

The background features a large, faded watermark of the Hindustan Lever logo, which consists of a stylized 'H' inside a circle with a curved arrow pointing upwards and to the right.

Hindustan Lever Limited

Financial results SQ'04

October, 2004

HLL Results

SQ'04 Highlights

- Volume growth of 6 % in HPC ; Value growth of 2.7 %
- Volume market share gained in hair and laundry
- HPC Advertising spend up 27%
- EBIT declines 30.6% mainly due to continuing price and brand investment
- EBIT margins improve by 100 bps over JQ'04

October, 2004

HLL Results

JQ Vs SQ 2004

JQ'04 Growth%		SQ'04 Growth%
(4.8)	Sales (Reported)	(3.3)
(34.6)	Operating EBIT	(30.6)
12.9%	Op.EBIT Margin	13.9%
(42.6)	PBT	(31.7)
(43.1)	PAT (bei)	(30.8)
(45.8)	Net Profit	(26.8)

October, 2004

JQ'04	% Growth	SQ'04
(4.8)	Sales (Reported)	(3.3)
(2.9)	Discontinued Business	(2.1)
(1.9)	Continuing Sales	(1.2)

HLL Profits SQ 2004

Rs Cr	SQ'04	SQ'03	Decline%
EBIT	335	483	-30.6%

- EBIT decline (148)
 - Pricing in Laundry and Shampoo (62)
 - Additional A&P in HPC (34)
 - PW Mix (16)
 - Higher Foods Losses (18)
 - Others (8)

October, 2004

SQ 2004 HLL Results

Rs Crores	SQ'04	SQ'03	Growth%
Reported Sales	2401	2483	(3.3)
PBIT	335	483	(30.6)
Financial Income	59	76	(21.5)
Interest Paid	(34)	(31)	9.0
PBT	360	527	(31.7)
PAT	282	408	(30.8)
Exceptional Items	42 ²	35 ¹	19.3
Net Profit	324	443	(26.8)

1 - Includes profit on disposal of Edible Oils business

2 - Profit on Disposal of Bangalore land Rs 72 cr Less : Restructuring costs at GRF, Yavatmal and Tundla)

October, 2004

SQ 2004
Sales Growth

Continuing
(1.2%)

FMCG
(0.3%)

Exports
+2.6%

Others
(38.6%)

HPC
+2.7%

Foods
(12.1%)

October, 2004

Volume Market Shares

HPC

	MQ'04	JQ'04	SQ'04
Personal Wash	58.9	57.7	57.1
Fabric Wash	24.9	25.3	25.5
<i>Washing Powders</i>	27.8	28.9	29.5
<i>Bars</i>	28.8	28.2	28.1
Tooth Paste	28.4	28.3	28.1
Shampoo	48.9	49.4	51.7
Skin	60.5	62.3	61.4

October, 2004

Value Market Shares

HPC

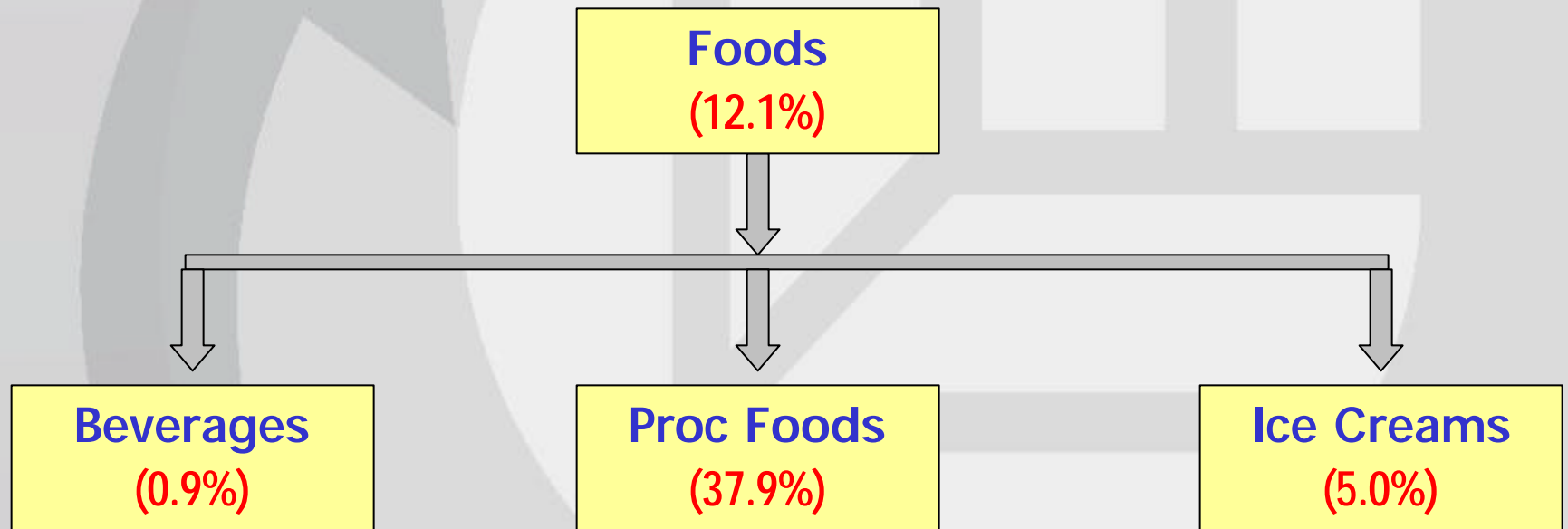
	MQ'04	JQ'04	SQ'04
Personal Wash	58.5	57.2	56.5
Fabric Wash	37.6	38.0	37.7
<i>Washing Powders</i>	<i>37.3</i>	<i>37.7</i>	<i>38.0</i>
<i>Bars</i>	<i>42.5</i>	<i>42.3</i>	<i>41.3</i>
Tooth Paste	32.5	32.9	32.9
Shampoo	51.4	49.8	48.9
Skin	59.2	60.0	60.0

October, 2004

HPC Topline Performance

JQ'04			SQ'04	
<u>Volume</u>	<u>Value</u>		<u>Volume</u>	<u>Value</u>
↑	↓	HPC	↑	↑
↓	↑	Personal Wash	=	↑
↑	↓	Laundry	↑	↑
↓	=	Dishwash	↑	↑
↑	↑	Shampoos	↑	↑
↑	=	Toothpaste	↑	↑
↑	↑	Skin	↑	↑
↑	↑	Color Cosmetics	↑	↑

SQ 2004
Sales Growth



October, 2004

Value Market Shares

Foods

	MQ'04	JQ'04	SQ'04
Packet Tea	29.0	29.6	29.3
BrookeBond	24.9	26.2	26.5
Instant Coffee	35.1	39.4	40.4
Branded Salt	15.4	15.2	16.1
Jams	78.8	78.7	79.5
Ketchup	29.0	27.8	29.9

October, 2004

Foods Topline Performance

JQ'04			SQ'04	
<u>Volume</u>	<u>Value</u>		<u>Volume</u>	<u>Value</u>
↓	↓	Foods	↓	↓
↑	↑	<i>Tea - Brooke Bond</i>	↑	↑
↓	↓	Tea - Total	↓	↓
↓	=	Coffee	↑	↑
↓	↓	Processed Foods	↓	↓
=	↓	Ice-cream	↓	↓