

Beauty & Personal Care

Sandeep Kohli, Executive Director BPC

Annual Investor Meet | 7th June 2019



Hindustan Unilever Limited



FY 2018-19 PERFORMANCE HIGHLIGHTS



Hindustan Unilever Limited

Strong Brands



**7 Brands with
Turnover > 1000 Crores**

Net Sales



**Double Digit Turnover
Growth**

Operating Margin



27% Operating margin*
~46 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



Hindustan Unilever Limited



#1

**Skin
Cleansing**



#1

Skin Care



#1

Hair Care



#2

Oral Care



#3

Deodorants



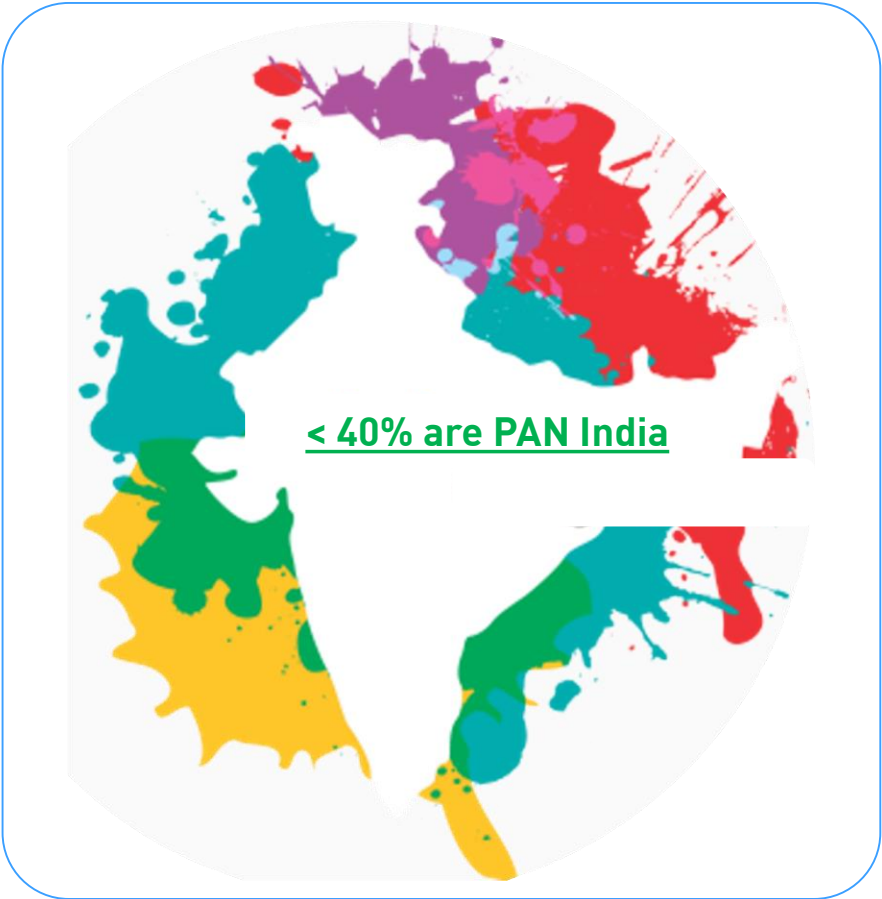
#1

Make up

PORTFOLIO HELPS US TO WIN IN MANY INDIAS

900+ SKUs for BPC

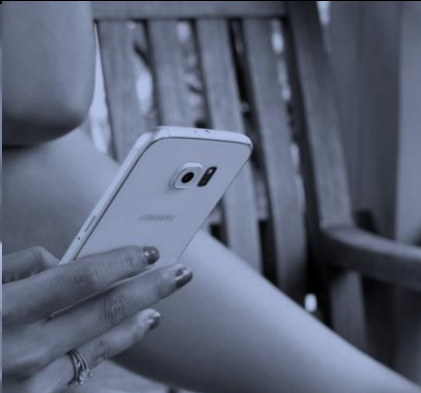
Tailored portfolio for each cluster



Portfolio covering all price tiers



OUR PURPOSE



**INSPIRE A BILLION INDIANS
TO TAKE MORE CARE OF THEIR PERSONAL CARE
AND THE BEAUTIFUL COUNTRY WE SHARE**

OUR STRATEGY

Growth Segments

Core



Premium



Market Development



New Spaces



Growth Channels

MT



E-Comm



Health & Beauty



New Marketing Models

Data Driven Marketing



Content



No one :
Absolutely no one :
Did you notice Priyanka Chopra's
chocolate highlights?
You think I can rock it?"

