

Personal Care INDIA



*With soft, shiny hair
I walk two inches taller*

Spa Rejuvenation

GET SOFT, SALON-SHINY HAIR IN THREE MINUTES

Our first-ever range with shampoo and scalp massageable conditioner that has hydrating minerals and nutrients to nourish the scalp in just three minutes.

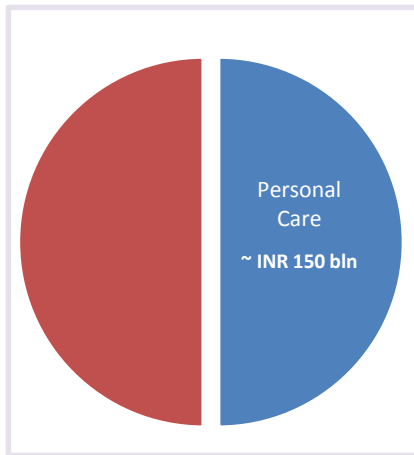


TRESemmé
USED BY PROFESSIONALS

SALON STYLE HAIR AT HOME. EVERY DAY

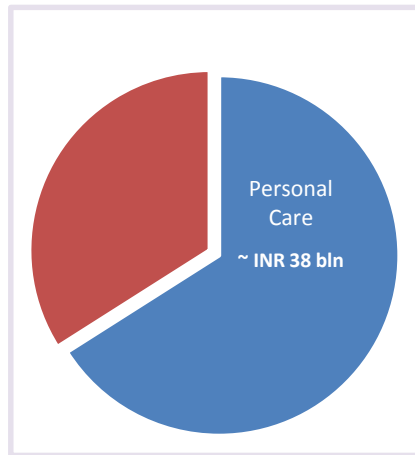
Introducing Personal Care - India

1/2 of HUL's revenue



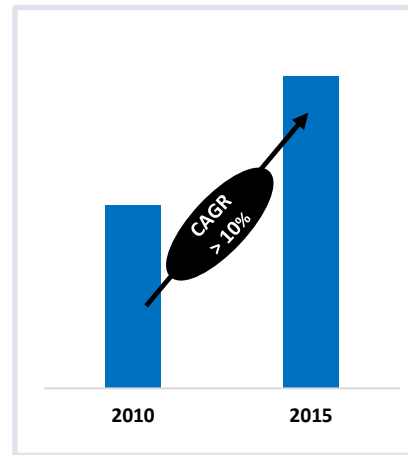
2nd largest PC business in Unilever

2/3 of HUL's profit



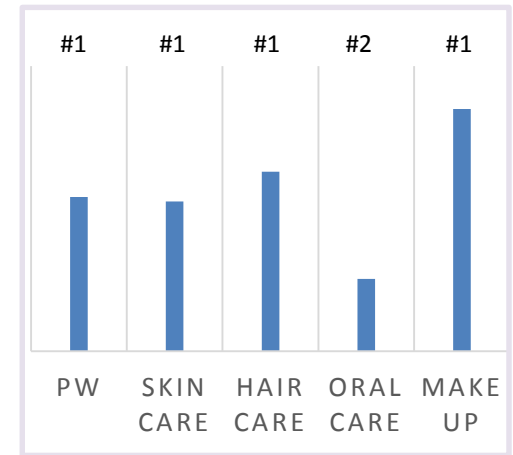
Operating margins ~ 25%

Fast growing



Added > INR 6000 Crore in 5 years

Leading brand positions



Market leader across categories

With Six iconic 1000 crore brands

मेरी खूबसूरती का राज लक्स पर प्रयुम.

LUX BETTER MOOCH

Aaj ki mazbooti hi kal jhalkegi.

35x tak zyada mazboot baal
MAZBOOT BAAL, MAZBOOT RISHTEY.

NEW Lifebuoy with Activ Silver!

