



Hindustan Unilever Limited

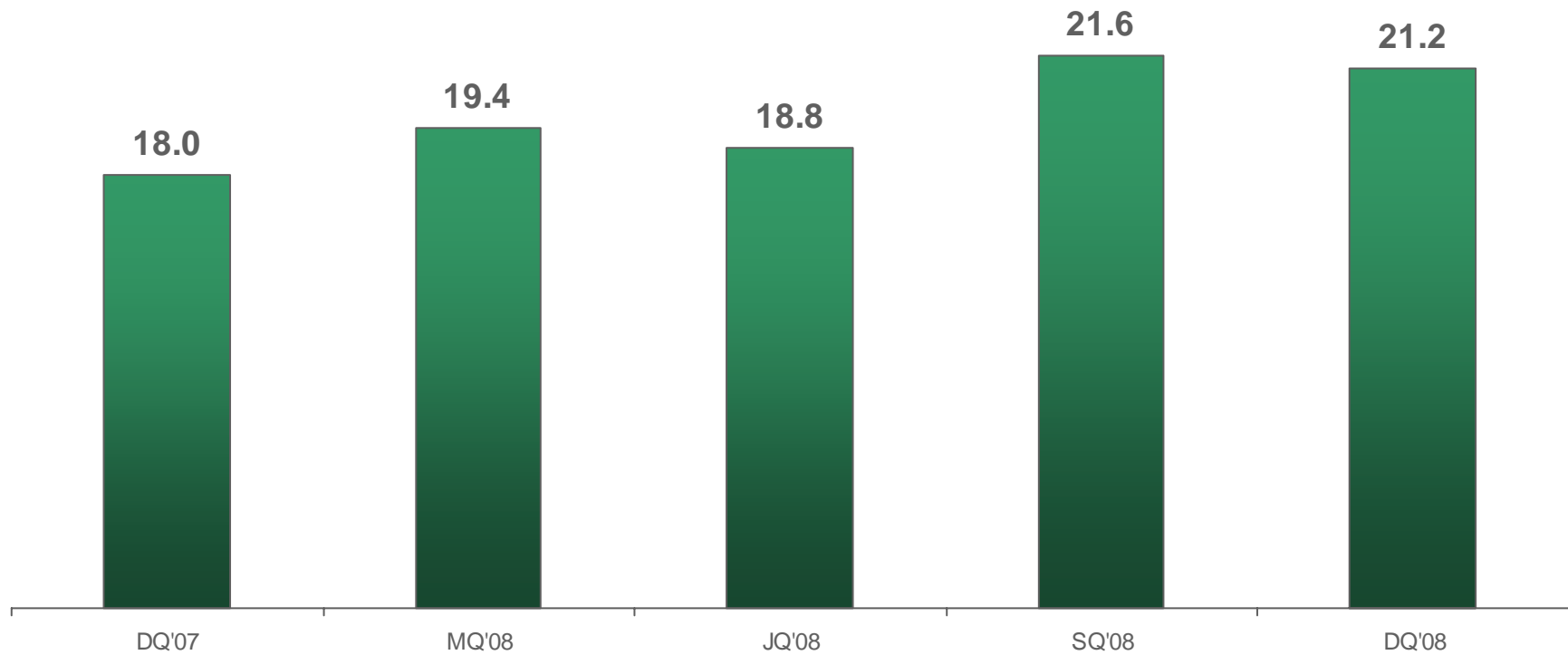
Results – DQ '08

25th January 2009

Results Summary - DQ'08

- Net sales grows 16.8%
- FMCG business grows by 21.2%,
 - HPC +20.8%, Foods +23.5%
 - Underlying volume growth of 2.3%; strong volume growth in Personal Products and Foods, offset by slowdown in Soaps & Detergents
- A&P spends was marginally lower than last year by -1.3%
- PBIT grows 15.1%
- PBIT margin 20 bps lower at 16.8%; high input cost inflation, though receding, impacted margins. PAT from ordinary activities before exceptional grows by 12.7%
- Net Profit declines by -2.5%, on account of exceptional gains on property sale in DQ'07