Purposeful Brands

Brand Engagement Platforms Rooted In Purpose



OUR STRATEGY



Hindustan Unilever Limited

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Channels

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Content



Brand Engagement Platforms Rooted In Purpose



GROWTH SEGMENTS: CORE



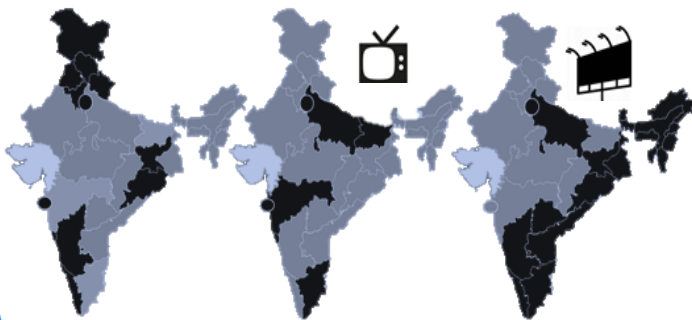
Hindustan Unilever Limited

Recruit more users

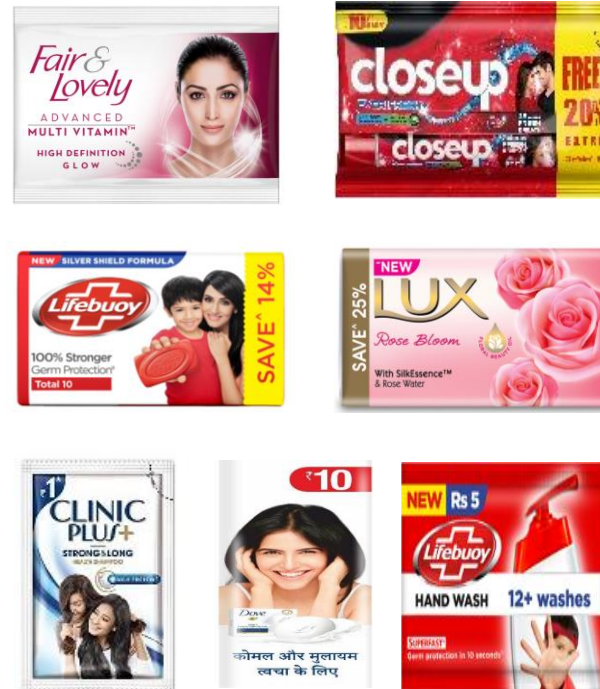
Annual
Penetration

Quarterly
Penetration

Using Data Analytics to Drive mix



Drive access packs



Keep brands aspirational






Hindustan Unilever Limited





AV 01: LUX TVC


GROWTH SEGMENTS: PREMIUM

New benefit spaces









Leading trends









GROWTH SEGMENTS: MARKET DEVELOPMENT



Hindustan Unilever Limited

The opportunity

$$\text{PCC in India} = \frac{1}{2} \text{ PCC in Indonesia}$$

Our approach



GROWTH SEGMENTS: NEW SPACES



Hindustan Unilever Limited

Naturals



Mens





Hindustan Unilever Limited



AV 02: INDULEKHA TVC

OUR STRATEGY



Hindustan Unilever Limited

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Health & Beauty



Marketing Models

Content



Purposeful Brands

Brand Engagement Platforms Rooted In Purpose



GROWTH CHANNELS

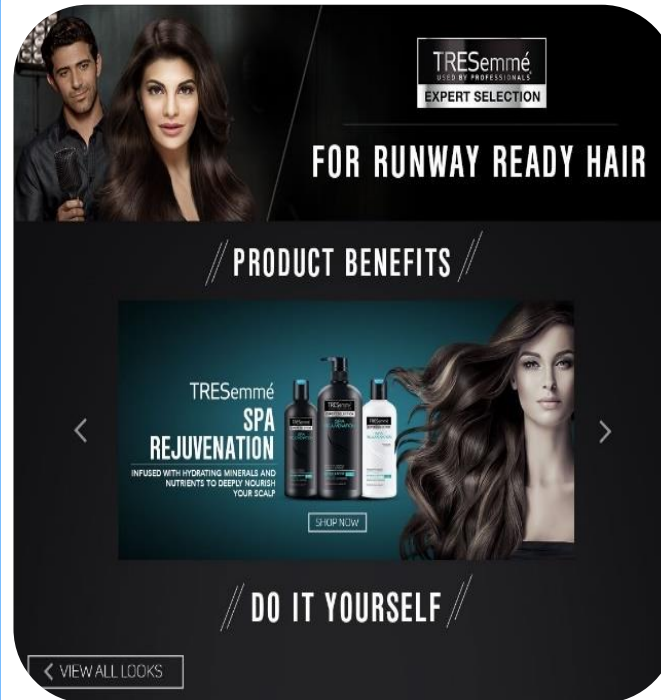


Hindustan Unilever Limited

Modern Trade



E-Commerce



Health & Beauty



OUR STRATEGY



Hindustan Unilever Limited

Growth Segments

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MD



