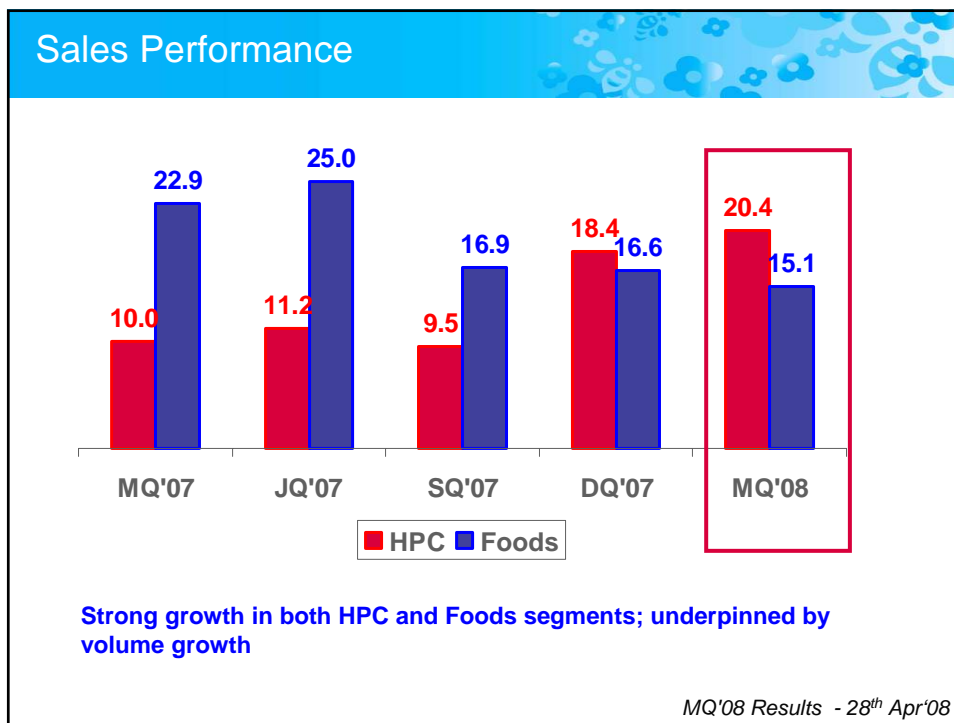
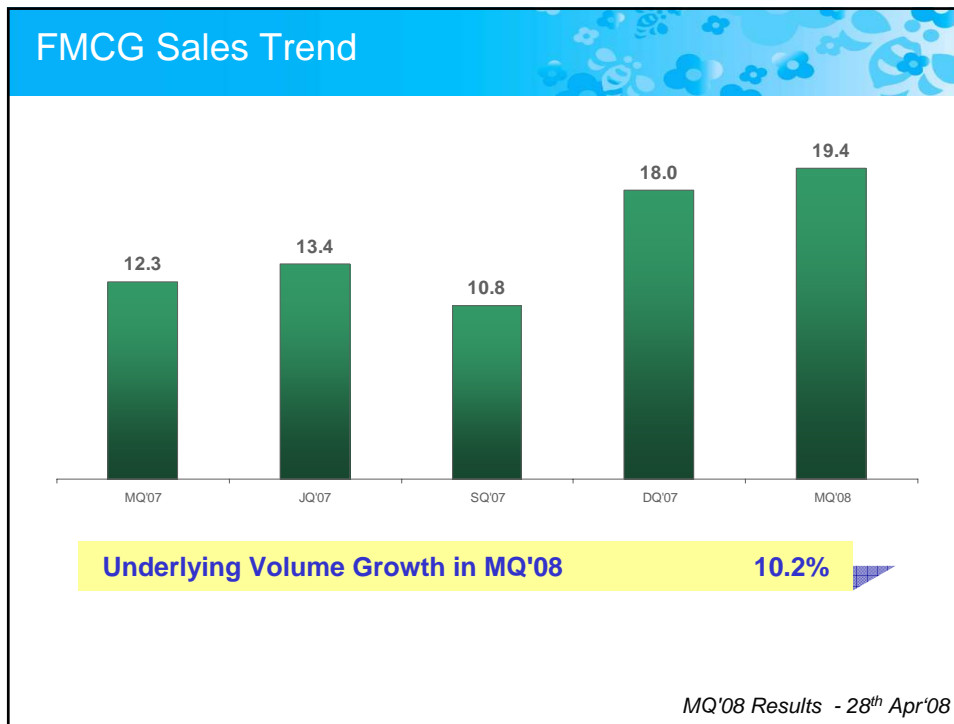




