

Hindustan Lever Limited

Financial Results SQ '05

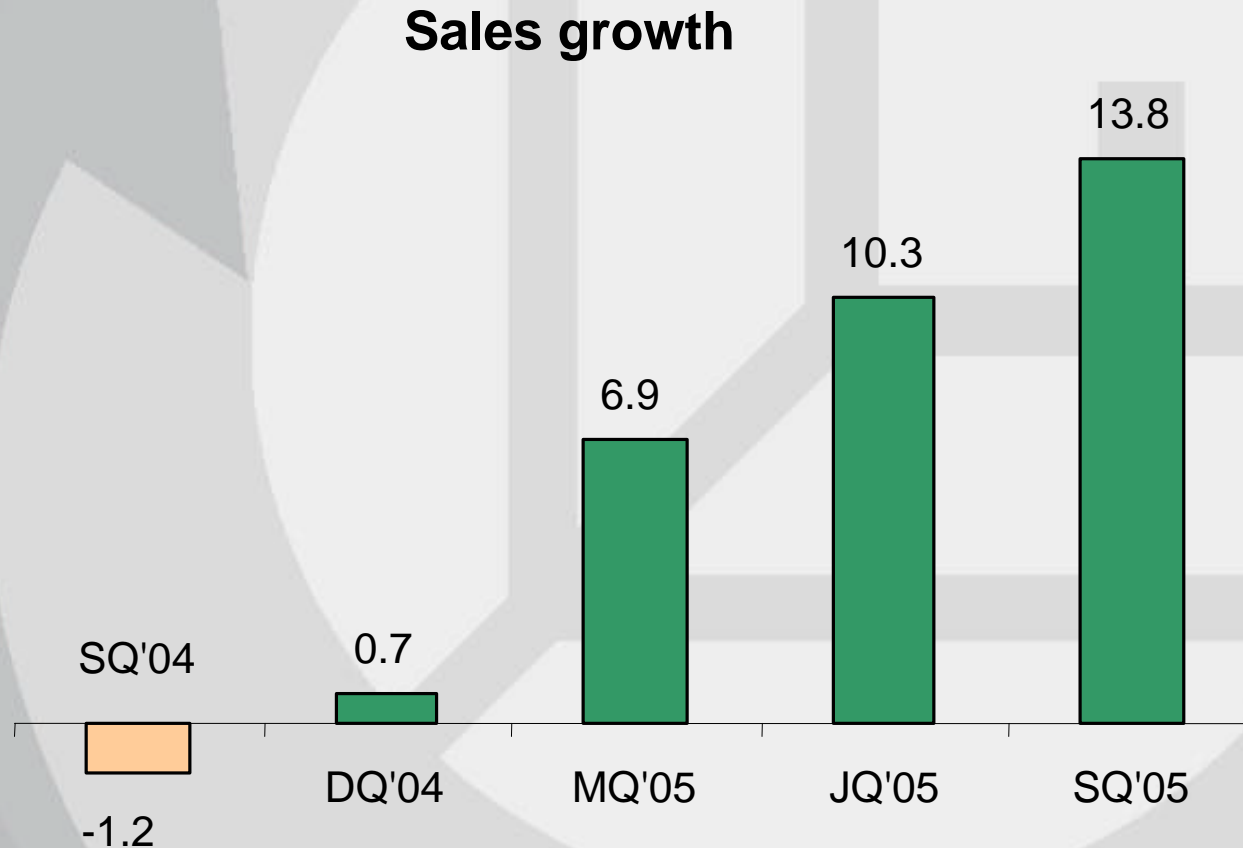
31st Oct, 2005

- Continuing Sales grow by 13.8%, FMCG growth 15.9%
- HPC growth 16%, Soaps & Detergents 11.7%, Personal Products 24.6%
- Foods Business grows by 15%, Double-digit growth in Beverages, Processed Foods and Ice Cream
- Market share gains in the competitive categories of Laundry and Shampoo; Tea and Coffee shares improve
- Investment behind Brands significantly stepped up. A&P higher by 22%.

- Modest PBIT growth of 3.2% due to significantly higher brand investments, Raw Material inflation and a charge of Rs.14 crs relating to prior years
- PBT growth of 9%, benefits from lower Interest costs and special dividend from a subsidiary (Rs.12 crs)
- Effective Tax Rate of 17% (SQ 04: 22%) contributes to PAT growth of 15.2%
- Net profit after exceptional items is flat due to property disposal income in the prior year.

