



Hindustan Lever Limited Results – MQ '07

30th April 2007



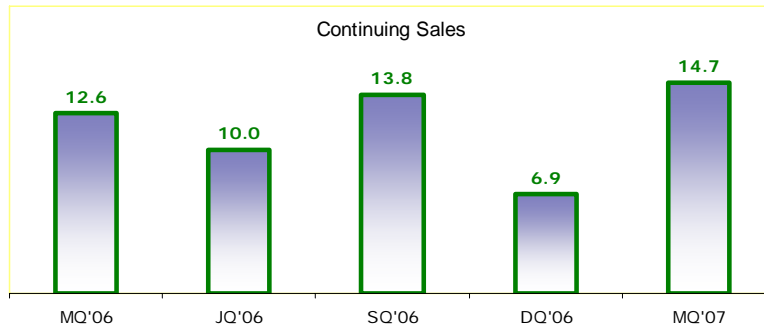
Results Summary - MQ'07

- Continuing sales grows 14.7%
- FMCG business grows by 12.3%; HPC +10.0%, Foods +22.9%
- A&P spends higher by 17.5%
- EBITDA up 12.2%; PBIT grows 13.7%
- PAT grows by 13.6%
- Net Profit declines 11.2% as base MQ'06 includes Profit on account of Sale of Nihar Brand

MQ'07 Results - 30 Apr '07

Sales Performance

Continuing Sales growth %

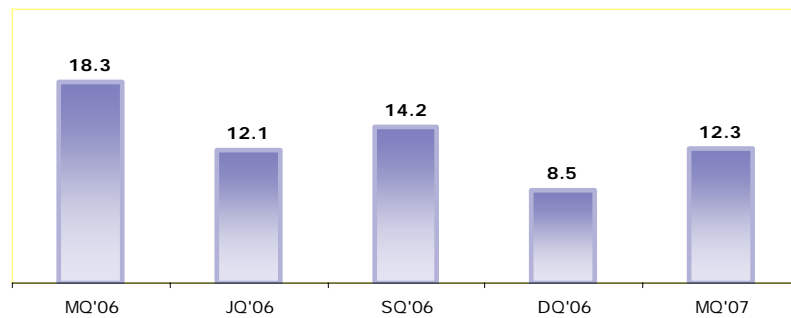


^ Adjusted for discontinued business (Nihar)

MQ'07 Results - 30 Apr '07

FMCG Sales Growth

FMCG Sales growth %



Underlying volume growth for MQ'07 = 4.2%

MQ'07 Results - 30 Apr '07

Sales summary

Rs Crores	MQ'07	MQ'06	Growth%
HPC	2252	2047	10.0
Foods	531	432	22.9
FMCG	2783	2479	12.3
Exports	352	276	27.7
Others	50	22	125.3
Continuing business	3184	2776	14.7
Discontinued business	0	22	NM
Net Sales	3184	2798	13.8

MQ'07 Results - 30 Apr '07

Category Wise Sales growths

	<u>Growth %^^</u>
	<u>MQ'07</u>
Soaps & Detergents	9.6
Personal Products	10.8^
Beverages	16.1
Processed Foods*	47.9
Ice Cream	21.1
<hr/>	
FMCG	12.3

^ Adjusted for discontinued business (Nihar)

^^ Excludes Other Segmental Income

* Excluding Impact of Modern merger, growth is 25.3% for Processed foods and 11.5% for FMCG

MQ'07 Results - 30 Apr '07

All key HPC categories grow

Laundry



Shampoo



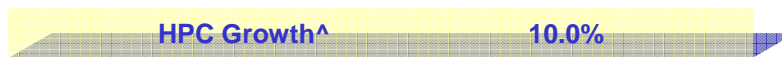
Skin



Personal Wash



Toothpaste



[^] Adjusted for discontinued business (Nihar)

MQ'07 Results - 30 Apr '07

HPC - Category performance – Soaps & Detergents

- **Market Shares Steady in Personal Wash;**
 - Lifebuoy and Lux register double digit growth
 - Lux Pinkful launched in current quarter
- **Market Shares continue to improve in laundry; Category grows in Double Digits**
 - A good performance by all the brands led by Surf and Wheel

MQ'07 Results - 30 Apr '07

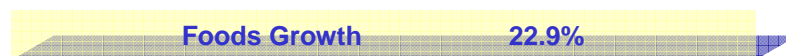
HPC - Category performance – Personal Products