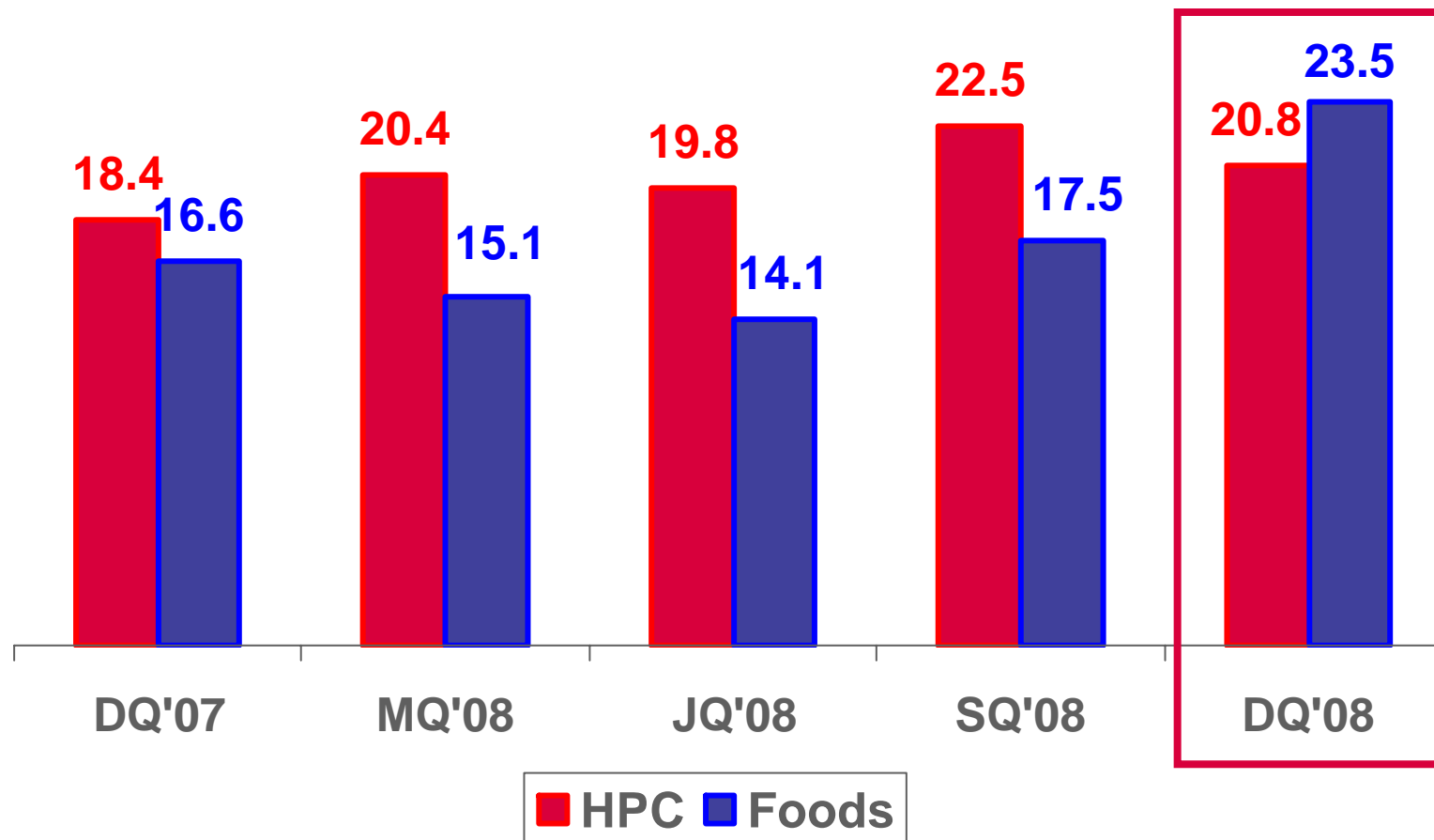
FMCG Sales Trend



Underlying Volume Growth in DQ'08

2.3%

Sales Performance



Growth in both HPC and Foods driven by price increases and volume growth in Personal Products and Foods.

