIONS

- ESAF** SINCE 1992
- muthoot FINCORP**
- Midland microfin** beyond microfinance
- samasta**
- Fullerton India**



Presents
#ReadyForLife

HEMOCARE 2016 : KEY THRUSTS



**MARKET DEVELOPMENT ON
CATEGORIES OF THE FUTURE**

LEADING POSITIONS IN CATEGORIES OF FUTURE

CRAFTING GREAT BRAND EXPERIENCES



MATIC POWDERS



FABRIC CONDITIONER



LIQUID DETERGENT



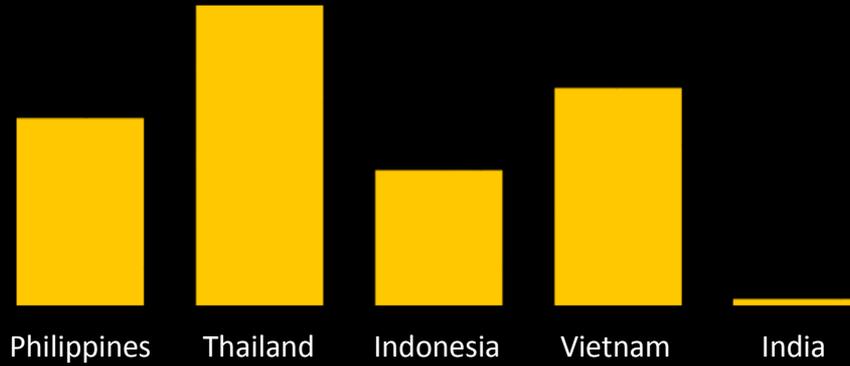
DISHWASH LIQUIDS

FABRIC CONDITIONERS : MASSIVE OPPORTUNITY



Education Based Sampling At Scale

FabCon as % of FabClean (Market)



HOME-TO-HOME

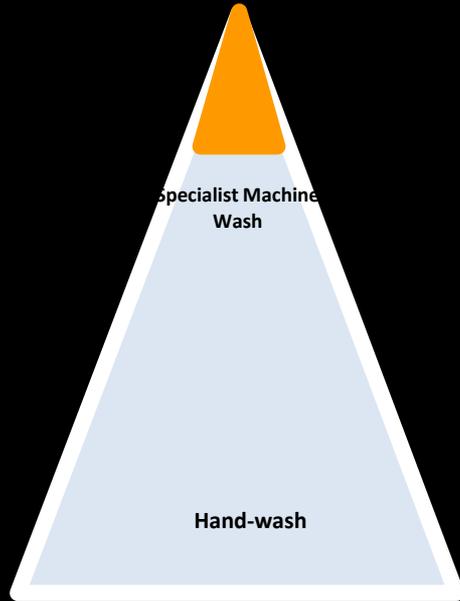
Point of Sale

SURF EXCEL MATIC



CREATING THE CATEGORY OF THE MACHING SPECIALIST

Immense Potential to Upgrade from Premium Powders to machine Specialists



ALL INDIA

17 mn Machine Households –
(21% Urban penetration)

1.5 Mn Matic Households
(9 % penetration)



Home 2 Home



MT POS Promoters

SURF EXCEL MATIC INNOVATION - MATIC LIQUID





SURF EXCEL MATIC LIQUID

100% TOUGH STAIN REMOVAL IN MACHINES



*Based on lab test on red chutney, chocolate pastry stain on polyester fabric.

