



31st December, 2021

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.: Clarification on news item appearing in “Media/Publication”

This is with respect to the clarification sought by the Exchanges on the news item captioned as " Maharashtra distributors to stop supply of HUL products from Jan 1".

In this regard, we would like to state that the Company remains committed to ensuring that distributors earn a fair return on their investments and enhancing capabilities in their general trade. We would like to clarify that the Company had no engagements with the All India Consumer Products Distributors Federation thus far. There is no material impact of the news article, and the Company will ensure that supply of its products remains uninterrupted.

Please find below the copy of our response issued in this regard to the media which provides further details:

- General Trade (GT) continues to be our largest channel and our Distributors (Redistribution Stockists) are and will remain our valued partners. We remain fully committed to ensuring that our distributors earn a fair return on their investments and in enhancing capabilities in our GT network. We have taken several actions such as deploying technology for order placements through India’s largest eB2B app, Shikhar and in supporting our Distributors to increase their direct reach. We have also introduced specially tailored programmes with reputed academic Institutions to help them hone their business skills and become future-ready.



- Our arrangements with our Distributor partners are 'not exclusive'. We sell and distribute our products across all channels such as General Trade, Modern Trade, eCom, Cash & Carry B2B etc to make it convenient for our shoppers & consumers to buy our trusted brands. However, based on shopper buying habits, channel structures and cost of operations the assortment offered could be different. As channels evolve, we will continue to take up new initiatives with an objective to help scale up business for our Distributors and to strengthen our distribution.
- HUL has a long-standing relationship with its distributors that is based on trust and mutuality of interest. Our distributors have overwhelmingly conveyed to us that they will rebuff any attempts to create a wedge between the Company and our trusted distributors.

You are requested to take above information on record.

Thanking You.

**Yours faithfully,
For Hindustan Unilever Limited**

DEVOPAM

NARENDRA BAJPAI

Digitally signed by DEVOPAM
NARENDRA BAJPAI
Date: 2021.12.31 12:39:56
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**Dev Bajpai
Executive Director, Legal and Corporate Affairs
and Company Secretary
DIN: 00050516 / FCS No: F3354**