## Results Summary - MQ'08

- Net sales grows 19.1%
- FMCG business grows by 19.4%; HPC +20.4%, Foods +15.1%
- A&P spends up 21.4%
- PBIT grows 22.7%
- PBIT margin improves 30bps to 11.8%
- PAT (bei) grows by 16.5%
- Net Profit down **-3.0%** on account of higher Extraordinary items in base

MQ'08 Results - 28<sup>th</sup> Apr'08



Category Wise Sales growth	
	<u>Growth %<sup>^</sup></u>
	<u>MQ'08</u>
Soaps & Detergents	19.3
Personal Products	22.4
Beverages	15.7
Processed Foods	13.6
Ice Cream	13.7
<b>FMCG</b>	<b>19.4</b>

<sup>^</sup> Excludes Other Segmental Income

MQ'08 Results - 28<sup>th</sup> Apr'08



## HPC – Soaps and Detergents

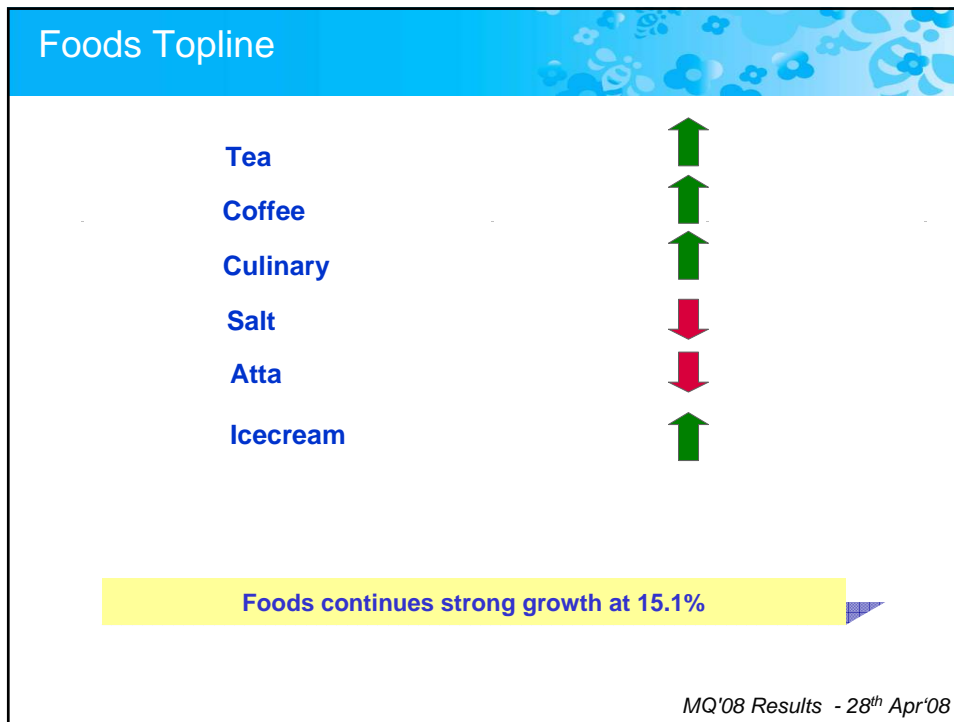
- **Continued Strong double digit growth in Laundry**
  - **Driven by volume and prices across Surf, Rin and Wheel**
  - **Wheel Active Gold launched during the quarter**
  - **Strong market share gains over last year and sequential**
- **Personal Wash grows double digit**
  - **Growth Price Led- Lifebuoy leads overall category growth**
  - **Category shares stable on a sequential basis, though lower than MQ'07**