Category Wise Sales growth

| | <u>Growth %</u> |
|-------------------------------|-------------------------|
| | <u>DQ'08</u> |
| Soaps & Detergents | 24.9 |
| Personal Products | 11.3 |
| Beverages | 23.9 |
| Processed Foods | 18.0 |
| Ice Cream | 15.9 |
| <hr/> | |
| FMCG | 21.2[^] |

[^] Excludes Other Operational Income

DQ'08 Results - 25th Jan'09

HPC Topline

Personal Wash



Laundry



Shampoo



Skin



Toothpaste



HPC Growth

20.8%

HPC – Soaps and Detergents

- **Growth in Laundry driven by pricing**
 - All brands grow well
 - Good Volume Growth in Rin Bars
 - Rin Matic and Wheel Active Gold continue to do well
 - Material cost inflation starts receding
 - Market share better than DQ'07 and sequentially
- **Top line growth in Soaps driven by prices and better mix**
 - Good Growth in core variants of Lifebuoy and Lux
 - Dove and Pears grow well
 - Category market shares lower

HPC – Personal Products

- **Shampoo category performs well, with robust volumes**
 - Sunsilk leads category growth
 - Clinic Plus and Dove continue to do well
 - Good growth observed in sachet volumes
 - Category shares marginally lower
- **Skin Category growth driven by FAL**
 - Category growth impacted by late winter
 - Good volume growth in Talc
 - Market Shares lower
- **Oral Category growth led by Close Up with good growth in Core Variants**
 - Market Shares marginally lower

Foods Topline

Tea



Coffee



Culinary



Salt/Atta



Ice Cream



Foods growth

23.5%

Foods Performance

- **Tea registers strong growth across brands driven by both price and volume**
- **Instant Coffee registers good growth**
- **Processed Foods growth driven by Knorr Soups and Kissan Jams**
- **Ice cream performs well, with strong volume growth**

Market Share Performance

| | DQ'07 | SQ '08 | DQ'08 |
|--------------------------|-------|--------|-------|
| Laundry | 37.3 | 37.9 | 38.2 |
| Personal Wash | 54.3 | 50.3 | 49.6 |
| Hair | 47.8 | 46.2 | 46.0 |
| Skin Care (12 month MAT) | 54.5 | 52.7 | 51.7 |
| Oral | 29.5 | 29.6 | 29.1 |
| Tea | 22.7 | 23.3 | 22.7 |
| Coffee | 44.0 | 47.1 | 43.1 |

Water Update

- Pure-it continues to grow strongly
- More than 400 pure-it zones rolled out



Exports

FMCG



Specialty (Non-FMCG)



Exports decline 22.9% from non core and commodity segments. Value added exports grow well.



Financial performance DQ'08

Results –DQ'08

| Rs Crores | DQ'08 | DQ'07 | Growth% |
|---------------------------------|-------------|-------------|--------------|
| Net Sales | 4308 | 3687 | 16.8 |
| EBITDA | 764 | 665 | 14.9 |
| PBIT | 723 | 628 | 15.1 |
| <i>PBIT margin (percentage)</i> | 16.8 | 17.0 | - |
| Exceptional Items-loss/(gain) | 30.3 | (112.9) | - |
| PBT * | 722 | 783 | (7.8) |
| Net Profit ** | 616 | 631 | (2.5) |