Ever wondered why babies are fed with a silver spoon and sweets are covered with a silver foil? That's because silver is one of nature's strongest germ fighting ingredients. The good news is, more silver on these Lifebuoy soaps will kill the germs of Activ Silver. Our best ever protection from 100 infection-causing germs.

Fair & Lovely

Unbeatable Fairness* even against some International Creams

INSTANT FAIRNESS

Parlour like glow, everyday

Dove Cream Beauty Bar

Get your fairness back.

That's the Pond's promise.

white beauty lightening face wash

POND'S

Our Vision

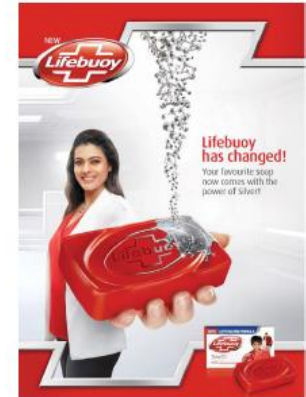


Continue to grow ahead of the market across PC categories

Become the Wikipedia of Personal Care in India

Key thrusts for Personal Care

Make Core Aspirational



Lead Market Premiumisation

Pears

98% pure glycerin that keeps your skin young.



Stay you. Stay young.



Make Core Aspirational

More and bigger innovations on core brands

Build consistent engagement platforms rooted in brand mission & functional promise

Core of the Core



More and bigger innovations on core brands

BB cream



Biggest BB cream in the market within a year of launch

Ayurvedic Care



Participating in the growing naturals market

Powder Cream



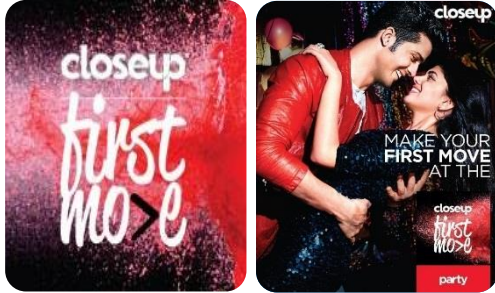
New sensorial that delivers long lasting fairness

Engagement platforms rooted in Brand Mission & Functional Promise

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Winter		Hand Foot Mouth	Summer		Summer/Back to School		Monsoon		Pink Eye	Winter	
											