*MQ'08 Results - 28<sup>th</sup> Apr'08*

## HPC -- Personal Products

- **Strong growth in Shampoo Category driven by volumes across brands**
  - **Sunsilk range relaunched in current quarter**
  - **Category shares decline marginally over MQ'07; Dove range continues to gain share**
- **Skin Category continues strong growth momentum**
  - **FAL and Pond's grow double digits driven by volume**
  - **Ponds Age Miracle range expanded with launch of new variants**
  - **Market Shares drop marginally mainly from Lakme**
- **Oral Category returns to strong growth**
  - **Close Up and Pepsodent both grow well at double digits**
  - **Pepsodent Maha Pack and Decay protection launched in MQ'08;**
  - **Market Shares improve on a sequential basis, but marginally lower over MQ07**

*MQ'08 Results - 28<sup>th</sup> Apr'08*



- ### Foods Performance
- **Tea grows well in double digits**
    - Red Label leads overall category growth with new variant launched in MQ08
    - Category shares improve over last year and sequential
  - **Bru grows strongly in both Instant and Conventional segments, strengthening market leadership**
  - **Culinary division delivers strong growth**
    - Knorr grows well with recent launches gaining momentum
    - Kissan Jams and Ketchup continue to grow well
    - Kissan “Amaze” launched in the current Qtr in the test markets of Karnataka & Tamil Nadu; extended into Andhra Pradesh
  - **Ice cream grows well driven by cabinet expansion and mobile vending**
- MQ'08 Results - 28<sup>th</sup> Apr'08

## Market Share Performance

	MQ '07	DQ '07	MQ '08
Laundry	35.2	37.5	37.9
Personal Wash	55.3	54.3	54.3
Hair	46.9	47.8	46.3
Skin Care (12 month MAT)	54.8	54.5	54.0
Tooth Paste	30.0	29.5	29.8
Tea	21.9	22.7	22.9
Instant Coffee	40.7	44.5	43.6