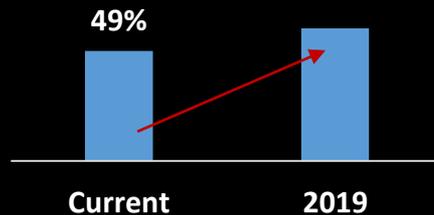
DISH OPPORTUNITY



Rural Category Building



UTC rural penetration



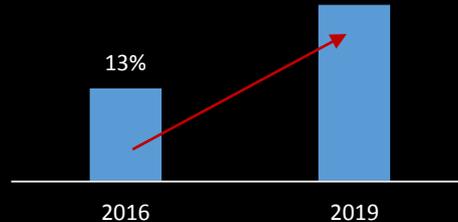
Large group of non-user homes

Liquids Category



Sampling with scale

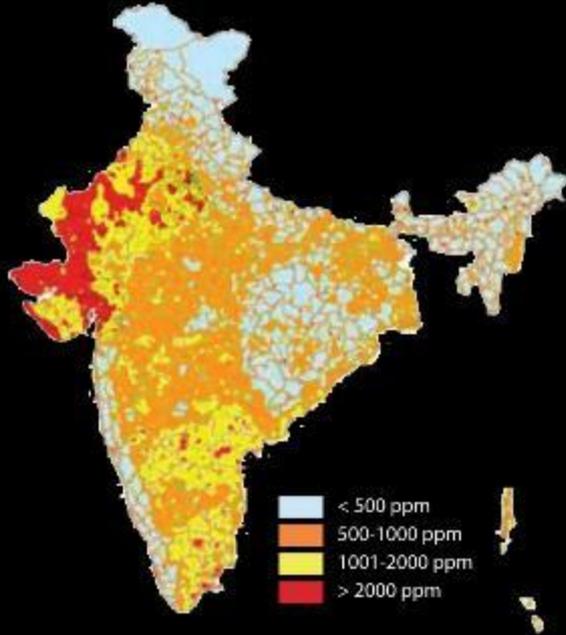
LSM 5+ Liquid HH% AI U



Recommended by Multiple Utensil Manufacturers

PUREIT – A BASIC NEED

WATER QUALITY IN INDIA IS CHANGING



20%

Low Penetration
of Water Purifiers
in India

Falling Ground Water table leading
to sharp increase in Water Saltiness

LEVERAGING PORTFOLIO PLAY



STRONG CORE

Segment Leadership
in Gravity Purifiers



BIGGER & BOLDER PORTFOLIO

Innovations Launched in Premium
& Low Price RO Purifiers

EDUCATING CONSUMERS WITH SCALE

REACHING OUT TO PROSPECTIVE CONSUMERS DIRECTLY



X

Mn Contacts

2014

2.5X

Mn Contacts

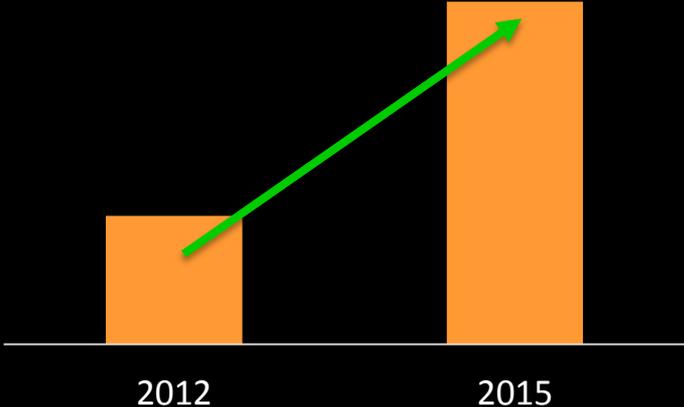
2016

HEMOCARE 2016 : KEY THRUSTS



**MARGIN IMPROVEMENT
IN A VUCA ENVIRONMENT**

350 bps improvement in Margin



DRIVING THE RIGHT MIX



Mix improved y-o-y

Max the mix initiatives – constantly challenging status quo

Build Bridge and Accessible packs



Delist/Price up low-margin packs

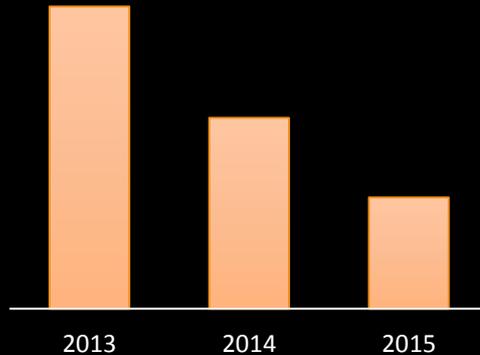


MANAGING VOLATILITY



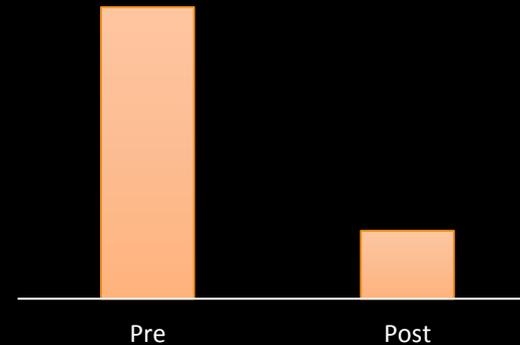
Lower Stock covers

FG Stock - 8% reduction in
DOH



Technology to reduce Lead Time

80% reduction in Network
Lead time



300+ Pricing Networks with average Lead Time **15 days**

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