Close Up Engagement Platform- First Move

2015 : Launch of First Move



Penetration All India	21.7	↑
Penetration LSM 7+	18.7	↑

First Move integrated Promotion plan



High Brand Engagement

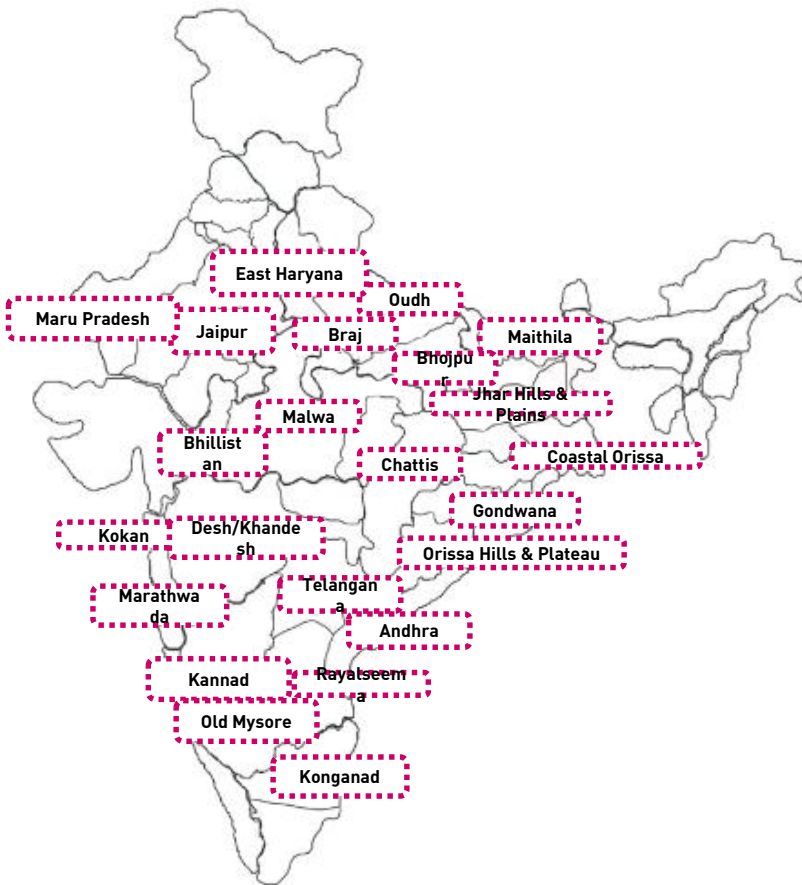


Brand Awareness	Up 30%	↑
Social Engagement	Up 15x	↑
Brand Conviction	Up 600 BPS	↑



Leveraging WIMI – to drive Core of the Core across Rural Markets

Selection of key SCRs that contribute to over half of the sachet business