Market shares - Source: A. C. Nielsen

MQ'08 Results - 28<sup>th</sup> Apr'08

## Exports Topline

**FMCG**

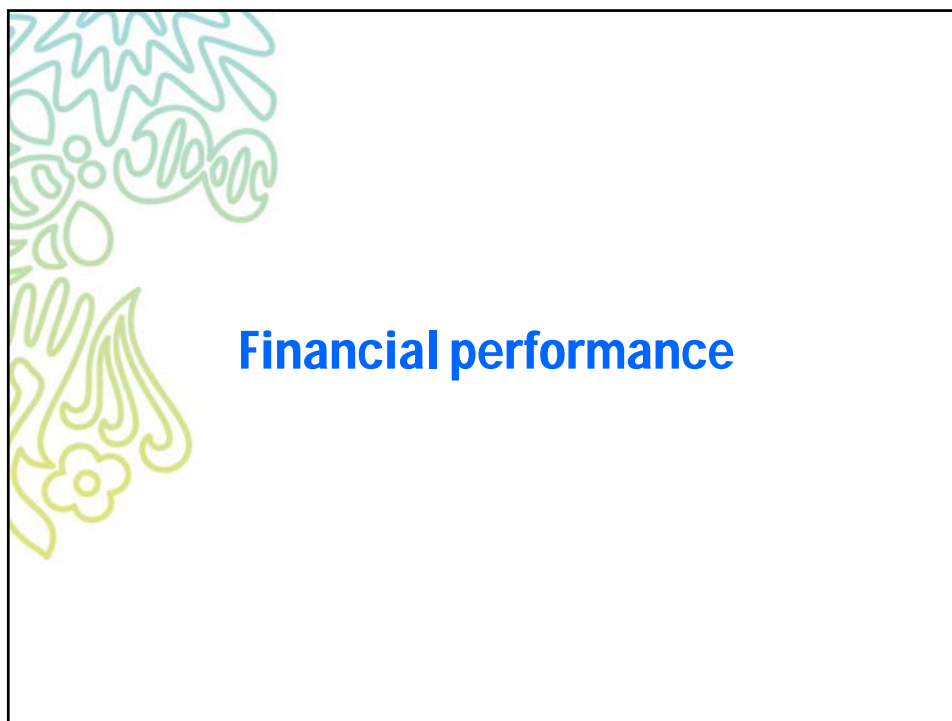


**Specialty (Non-FMCG)**



Exports growth 12.9%

MQ'08 Results - 28<sup>th</sup> Apr'08

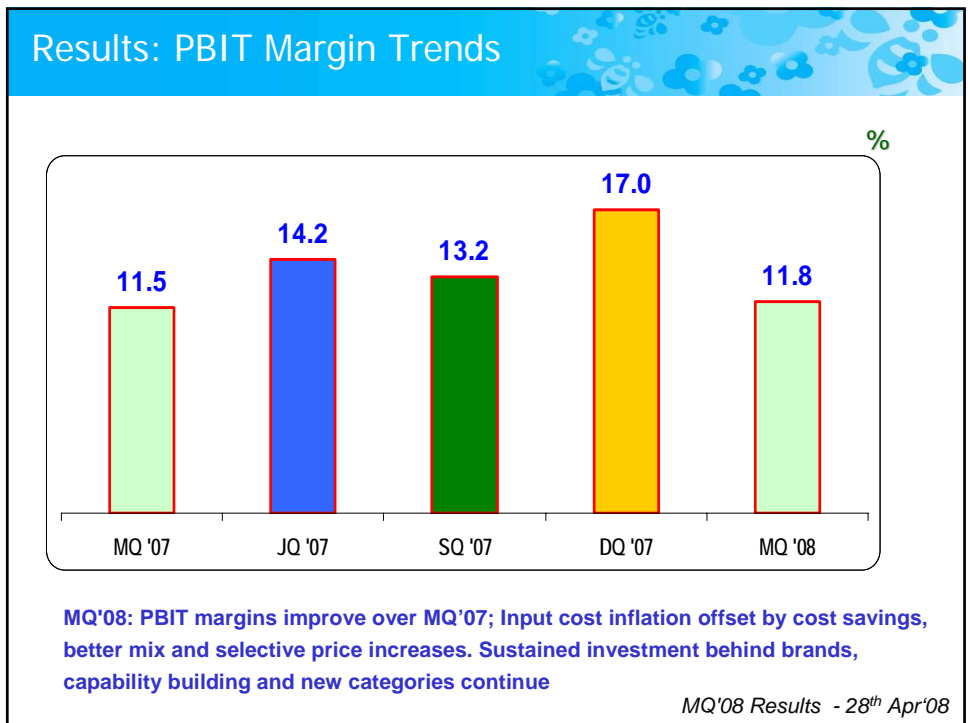
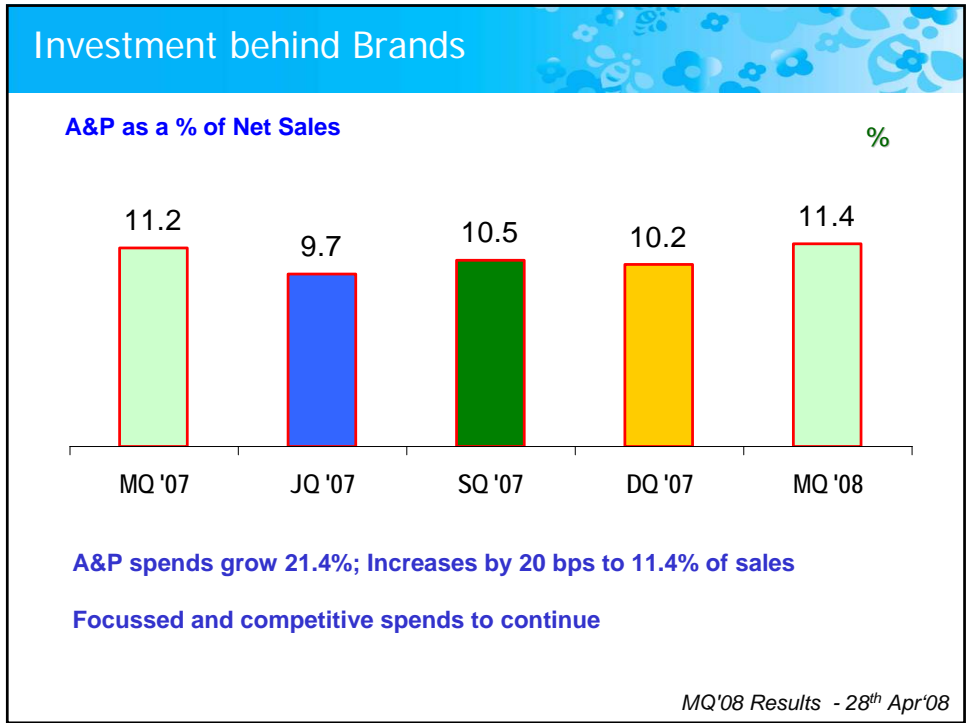


