



Hindustan Unilever Limited

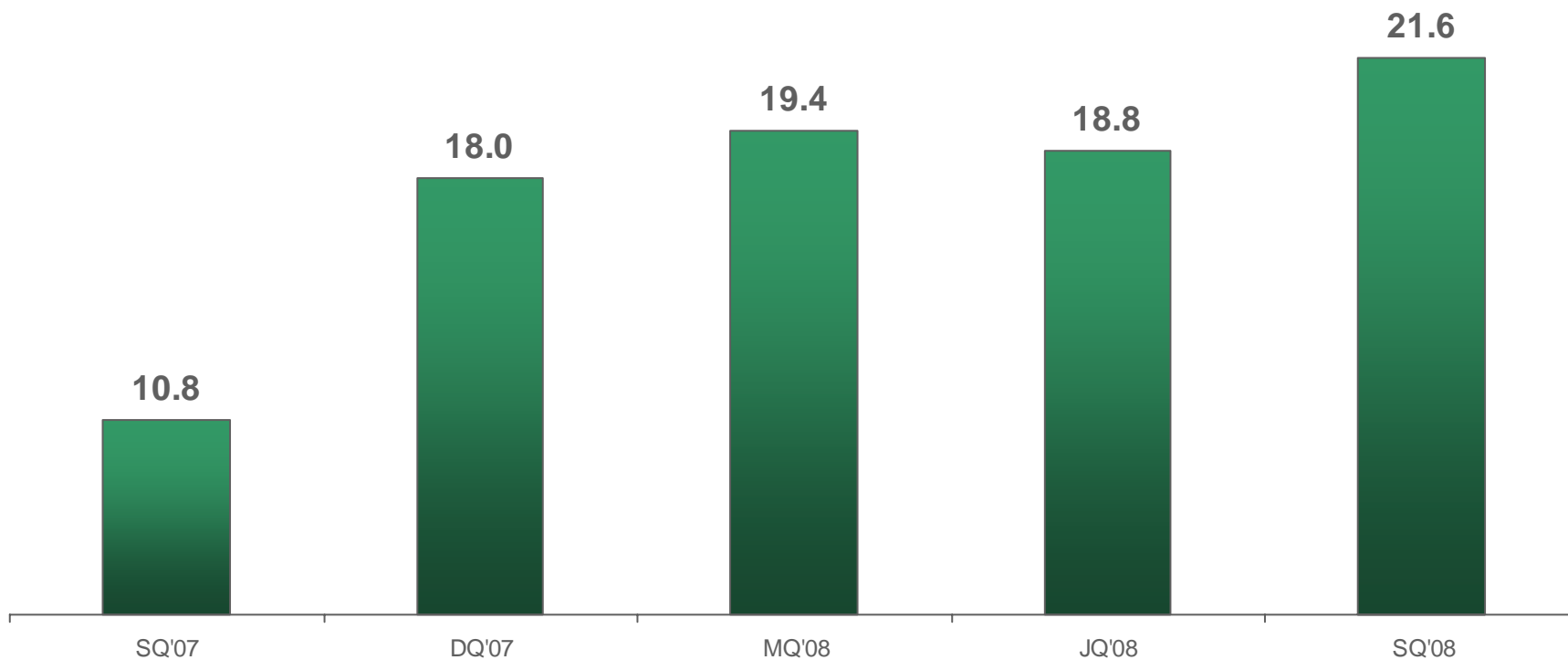
Results – SQ '08

24th October 2008

Results Summary - SQ'08

- Net sales grow 19.7%
- FMCG business grows by 21.6%, ahead of aggregate market growth
 - HPC +22.5%, Foods +17.5%
 - Volume growth of 6.8%
- A&P spends up 14.0%
- PBIT grows 16.9%
- PBIT margin 30 bps lower at 12.9% due to commodity cost inflation
- Net Profit grows by 34.0%, ahead of PBIT, on account of income from sale of properties

