

Home Care

Priya Nair, Executive Director HC

Annual Investor Meet | 7th June 2019



Hindustan Unilever Limited



FY 2018-19 PERFORMANCE HIGHLIGHTS

Strong Brands



**4 Brands with
Turnover > 1000 Crores**

Net Sales



**Double Digit Turnover
Growth**

Operating Margin



**17% Operating margin*
~160 Bps#▲**

** Segment Margins (EBIT) FY 2018-19 excludes exceptional items*

Operating margin improvement in one year (FY'19 Vs. FY'18)

STRONG POSITION IN ALL KEY CATEGORIES



#1

Laundry



#1

**Household
Care**



#3

**Water
Purifiers**

OUR PURPOSE



Making
your home
a better world



Making
our world
a better home.

HomeCare



OUR STRATEGY

Growth Segments

Premiumization



Growth Channels

MT



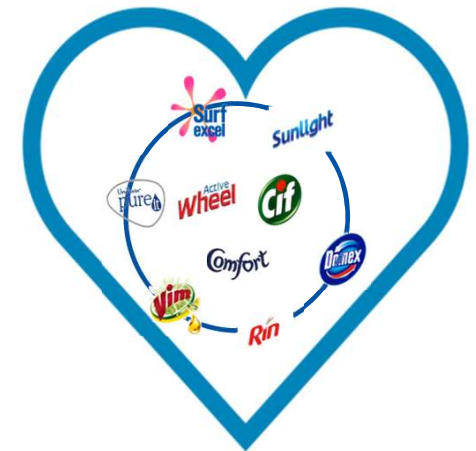
E-Comm



Building Future Formats & Benefits



Purposeful Brands



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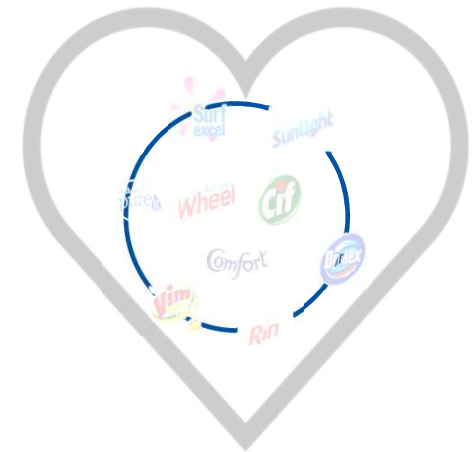
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Building Future Formats & Benefits