Results			
Rs Crores	MQ'08	MQ'07	Growth%
<b>Net Sales</b>	<b>3794</b>	<b>3184</b>	<b>19.1</b>
<b>Other Operational Income</b>	<b>77</b>	<b>34</b>	<b>126.2</b>
<b>Expenditure</b>	3422	2853	20.0
<b>PBIT</b>	449	366	22.7
Interest Expense/ Income	20	36	(44.1)
Exceptional Items	2.5	2.8	(11.2)
<b>PBT</b>	<b>471</b>	<b>405</b>	<b>16.5</b>
<b>PAT (bei)</b>	<b>381</b>	<b>327</b>	<b>16.5</b>
Extraordinary Items (net of Tax)		66	
<b>Net Profit</b>	<b>381</b>	<b>393</b>	<b>(3.0)</b>

Rs Crores	MQ'08	MQ'07	Growth%
<b>EBITDA</b>	<b>485</b>	<b>399</b>	<b>21.7</b>
<b>PBIT</b>	<b>449</b>	<b>366</b>	<b>22.7</b>
<i>PBIT margin (percentage)</i>	11.8	11.5	

*MQ'08 Results - 28<sup>th</sup> Apr'08*





## Key Innovations/Activations – MQ'08

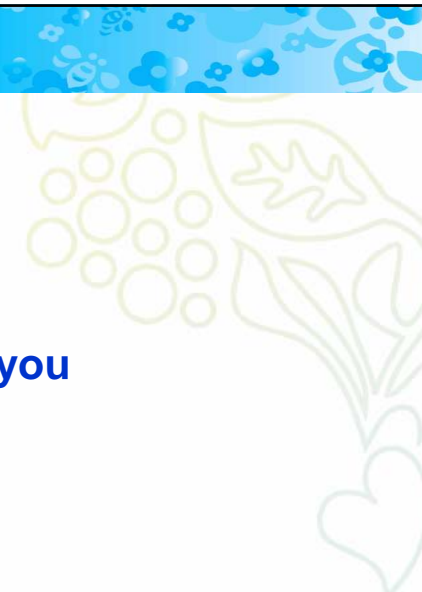
<p style="text-align: center;"><b>Home Care</b></p>  <p style="text-align: center;"><b>Wheel Active Gold, Domex</b></p>	<p style="text-align: center;"><b>Skin Creams</b></p>  <p style="text-align: center;"><b>Ponds Age Miracle re-launch, Lakme Pure Defense launch</b></p>
<p style="text-align: center;"><b>Shampoos</b></p>  <p style="text-align: center;"><b>Sunsilk Relaunch</b></p>	<p style="text-align: center;"><b>Personal Wash</b></p>  <p style="text-align: center;"><b>Lux Provocateur, Lifebuoy Active Fresh</b></p>

*MQ'08 Results - 28<sup>th</sup> Apr'08*

## Key Innovations/Activations – MQ'08

<p style="text-align: center;"><b>Oral</b></p>  <p style="text-align: center;"><b>Pepsodent Maha pack</b></p>	<p style="text-align: center;"><b>Tea</b></p>  <p style="text-align: center;"><b>3 Roses Mind Sharp</b></p> <p style="text-align: center;"><b>CPD</b></p>
 <p style="text-align: center;"><b>Pepsodent Decay Protection</b></p>	 <p style="text-align: center;"><b>Kissan Amaze</b></p>


*MQ'08 Results - 28<sup>th</sup> Apr'08*



**Thank you**


For more information, please visit <http://www.hll.com>

*MQ'08 Results - 28<sup>th</sup> Apr'08*



**HUL Results – MQ '08**

**28<sup>th</sup> Apr 2008**



Hindustan Unilever Limited