SQ 2005 Performance

Growth momentum builds

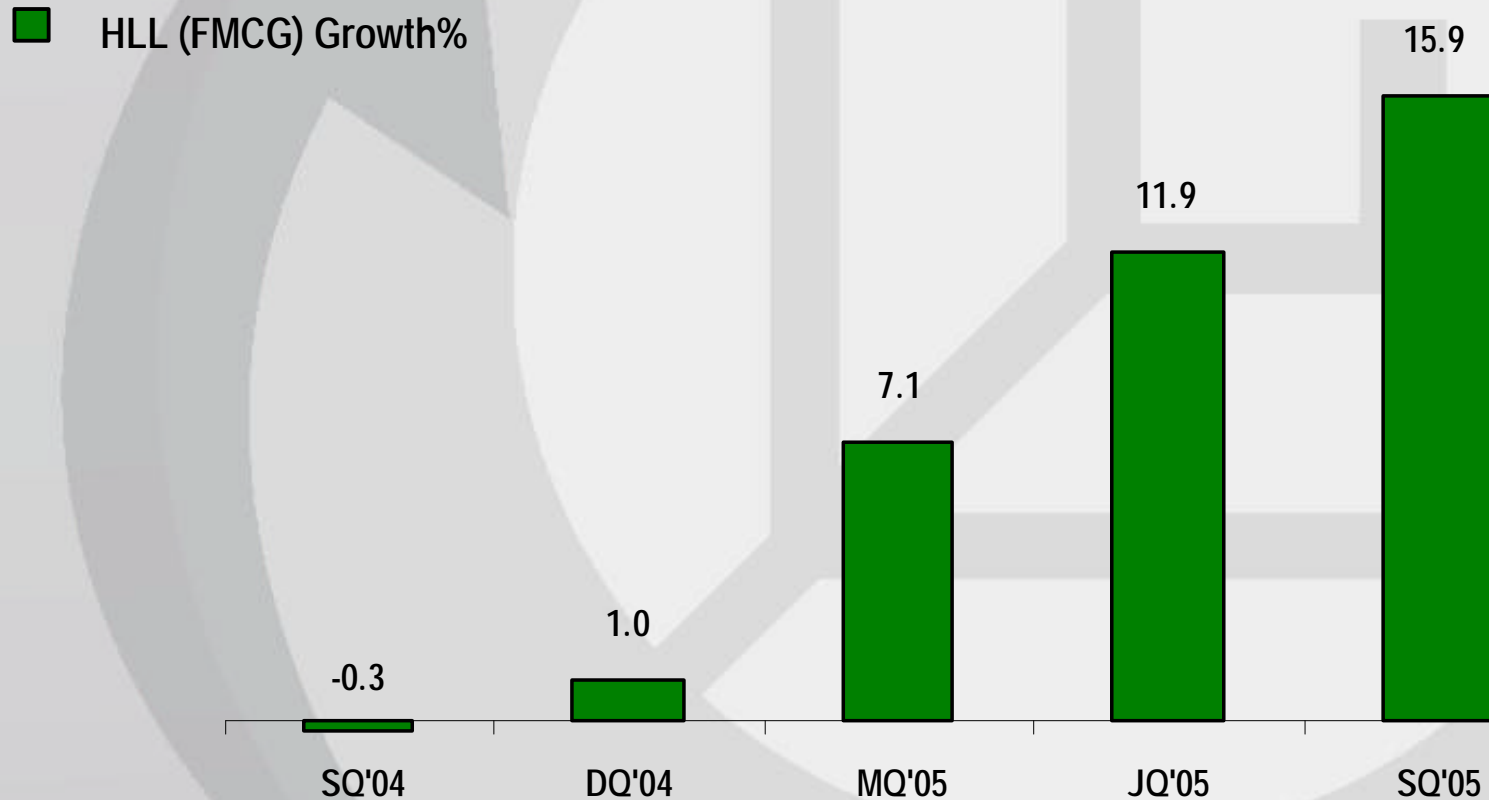


Volume growth at 7.6%

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SQ 2005 Performance

FMCG growth



31st Oct, 2005

HPC Topline Performance

JQ '05		SQ '05
<u>Value</u>		<u>Value</u>
↑	Shampoo	↑
↑	Skin	↑
↑	Laundry	↑
↑	Personal Wash	↑
↑	Toothpaste	↑