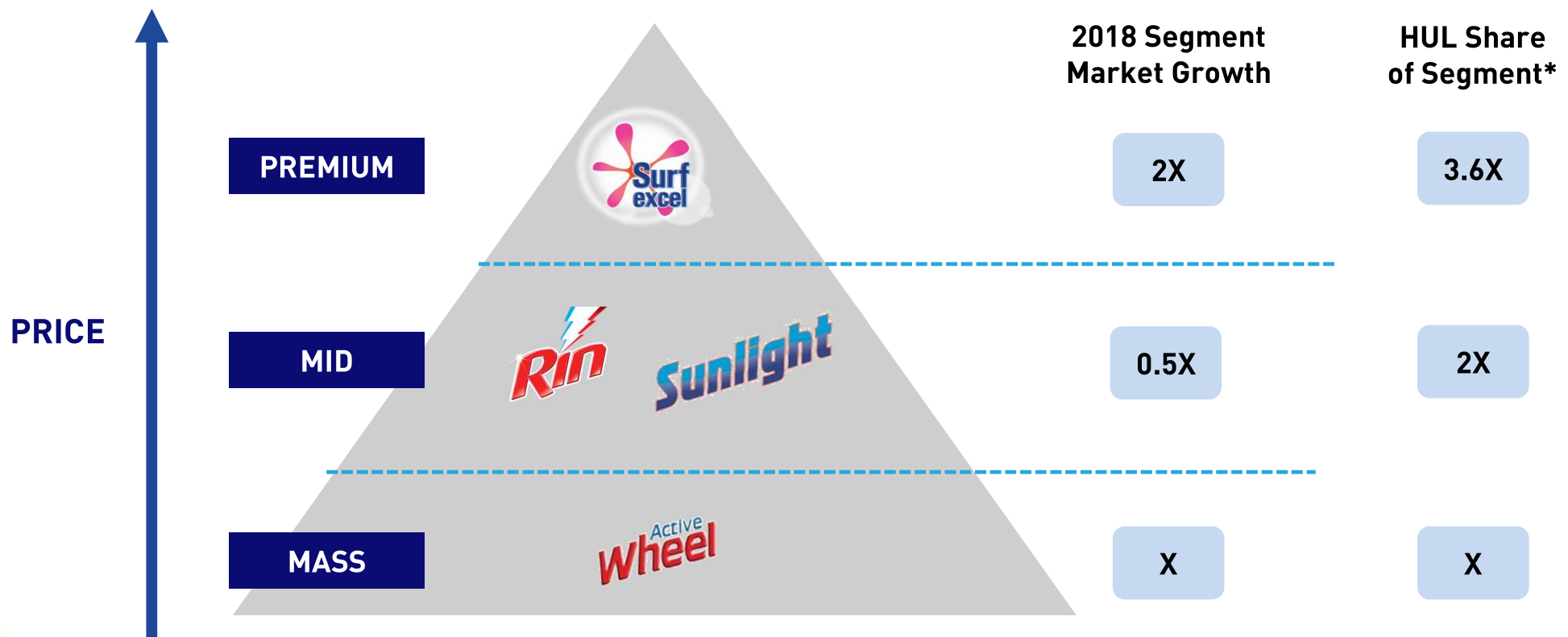


Purposeful Brands



PREMIUMIZATION IN LAUNDRY

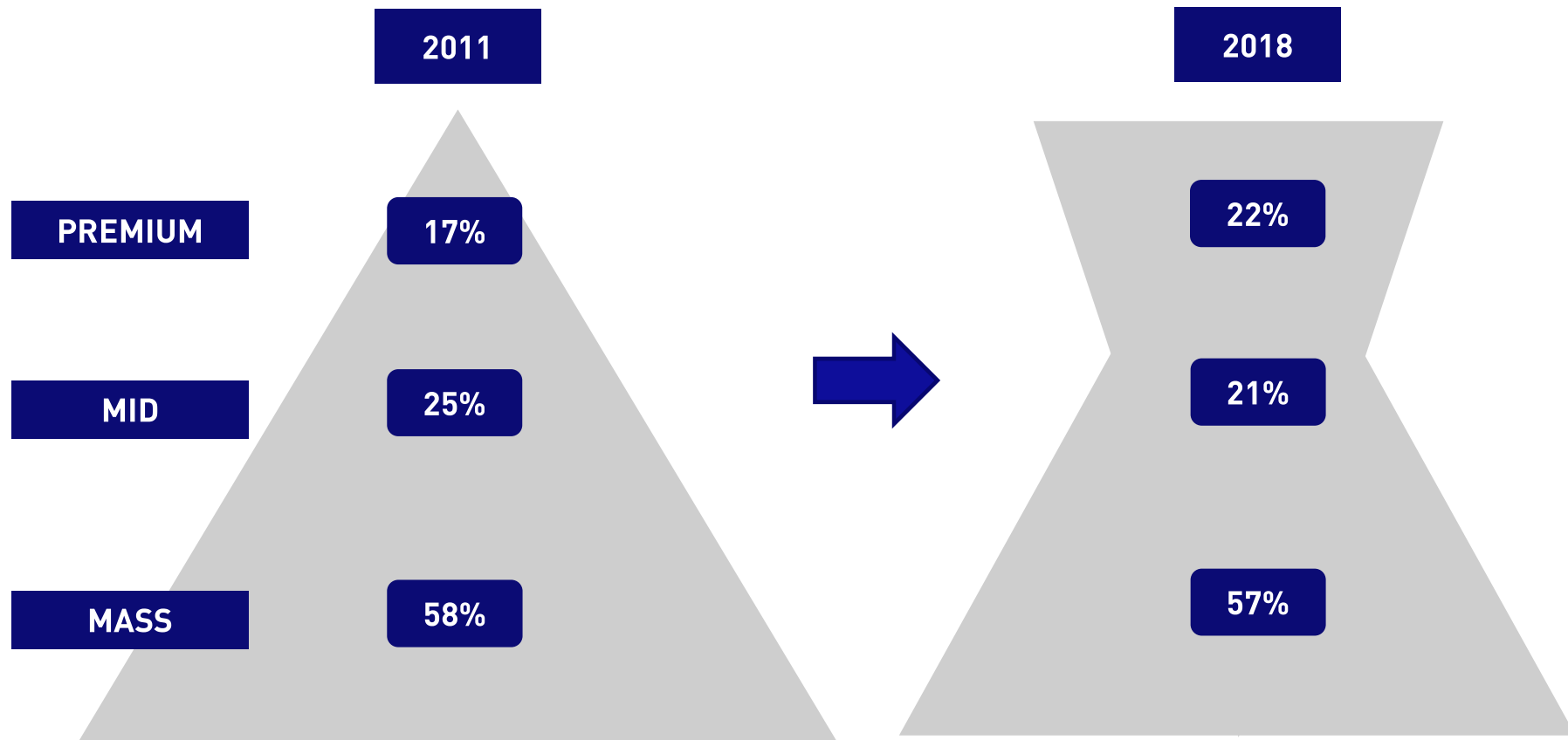
PORTFOLIO GEARED TO DRIVE UPGRADATION



*Nielsen: MAT April 2019

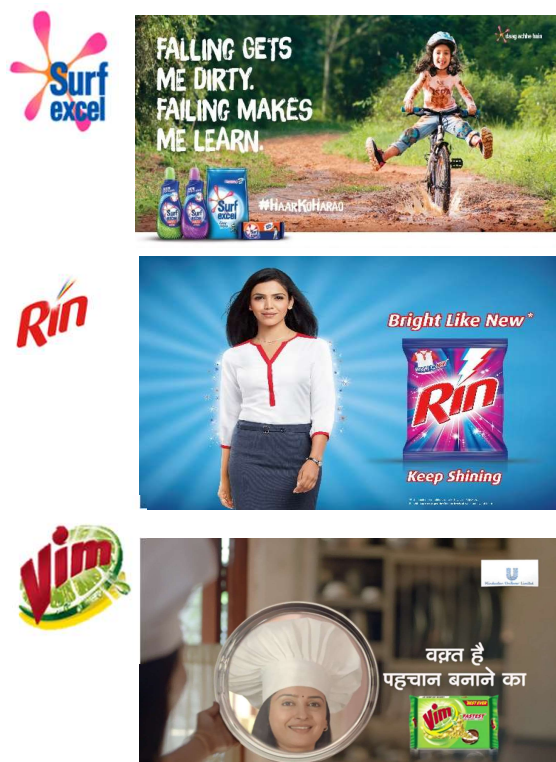
PREMIUMIZATION IN LAUNDRY