- **Strong all round growth in Shampoo Category**
 - Clinic All Clear returns to strong double digit growth; Sunsilk and Clinic Plus continue to grow well
 - Launch of Scalp Oil Control boosts sales in Clinic All Clear; Sunsilk Damage Repair and Anti Dandruff variant launched
- **Skin growth improves**
 - FAL and Top End range of Pond's do well; Launch of White Beauty in the current Quarter
- **Toothpaste growth led by Close Up**
 - Strong activation on the Pepsodent 10/10 Platform

MQ'07 Results - 30 Apr '07

Foods Topline

Tea
Coffee
Icecream
Salt
Atta
Culinary



* Excluding Impact of Modern merger, growth is 18.3% for Foods

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Business Performance - Foods

- **Tea grows well in strong double digits**
 - All brands grow well
- **Bru Instant leads double digit growth in Coffee**
- **Strong growth in Processed Foods Portfolio;**
 - Shares improve in Ketchup & Jams
 - Knorr and Kissan grow in high double digits
- **Ice Cream continues to perform strongly**
 - Launch of “Moo Range” of Icecreams on the health Platform
 - Distribution extended to Mini metros

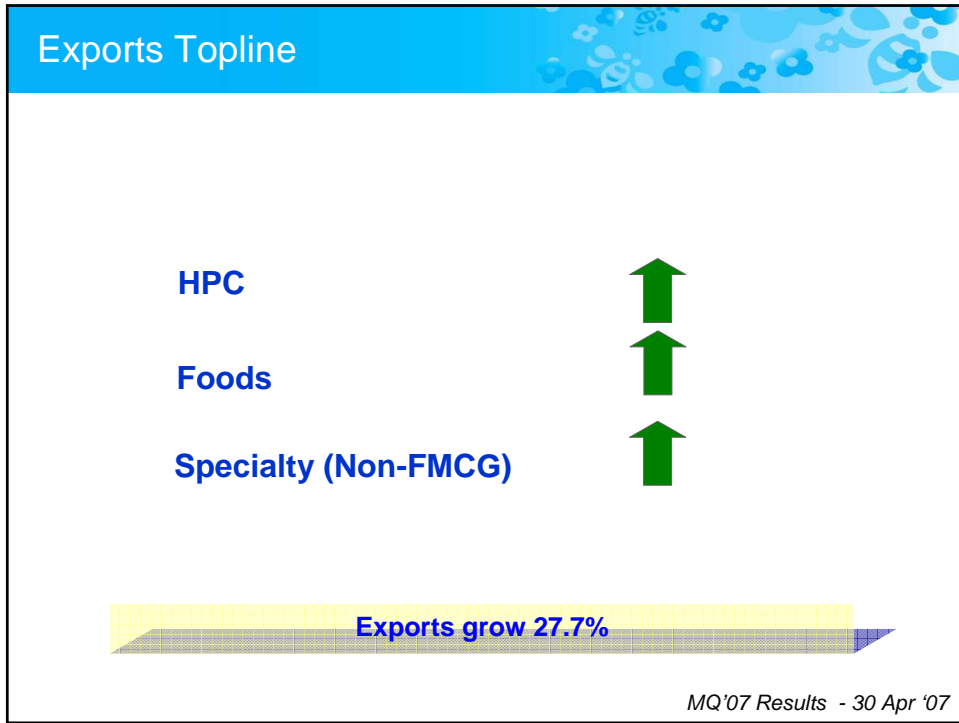
MQ'07 Results - 30 Apr '07

Market Share Performance

	JQ '06	DQ '06	MQ '07
Laundry	35.3	35.8	36.4
Personal Wash	54.6	55.3	55.3
Hair	48.0	48.5	46.9
Skin Care (12 month MAT)	54.3	54.7	54.8
Oral	30.2	30.4	30.0
Tea	25.5	24.9	23.7