Locally relevant insights activated



Hindi heartland



WB & Maharashtra

Localised promotions (Central India+Mah)



Lead Market Premiumisation

Pioneering New trends

Turbo charge Market development by building new benefits



Lakmé: Pioneering new trends

2014: Gloss



2015: Sculpt



2016: Illuminate



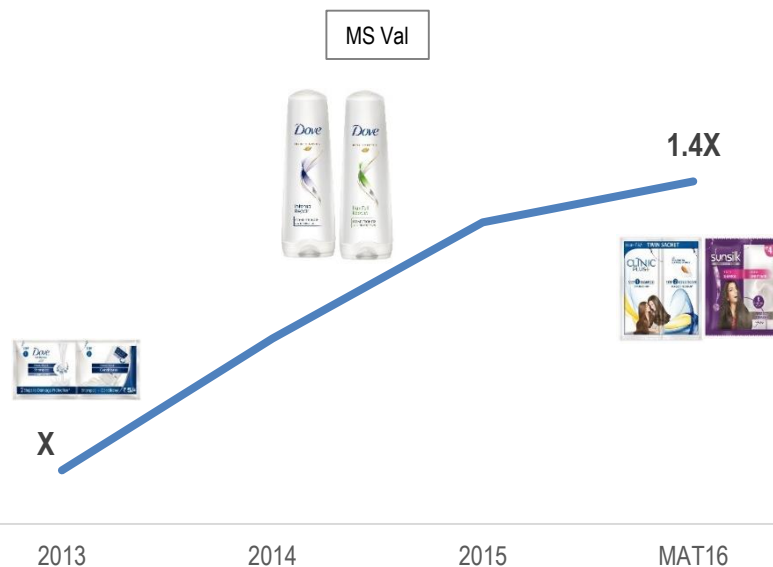
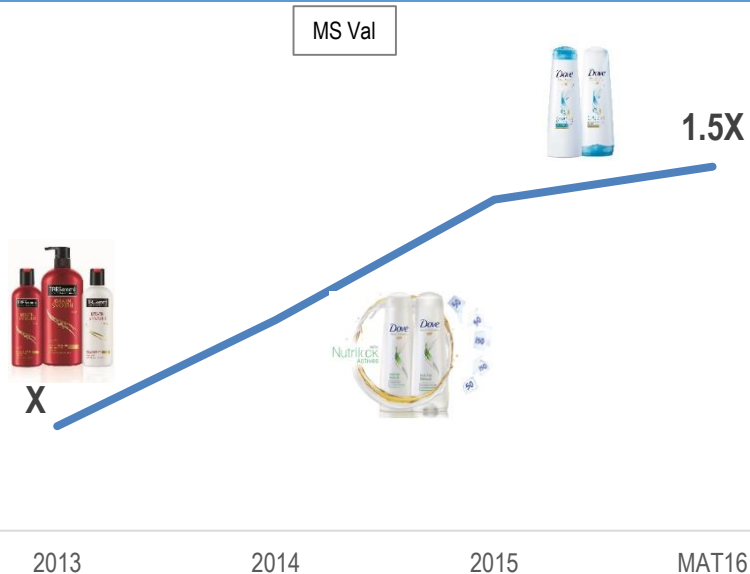
Premium Skin Lightening: Pioneering BB/CC Cream as a trend