WE HAVE RESHAPED THE MARKET SIGNIFICANTLY TO PREMIUM



PREMIUMIZATION MODEL

Building strong brand equity



Driving access

Rs 5/10 Packs



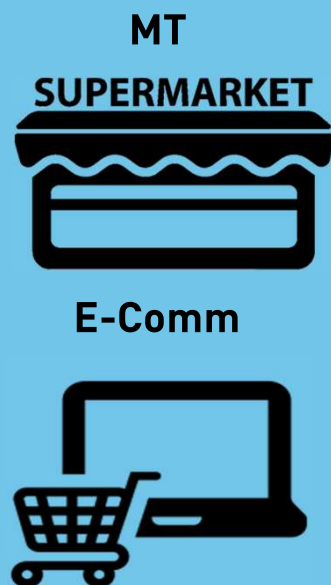
OUR STRATEGY

Growth Segments

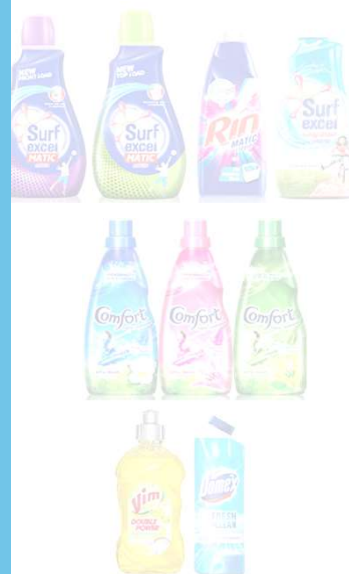
Premiumization