Market shares - Source: A. C. Nielsen

MQ'07 Results - 30 Apr '07

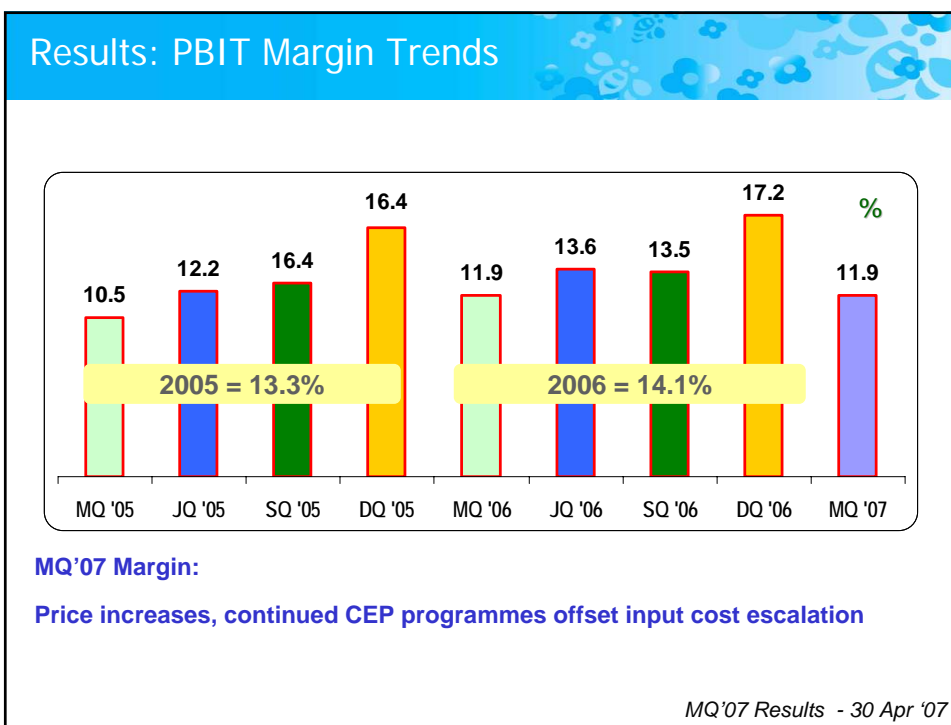


Financial performance

Results

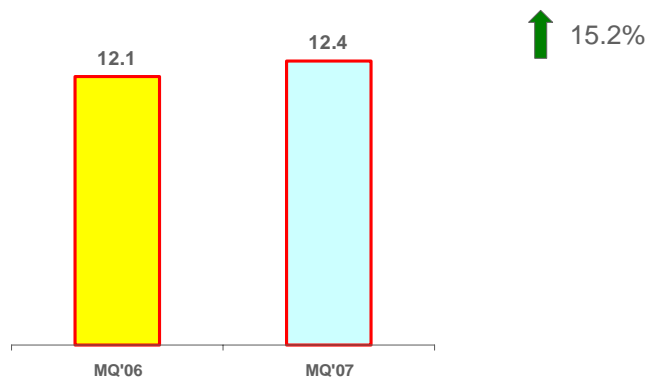
Rs Crores	MQ'07	MQ'06	Growth%
EBITDA	412	367	12.2
PBIT	379	333	13.7
<i>PBIT margin (percentage)</i>	11.9	11.9	↔
Financial Income (Net)	36	31	16.7
PBT	415	364	13.9
PAT bei	334	294	13.6
Exceptional Items	59	149	(60.4)
Net Profit	393	443	(11.3)

MQ'07 Results - 30 Apr '07



Investment behind brands stepped up

FMCG A&P as a % of FMCG Sales



MQ'07 Results - 30 Apr '07

Results - Exceptional items (Net of tax)

Rs crores

Item (Rs crores)	MQ'07
Modern Foods Tax Credit	45.8
Profit on sale of Sangam	3.0
Asset Restructuring & relocation of Foods Business to Mumbai	(7.3)
Demeger of Janmam, Shamnagar and Jamnagar	17.5
Total	59.0

MQ'07 Results - 30 Apr '07

Key Innovations/Activations - MQ'07

 <p>AXE Vice</p>	 <p>LUX Pinkful</p>	 <p>Pond's White Beauty range</p>
 <p>Aloe Fresh Relaunch</p>	 <p>Lakme Freespirit Summer Range</p>	 <p>Damage Repair Variant <i>MQ'07 Results - 30 Apr '07</i></p>

Key Innovations/Activations - MQ'07

 <p>Knorr Chinese Mixes</p>	 <p>Clinic All Clear Scalp Oil Control</p>	 <p>Pond's Talc Relaunch</p>
 <p>Moo Ice creams Range</p>	 <p>Breeze Herbal Touch</p>	 <p>Sunlight</p>

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