FMCG Sales Trend

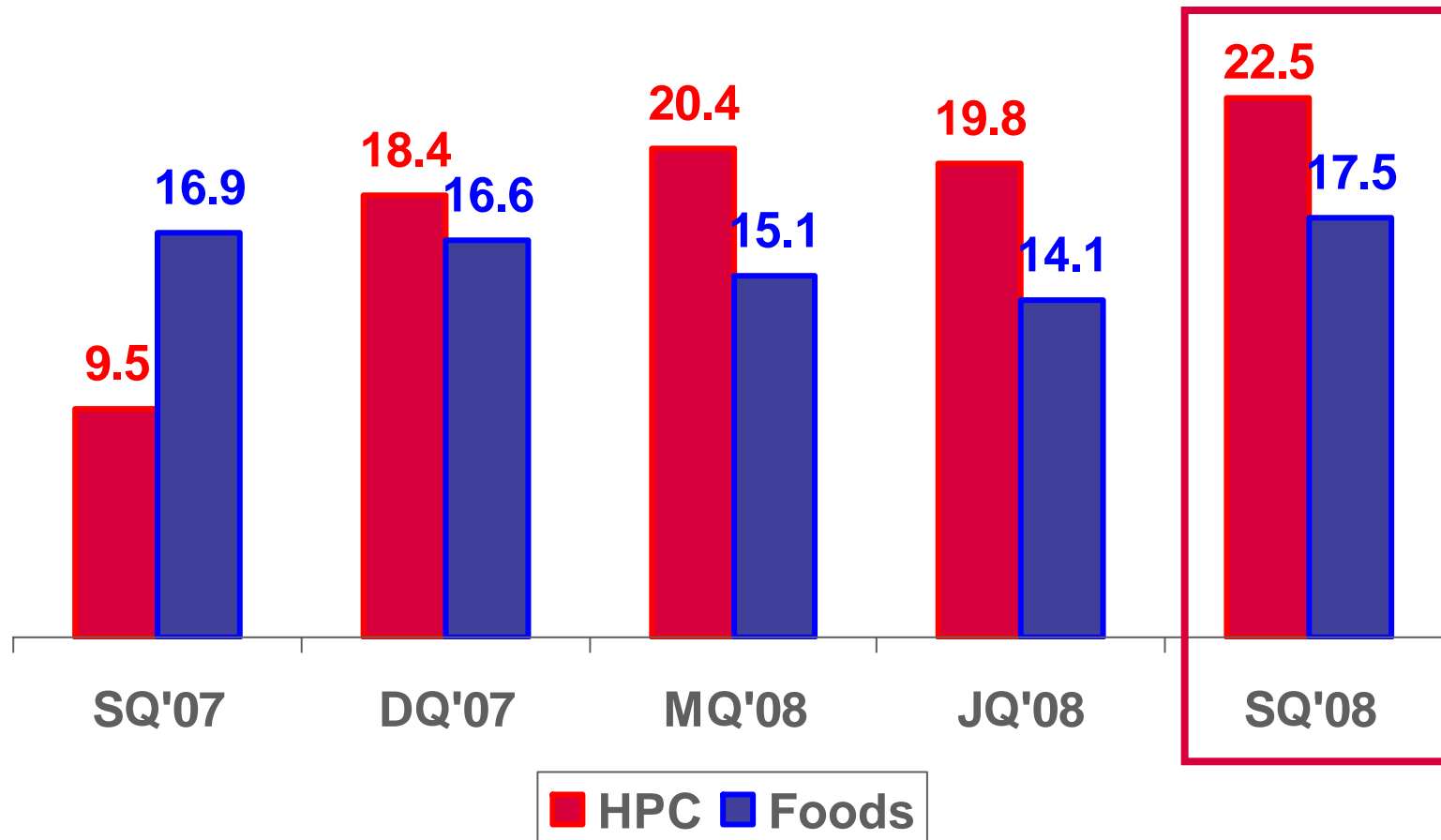


Underlying Volume Growth in SQ'08

6.8%

SQ'08 Results - 24th Oct'08

Sales Performance



Both HPC and Foods grow ahead of market, driven by price increases and sustained volume growth

Category Wise Sales growth

	<u>Growth %</u>
	<u>SQ'08</u>
Soaps & Detergents	26.0
Personal Products	18.0
Beverages	12.9
Processed Foods	34.5
Ice Cream	25.3
<hr/>	
FMCG	21.6[^]

[^] Excludes Other Operational Income

SQ'08 Results - 24th Oct'08

HPC Topline

Personal Wash



Laundry



Shampoo



Skin



Toothpaste



HPC Growth

22.5%

HPC - Soaps & Detergents

- **Good volume growth sustained in Laundry across all brands**
 - Rin Matic launched during the quarter and recently launched Wheel Active Gold continues to grow well
 - Material cost inflation offset through pricing and cost savings
 - Market share decline marginally over JQ'08 but higher than SQ'07
- **In Personal Wash, top line growth driven by prices and better mix**
 - Lux and Lifebuoy lead category growth
 - Dove continues strong growth momentum
 - Lux Almond and Cream variant was launched and Rexona was migrated to Hamam
 - Category market shares lower