Dove & TRESemme: Premiumisation led by new benefits

Premium Shampoos (Dove & TRESemmé) winning with new benefits

Conditioners – Winning in the segments of future



Dove Oxygen Moisture

TRESemmé Spa Rejuvenation

Clinic Plus Twin Sachet

Sunsilk Twin Sachet

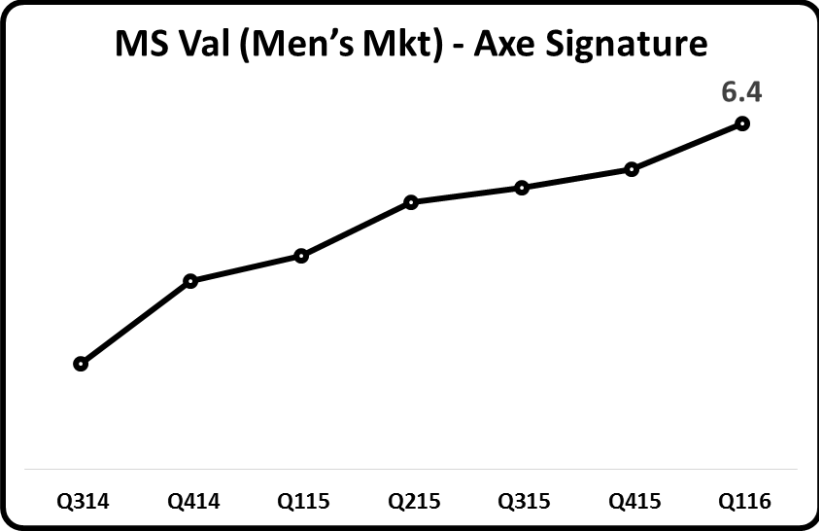


Breathe life into dry, dull hair.
New Dove Oxygen Moisture



* Source – Nielsen retail panel MS Val, IMRB consumer Panel HH penetration

Axe Signature: Premiumisation led by new benefits

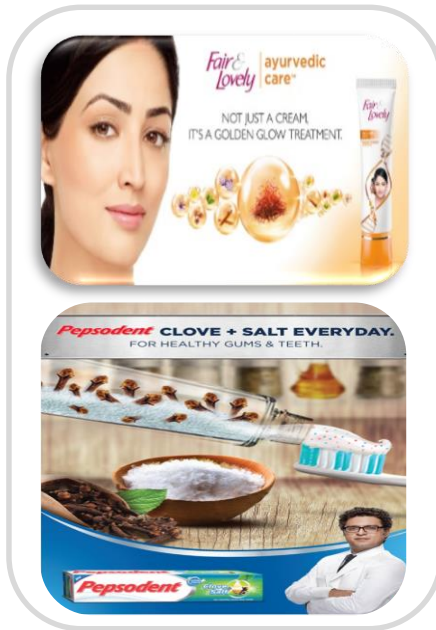


Biggest innovation in Personal Care in 2015

Lead Premiumisation in the emerging Naturals Segment

Within the existing portfolio

Extending our presence to new brands



PC Enablers

Dialling up the BIG Q agenda



PC Enablers: Building the PC Gene

Craftsmanship

WIMI & MDM

Digital

Assortment & Drug

Financial Growth Model

1 Let people fly

2 Build capabilities

3 Win on Trends

4 Win in channels

5 Fuel for growth



The Pursuit of Perfection



Turbocharge Market Development



Digital



E Commerce



Strong savings program



Everyday Inspiration



Leverage WIMI



Engagement Platforms



Transform MT



Gross Margin

1

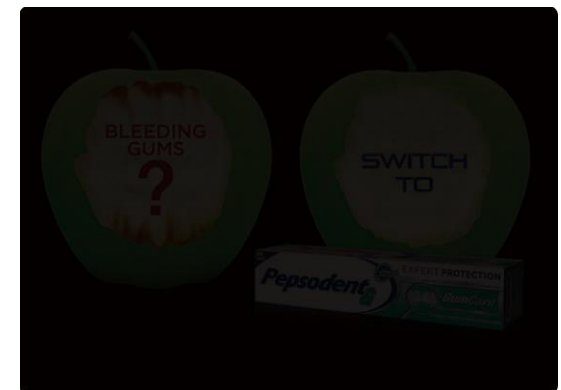
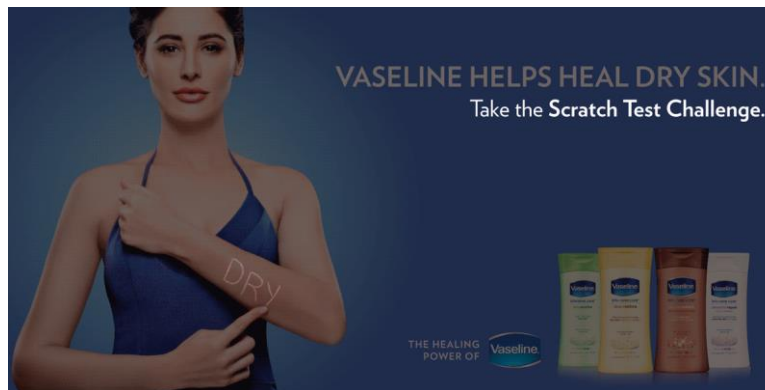