PAT from ordinary activities before exceptional items grows by 12.7%

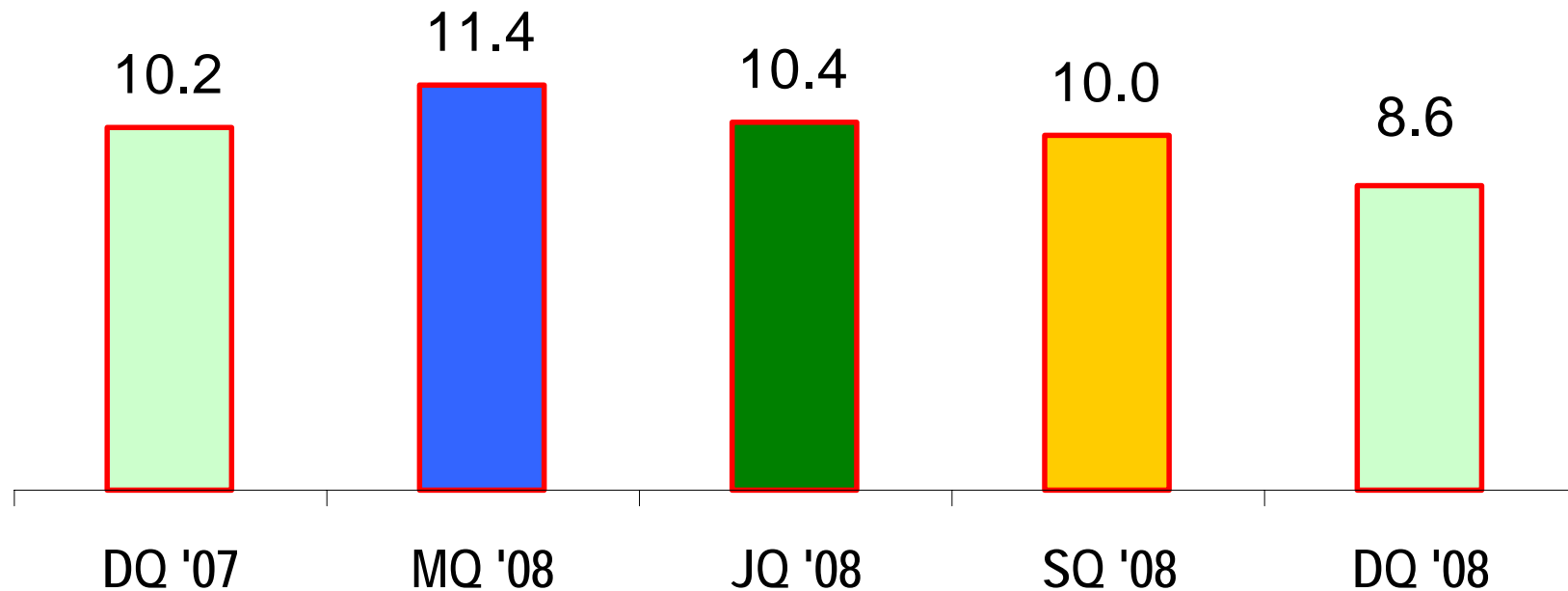
*From ordinary activities after exceptional items