HPC – Personal Products

- **Shampoo category performs well, driven by robust volume growth**
 - Dove continues to grow rapidly across channels
 - Category growth continues to be ahead of market growth though market shares lower
- **All brands grow in Skin**
 - New Masstige Ponds range continues to gain momentum
- **In Oral, growth led by Close Up which was relaunched in the quarter**

Foods Topline

Tea
Coffee
Culinary
Salt/Atta
Ice Cream



Foods growth

17.5%

Foods performance

- **Tea grows across brands, driven by both price and volume**
- **In Coffee, Bru relaunched in this quarter; Market Shares improve**
- **Processed Foods driven by strong volumes in Knorr and Kissan**
- **Ice cream delivers well, balanced growth between volume and price**

Market Share Performance

	SQ '07	JQ '08	SQ '08
Laundry	37.0	38.3	37.9
Personal Wash	53.2	52.7	50.3
Hair	47.7	46.5	46.1
Skin Care (12 month MAT)	55.0	53.4	52.7
Oral	30.0	30.0	29.6
Tea	23.4	23.2	23.3
Coffee	46.5	46.9	47.1

Water Update

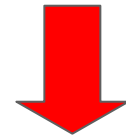
- **Pure-it expands footprint to over 600 towns**
 - Water business meets all action standards
- **More than 7 million lives protected**

Exports

FMCG



Specialty (Non-FMCG)



Exports decline 6.0%

Strong growth in HPC exports and value added tea offset by planned reduction in commodity and non-core exports



Financial performance SQ'08

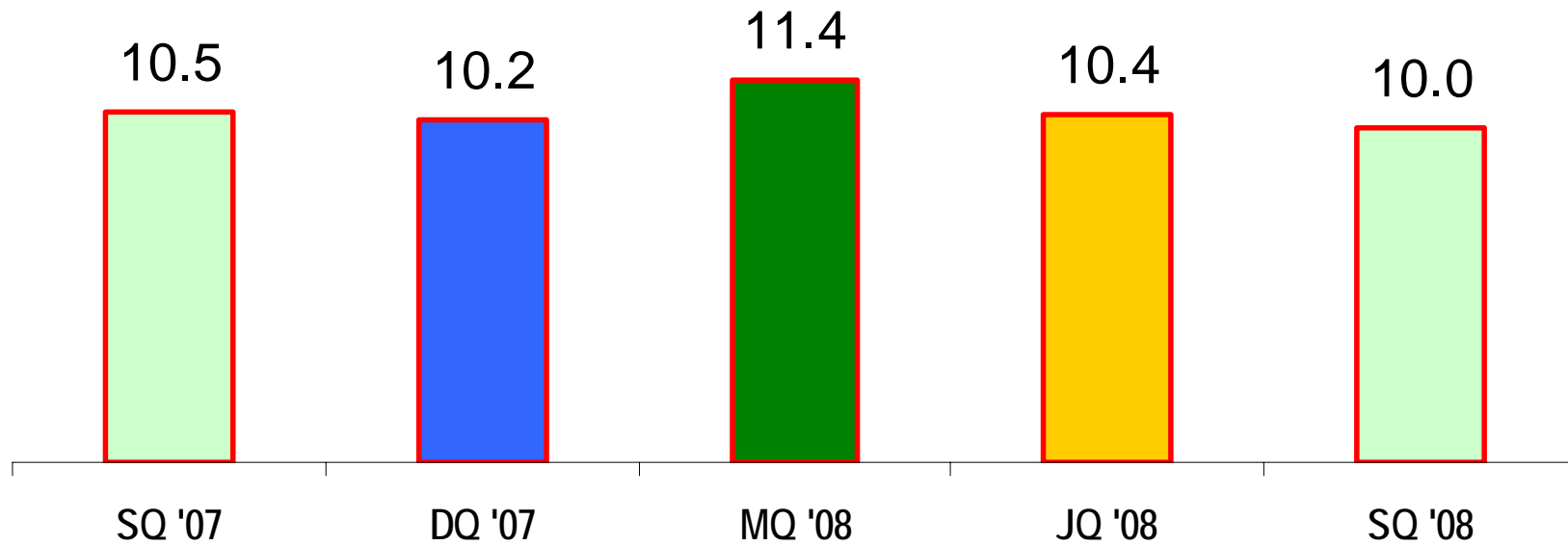
Results –SQ'08

Rs Crores	SQ'08	SQ'07	Growth%
Net Sales	4028	3365	19.7
EBITDA	559	480	16.5
PBIT	520	445	16.9
<i>PBIT margin (percentage)</i>	12.9	13.2	-
Exceptional Items	108.7	4.3	-
PBT	670	516	29.9
Net Profit	547	408	34.0

