



Mumbai, January 27, 2017

**Colgate voted India's # 1 Most Trusted Brand 6th year in a row
Maintains market leadership position in Oral Care**

- *Colgate's business fundamentals remain very strong*
- *Proactive measures initiated to counter liquidity crunch in the market*
- *Q3 Net Sales down by 8.6%, temporarily impacted by the liquidity crunch*
- *Q3 Gross Margins expands by 40 bps*
- *Q3 Net profit after tax, excluding tax reversals, is down by 14.2%*
- *Gradual pickup seen in the market as the liquidity situation improves*

Q3 2016-17: Colgate-Palmolive India today reported net sales for the quarter ending December 31, 2016, at Rs. 981.6 crore, a decrease of 8.6% over Q3 previous year. Net profit before tax is at 190.8 crore, a decrease of 12.9% over previous year. Reported Net profit after tax at Rs. 127.8 crore, includes net tax reversals of Rs 16.5 crore. Excluding the impact of these reversals, Net profit after tax for Q3 2016-17 is a decrease of 14.2%.

9M 2016-17: Reported net sales for nine months ending December 31, 2016, are Rs. 3318.1 crore, an increase of 4.5% over last year. Net profit before tax is Rs. 633.2 crore, an increase of 3.4% over previous year. Reported Net profit after tax at Rs. 434.8 crore, includes net tax reversals of Rs 14.9 crore. Excluding the impact of these reversals, Net profit after tax for 9M 2016-17 is an increase of 2.9%.

The Company has maintained its leadership position in both Toothpaste and Toothbrush categories in Jan-Dec 2016 period, with the volume market share in Toothpaste category at 55.4% and in the Toothbrush category at 47.0%.

CONTINUING BUSINESS GROWTH

Mr. Issam Bachaalani, Managing Director at Colgate-Palmolive (India) Ltd, said "In the wake of the liquidity crunch during the quarter, we took proactive measures to support our business partners to ensure ease of business. We extended credit to our customers, provided additional incentives, accelerated processing of trade claims and advanced payments to our supply chain partners to address liquidity issues. We see gradual pickup in the market as the liquidity situation improves.

Colgate continues to maintain its leadership stance in the market. We remain committed to conducting business ethically and with integrity. Our business fundamentals remain very strong, with the consumer being at the heart of everything we do. We continue to deliver insight-driven innovations while driving sustainable growth and furthering the cause of oral health in India."

NEW INTRODUCTIONS IN FY 16-17

Colgate Cibaca VedShakti: An excellent natural solution to take care of all your oral care needs. The new natural toothpaste has the power of six natural ingredients. Developed using Colgate's expertise in oral care, Colgate Cibaca Vedshakti is enriched with the power of nature that helps in keeping your family's teeth healthy and problem-free for long.

Colgate Sensitive Clove: Our first sensitivity toothpaste with natural ingredient. Colgate Sensitive Clove, a natural product based toothpaste, provides protection against sensitivity. Formulated with Potassium nitrate and clove oil, it penetrates deep into open dentin tubules to soothe sensitive areas of teeth. Regular usage provides long lasting protection from sensitivity.

Colgate Kids Toothpaste: A new range of toothpastes for kids aged 2 to 5, with two delightful flavors and exciting animal cartoons.

Colgate MaxFresh Power Freeze Toothpaste: A new invigorating gel toothpaste infused with cooling crystals, which dissolve as you brush for a new dimension of freshness.

MOST TRUSTED BRAND

Colgate has been ranked as India's #1 Most Trusted Brand in The Economic Times' Brand Equity 2016 annual survey for the 6th consecutive year.

HIGHLIGHT PROGRAMS

Oral Health Month (OHM): Colgate-Palmolive (India) Limited in partnership with the Indian Dental Association has been working towards educating consumers on adopting and maintaining healthy oral hygiene in their daily lives, for 13 years now. Oral Health Month is a focused two-month long activity where we provide free dental check-ups to people. Till date, the program has reached over 30 million people across India.

Learn & Win Offer: Launched in October, this was a limited time offer that aimed to educate kids by using the inside of the toothpaste pack to share interesting facts about the country, and giving them a chance to win a Tablet just by giving a missed call on the toll free number printed on the pack.

ABOUT COLGATE-PALMOLIVE(INDIA) LTD.

Colgate-Palmolive (India) Limited is India's leading provider of scientifically proven oral care products with multiple benefits at various price points. The range includes toothpastes, toothpowder, toothbrushes and mouthwashes under the "Colgate" brand, as well as a specialized range of dental therapies under the banner of Colgate Oral Pharmaceuticals. These have become an essential part of daily oral hygiene and therapeutic oral care in India. The Company also provides a range of personal care products under the 'Palmolive' brand name. For more information about Colgate's business and products, visit the Company's website on the internet at www.colgatepalmolive.co.in