Foods Topline Performance

JQ '05		SQ '05
<u>Value</u>		<u>Value</u>
↑	Tea – Brooke Bond	↑
↑	Tea – Total	↑
↑	Coffee	↑
↓	Processed Foods	↑
↑	Ice Cream	↑

Exports Topline Performance

HPC - FMCG



Foods - FMCG



Total FMCG



Specialty (Non-FMCG)



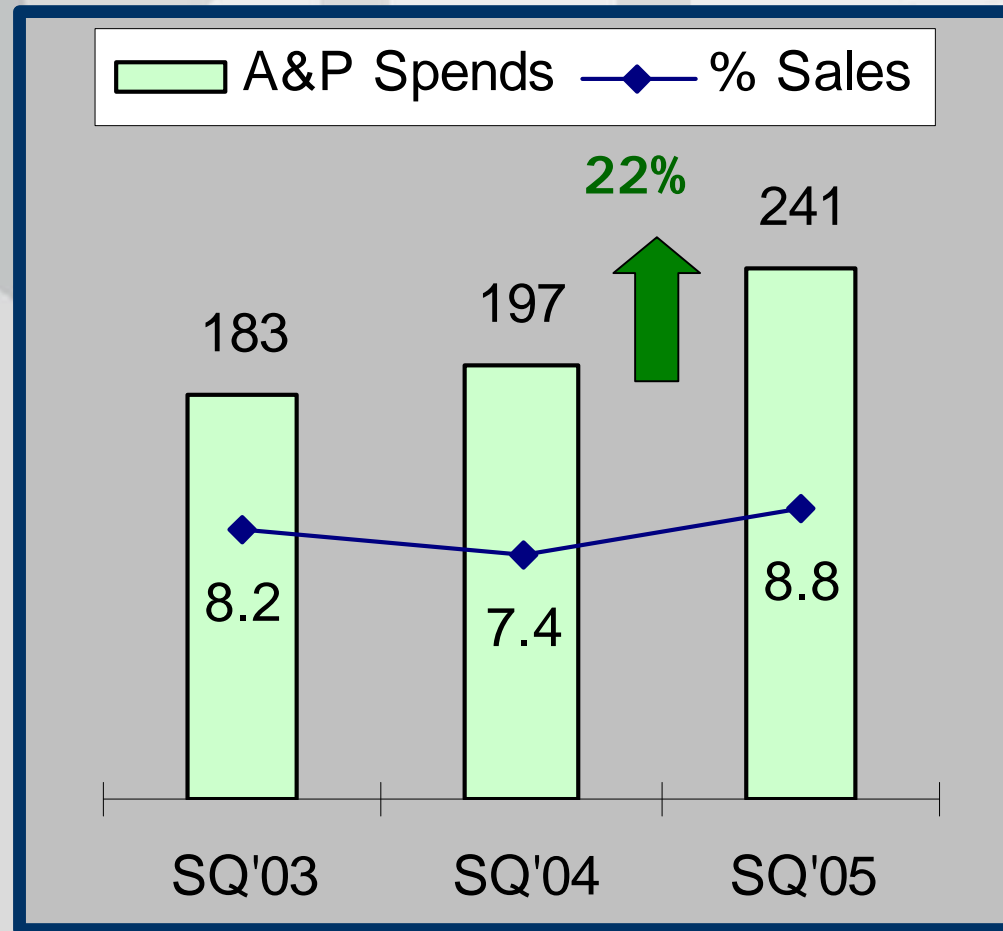
SQ 05 Performance Sales Summary

Net Sales	2732	2401	13.8
Domestic FMCG - Cont	2383	2057	15.9
HPC	1955	1684	16.1
Total Foods - Cont	428	373	14.9
Exports	273	296	(7.6)
Others	75	49	52.5

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SQ 05 Performance

A&P: High brand building investments continue



Rs Crores

32% increase over two years

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HLL Segment Revenue

Rs Crores	SQ '05	SQ '04	+ / (-)%
S&D	1243	1113	11.7
PP	729	585	24.6
Beverages	324	291	11.2
Processed Foods	82	61	33.3
Ice Cream	23	21	11.2
Exports	273	296	(7.6)
Others	89	65	36.7

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SQ 05 Performance Results

Rs Crores	SQ'05	SQ'04	Growth%
PBIT	346	335	3.2
Financial Income (Net)	46	25	83.5
PBT	392	360	8.9
PAT	325	282	15.2
Exceptional Items	1	42	
Net Profit	326	324	0.5

