



Hindustan Lever Limited

Financial results MQ'05

April, 2005

HPC Topline Performance

DQ'04			MQ'05	
<u>Volume</u>	<u>Value</u>		<u>Volume</u>	<u>Value</u>
↑	↑	Laundry	↑	↑
↑	↓	Shampoos	↑	↑
↓	↑	Personal Wash	↑	↑
↑	↑	Skin	↑	↑
↓	↓	Toothpaste	↑	↑
↑	↑	Dishwash	↑	↑

Foods Topline Performance

DQ'04		MQ'05
<u>Value</u>		<u>Value</u>
↑	Tea - Brooke Bond	↑
↑	Tea - Total	↑
↑	Coffee	↓
↓	Processed Foods	↓
↓	Ice-cream	↑

- Continuing sales grow by a robust 6.9%
- Led by a 9.6% growth in HPC; volume growth 6.6%
- Laundry volume (10%) and value (13%) growth accelerate
- Shampoo volume and value growth in excess of 20%
- Brookebond grows(5%) and gains market share for the 5th successive quarter
- Ketchups, Jams & Soups grow strongly
- Underlying EBIT declines 19 % due to brand investments and input cost increases not neutralized in this quarter

HLL Sales

Rs Crores	MQ'05	MQ'04	Growth%
Domestic FMCG - Cont	2114	1975	7.1
HPC	1724	1573	9.6
Total Foods - Cont	390	402	(3.0)
Exports	342	304	12.7
Others	50	67	(25.3)
Continuing Business	2506	2345	6.9
Net Sales	2506	2353	6.5

April, 2005

HLL Segment Revenue

Rs Crores	MQ'05	MQ'04	+ / (-)%
S&D	1137	1032	10.2
PP	603	553	8.9
Beverages	302	303	(0.2)
Processed Foods	67	80	(15.3)
Ice Creams	20	20	1.4
Exports	342	304	12.7
Others	70	93	(24.6)

HLL Profits MQ 2005

Rs Cr	MQ'05	MQ'04	Decline%
EBIT	263	359	-26.8%

- EBIT decline (excl one-off in MQ 04 - Rs 34 cr) (62)
- Sales growth 31
- Margin impact due to cost increases not fully neutralized in the quarter (69)
- Investments in new ventures (11)
- Mix impact in exports (6)

MQ 2005 HLL Results

Rs Crores	MQ'05	MQ'04	Growth%
EBIT	263	359	(26.8)
<i>- Underlying* EBIT</i>	<i>263</i>	<i>325</i>	<i>(19.2)</i>
Financial Income (Net)	20	41	(51.9)
Int on Bonus Debentures	0	(30)	
PBT	283	370	(23.7)
Provision for Taxation	(61)	(83)	
Adj of previous periods	37	16	
PAT	259	303	(14.6)
Exceptional Items	(8)	(8)	
Net Profit	250	295	(15.1)

* Underlying basis : Net of one -off credit in base

April, 2005

MQ 2005

HLL Segment Results

Rs Crores	MQ'05	MQ'04	+ / (-) %
Soaps & Detergents*	130.1	180.8	(28.1)
Personal Products*	144.4	168.6	(14.4)
Beverages	63.4	60.5	4.8
Processed Foods	(2.1)	(7.0)	70.7
Ice Creams	(3.1)	(3.2)	3.1
Exports	6.0	11.8	(49.0)
Others	(2.8)	(10.1)	72.7

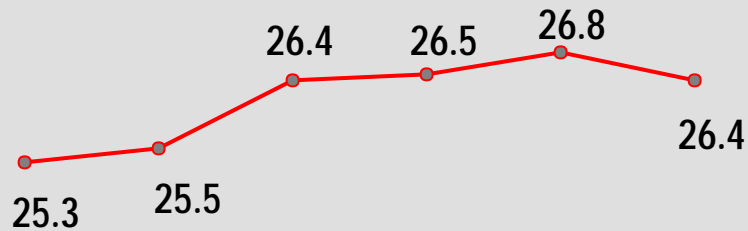
* Underlying basis : Net of one -off credit in base - Rs 27 cr in Soaps & Detergents and Rs 7 cr in Personal Products

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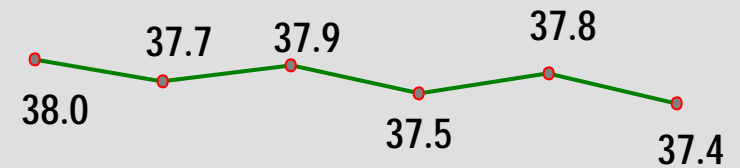
Competitive context

Market shares - Laundry

Volume Shares



Value Shares

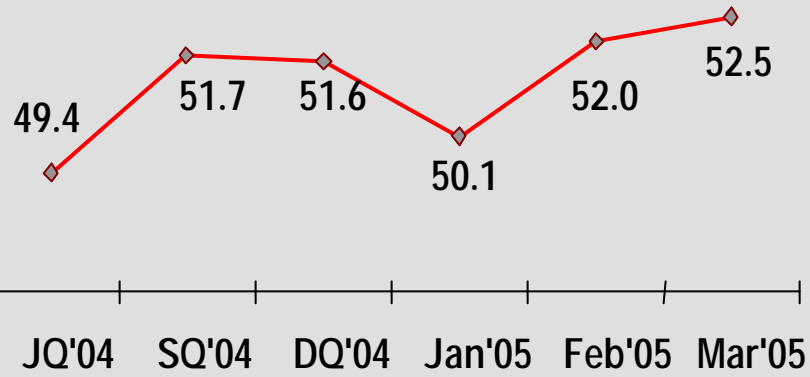


Shares held

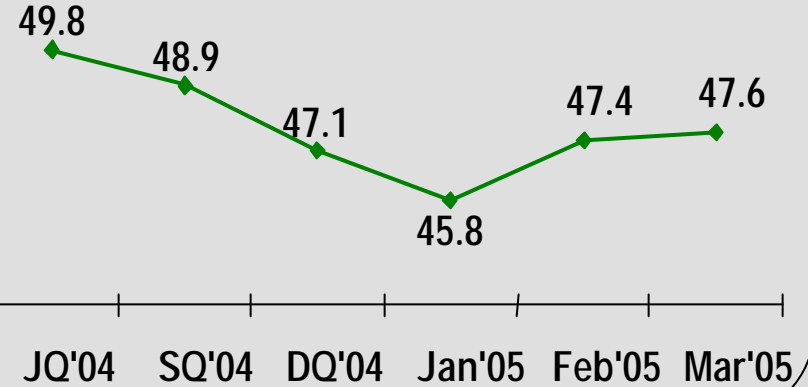
Competitive context

Market shares - Shampoo

Volume Shares



Value Shares



Gains during the quarter