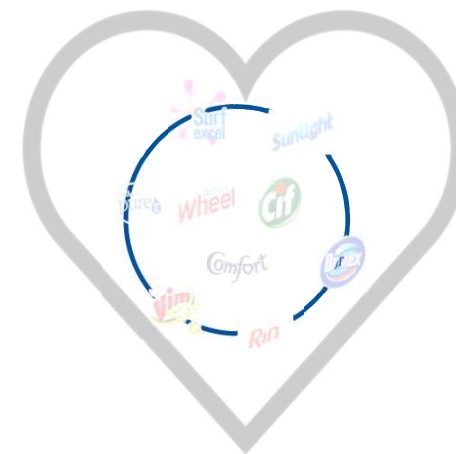
Growth Channels



Building Future Formats & Benefits



Purposeful Brands



CHANNELS OF THE FUTURE

Over indexed share

1.5X

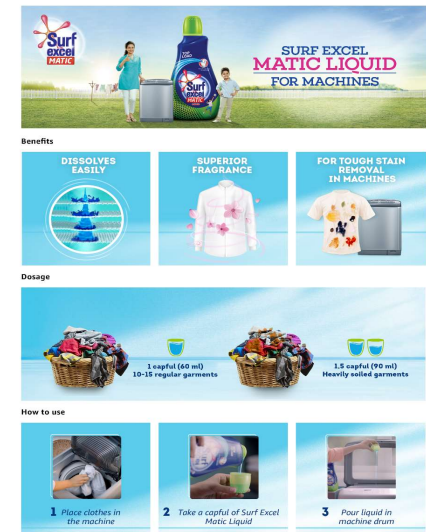
Modern Trade + E-Commerce
Share over indexed compared to
General Trade