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E-Comm



H&M



Useful Brands

Engagement platforms
noted in purpose



New Marketing Models

Data Driven
Marketing

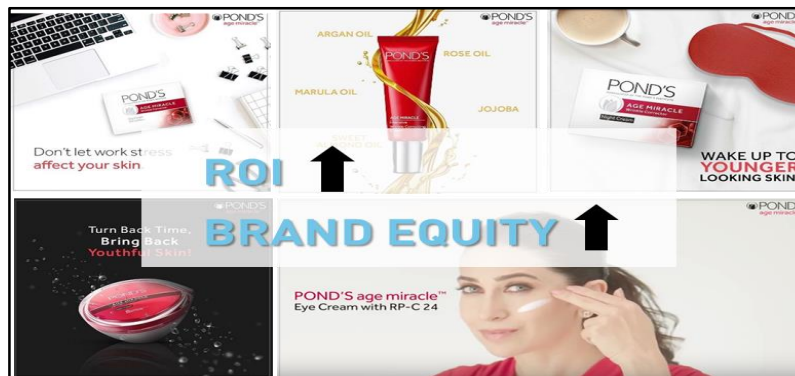


Content



NEW MARKETING MODELS

Data driven marketing

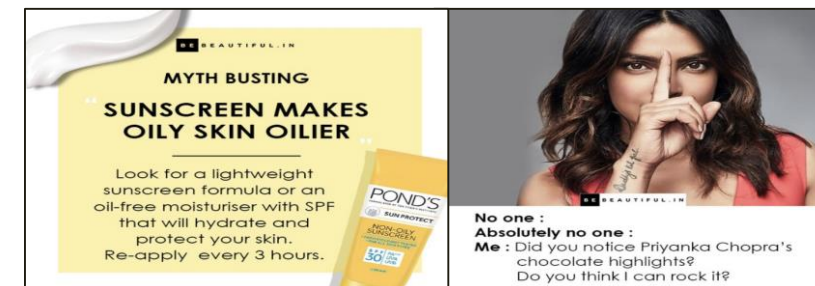


Content

#Beauty and Personal Care Wikipedia

BE BEAUTIFUL . IN

YOUR EVERYDAY BEAUTY EXPERT





Hindustan Unilever Limited



AV 03: BE BEAUTIFUL

OUR STRATEGY



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Growth Segments

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Health & Beauty



New Markets

Data Driven Marketing



Purposeful Brands

Brand Engagement platforms rooted in purpose



PURPOSEFUL BRANDS

Brand engagement platform rooted in Purpose



Hindustan Unilever Limited

Dove #ShowUs



Fair & Lovely

FAL Foundation





Hindustan Unilever Limited



AV 04: FAIR & LOVELY TVC

PURPOSEFUL BRANDS

Connecting with “media dark” India via Lifebuoy Infection Alert System



Hindustan Unilever Limited



-  Disease Data Analysis
-  Risk Level Identification
-  Infection Alert System
-  1-1 Communication

PURPOSEFUL BRANDS

HAMAM #GoSafeOutside



Hindustan Unilever Limited



Self Defence Training



Watch on Crime



Secured Mother's Network



1-1 Communication




Hindustan Unilever Limited

AV 05: HAMAM PURPOSE


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THANK YOU !



Hindustan Unilever Limited



YOU *Shine!*