** After exceptional and extraordinary items

Investment behind Brands

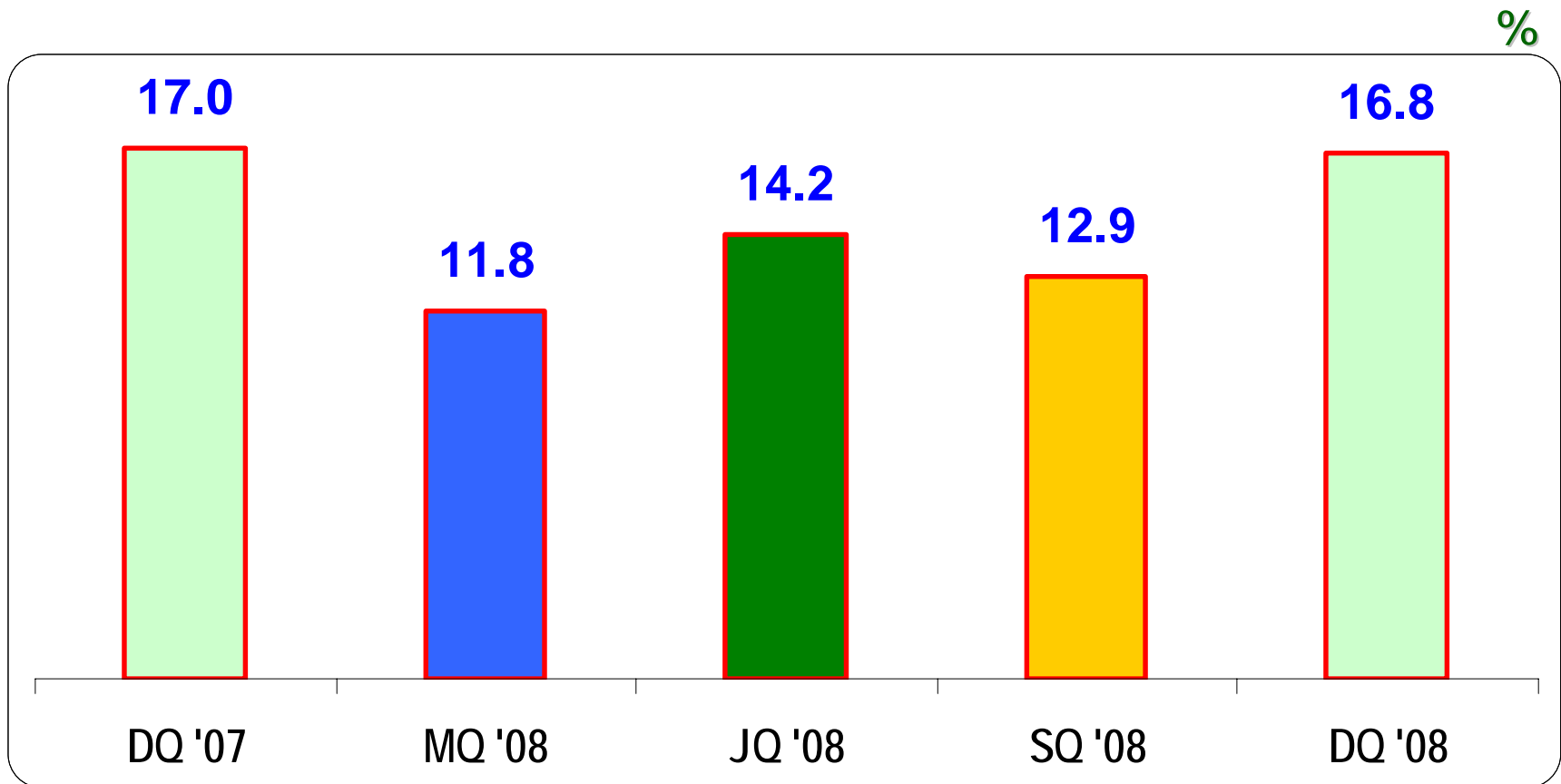
A&P as a % of Net Sales

%



Brand investments remain competitive. A&P spends marginally lower than DQ'07.

Results: PBIT Margin Trends



PBIT margins only 20 bps lower in a difficult economic environment. Price increase and cost savings help offset most of cost inflation.

Key Innovations/Activations – DQ'08

Deodorants



Dove

Fabric Wash



Surf Excel - Relaunch

Ice Creams



Italian Gelato

Coffee



Bru Aroma Lock



Thank you

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

DQ'08 Results - 25th Jan'09

Safe Harbour Statement

This Release / Communication, except for the historical information, may contain statements, including the words or phrases such as 'expects, anticipates, intends, will, would, undertakes, aims, estimates, contemplates, seeks to, objective, goal, projects, should' and similar expressions or variations of these expressions or negatives of these terms indicating future performance or results, financial or otherwise, which are forward looking statements. These forward looking statements are based on certain expectations, assumptions, anticipated developments and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, market growth, intense competition and the pricing environment in the market, consumption level, ability to maintain and manage key customer relationship and supply chain sources and those factors which may affect our ability to implement business strategies successfully, namely changes in regulatory environments, political instability, change in international oil prices and input costs and new or changed priorities of the trade. The Company, therefore, cannot guarantee that the forward looking statements made herein shall be realized. The Company, based on changes as stated above, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward looking statements as may be required from time to time on the basis of subsequent developments and events. The Company does not undertake any obligation to update forward looking statements that may be made from time to time by or on behalf of the Company to reflect the events or circumstances after the date hereof.



Hindustan Unilever Limited

Results – DQ '08

25th January 2009