Investment behind Brands

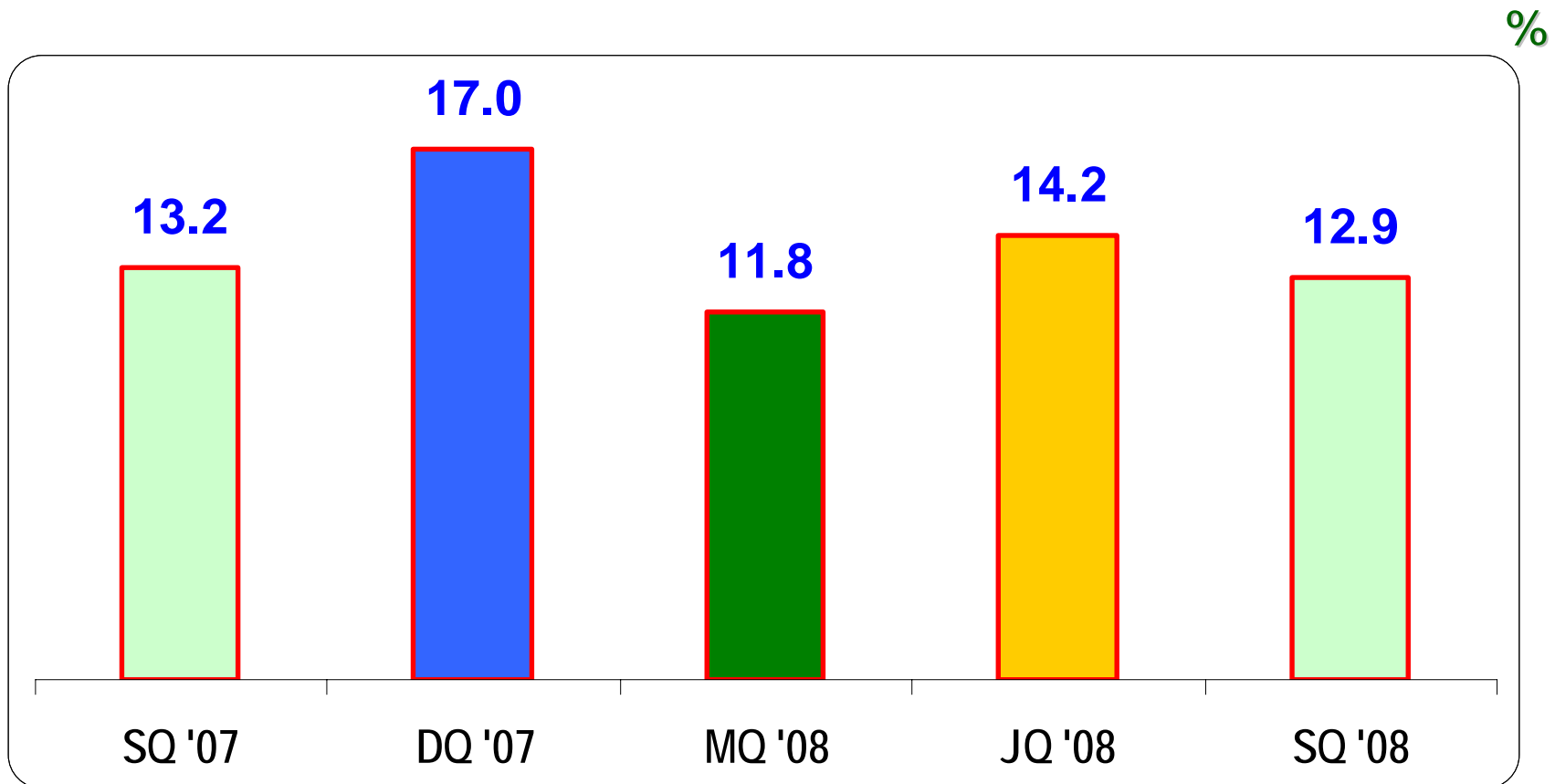
A&P as a % of Net Sales

%



A&P spends grow 14.0%

Results: PBIT Margin Trends



SQ'08: PBIT margins lower than SQ'07 by 30 bps; reflects the context of steep cost increase managed through pricing and cost savings

Key Innovations/Launches – SQ'08

CPD



Kissan Jams in Tubes

Tooth Paste



Close Up Relaunch

Fabric Wash



Rin Matic

Shampoos



Clinic All Clear Soft & Silky

Deodorants



Dark Temptation

Personal Wash



Lux Almond & Cream

SQ'08 Results - 24th Oct'08



Thank you

For more information, please visit <http://www.hul.co.in>

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