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HLL Segment Results

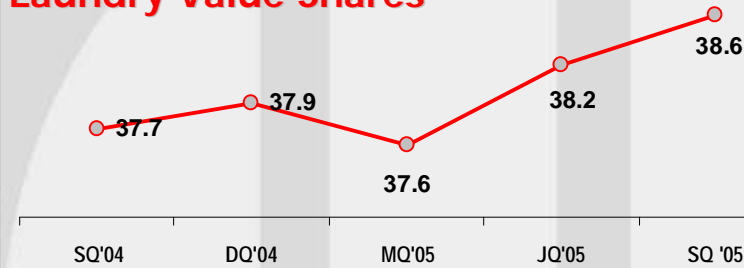
Rs Crores	SQ '05	SQ '04	+ / (-)%
S&D	173	165	4.9
PP	216	195	10.6
Beverages	57	59	(3.1)
Processed Foods	(6)	(13)	52.4
Ice Cream	3	(0)	737
Exports	(2)	(4)	(48.6)
Others	(9)	(2)	(283)

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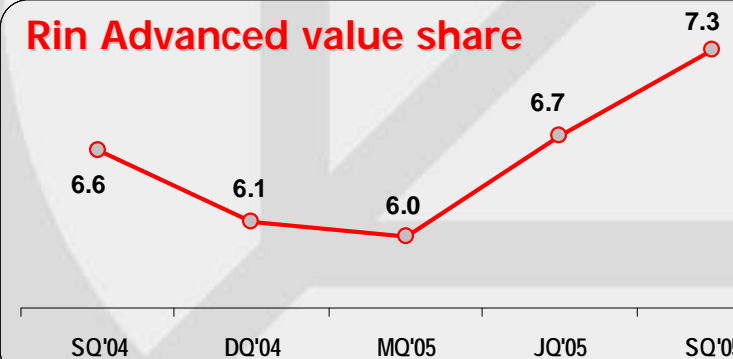
Competitive context

Laundry

Laundry Value Shares

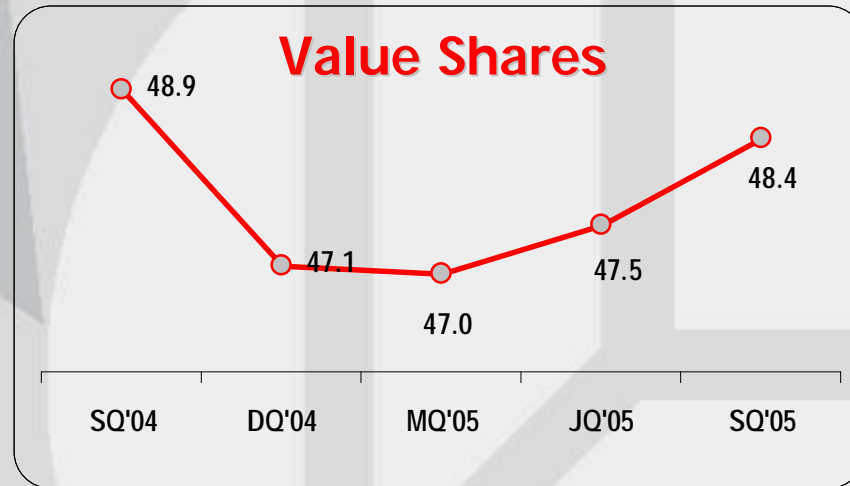


Rin Advanced value share



- Laundry share gains during the quarter
- Rin Advance gains shares in a competitive context

Competitive context Shampoo



- Sunsilk “9 to 9” conditioner and a new variant of Clinic All Clear – Black launched
- Lakme “Hair Next” launched

Value Market Share

HPC

	MQ '05	JQ '05	SQ '05
Personal Wash	56.0	54.9	54.7
Fabric Wash	37.6	38.2	38.6
Toothpaste	32.6	32.5	32.5
Shampoo	47.0	47.5	48.4
Skin	60.0	59.4	59.1

Value Market Share Foods

	MQ '05	JQ '05	SQ '05
Packet Tea	30.2	29.9	31.6
<i>Brooke Bond</i>	28.0	27.9	29.9
Instant Coffee	36.6	42.2	44.3
Branded Salt	15.5	15.2	13.9
Jams	76.8	74.8	74.3
Ketchup	29.6	26.4	26.8