Seed future innovations



Use E-Commerce for new
innovations

Win in the online shelf



Point of Sale in E-Commerce provides
new opportunities

OUR STRATEGY

Growth Segments

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MT



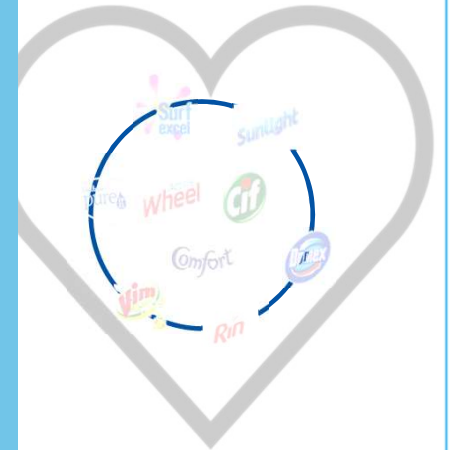
E-Comm



Building Future Formats & Benefits



Purposeful Brands



DEVELOPING FABRIC SOLUTIONS LIQUIDS

Creating a portfolio



Easy Wash Liquid launch



▶ AV 1: Surf Excel Easy Wash Liquid



GROWING FABRIC CONDITIONERS THROUGH MARKET DEVELOPMENT

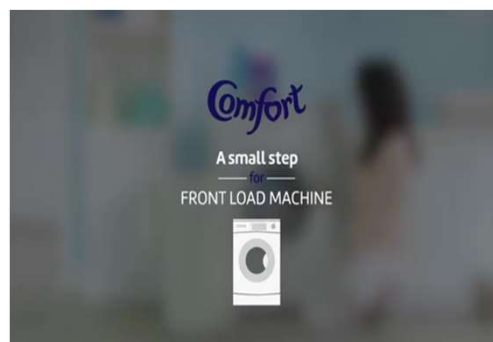


Hindustan Unilever Limited

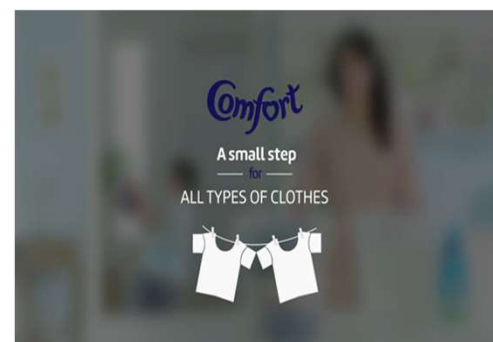
Strong portfolio



AV 2: Comfort



AV 3: Comfort



Home to home and in-store education



LEVERAGING DIGITAL TO BUILD LIQUID DISHWASH

Building reach using digital media



21 Cities

Precision marketing



No scratches



Removes malodor



AV 4 & 5: Vim Dishwash Liquid Gel

OFFERING A DIFFERENTIATED BENEFIT TO BUILD TOILET CLEANERS



Hindustan Unilever Limited

Portfolio

Rim Block



Liquid



Powder



AV 6: Domex Powder



Proposition

Removes germs that cause malodor

Clean & not smelly



Changing the benefit ladder



BUILDING PUREIT

Grow portfolio of RO purifiers



▶ AV 7: Pureit Copper RO



Build brand equity in RO



Build equity in the RO segment, with a strong innovation pipeline

OUR STRATEGY



Hindustan Unilever Limited

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MT

SUPERMARKET



E-Comm



Building Future Formats & Benef



Purposeful Brands



ICONIC PURPOSE-LED BRANDS

NO.1 & NO.2 EQUITY BRANDS IN LAUNDRY, NO.1 BRAND IN HOUSEHOLD CARE*



Hindustan Unilever Limited

SURF EXCEL



RIN



WHEEL



VIM



DOMEX



*Brand Power Metric from Milward Brown

SURF EXCEL: HOLI CAMPAIGN



#RANGLAAYESANG



Becoming a part of popular culture with Holi
Festival of colours = Seamless fit with 'Dirt is Good'



The Big Idea: Our unique take on Holi
"If the colours of Holi bring people together, then **DIRT IS GOOD!**"



Translating into a complete activation package
Special Edition Holi packs



AV 8: Surf Excel #RangLaayeSang

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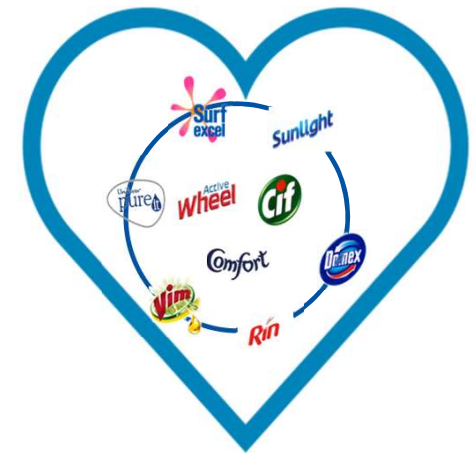
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Building Future Formats & Benefits



Purposeful Brands



MAKING YOUR HOME A BETTER WORLD | MAKING OUR WORLD A BETTER HOME

THANK YOU



Hindustan Unilever Limited