Craftsmanship



Leading Edge Technology to drive brand propositions at POS

DYNAMIC ASSETS



E-ink Parasite Hangers
Deployed across 25% of stores in Modern Trade

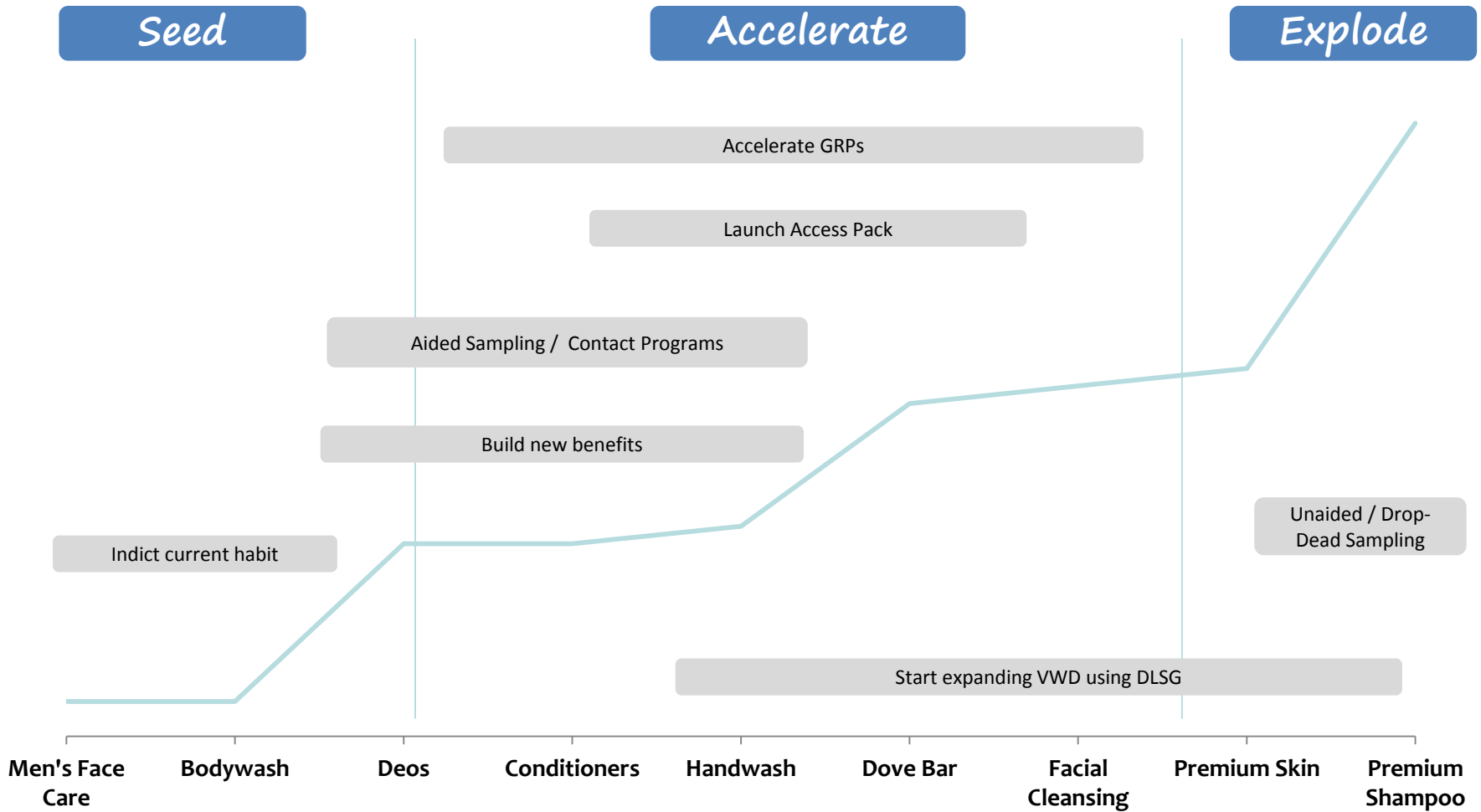
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Turbocharge Market
Development



One size does not fit all: Clear approach based on degree of evolution of category



Sampling supported with education

POND'S BB

POND'S

Instant Spot-Less fairness, everyday.
white beauty™ BB+ cream

A WHITENING BREAKTHROUGH BY THE POND'S INSTITUTE | POND'S IN

Spot-Less Skin in an Instant with Pond's BB+ Cream

Our hectic lifestyles barely allow us the time for a beauty regime, and our busy schedules make achieving that Flawless look a distant dream. That's because getting that look takes time, patience and a range of different products. Wouldn't it be great if there was a one-stop solution to spot-less fairness and that too in an instant? Well, there is now.

All-in-One Pond's BB+ Cream Benefits:

- Instantly covers spots and dark circles
- Foundation + Fairness in one
- GenWhites™ Cover Formula fades dark spots from the face
- Advanced sun protection from harmful UVA, UVB and Visible light
- Even skin tone and gives it a natural glow



Try the Pond's BB+ Cream sample today and see the difference for yourself!

How It Works

The revolutionary Pond's BB+ Cream gives you the combined effect of a foundation and fairness cream. Unlike makeup, the special formula allows the cream to spread evenly without clogging pores so that your skin can breathe all day long.

The GenWhites™ Cover Formula is specially designed to instantly cover the skin and lighten dark spots from the inside. Its unique compound provides maximum coverage all over your face, a smooth texture and blending it with an even skin tone. The SPF 30PA++ is an advanced sun protection that is specifically formulated for Indian skin conditions. It keeps your skin's natural glow and protects it from UVA, UVB and visible light.

Spot-Less Skin Instantly in 3 Easy Steps

1. Rub your face and remove a small amount of the Pond's BB+ Cream on your fingertips.
2. Dot your forehead, cheeks and chin.
3. Blend the cream to your skin, covering the jaw and hair for natural coverage.



So whenever it is pressing you for this festive season, reaching up just another day at work, Pond's BB+ Cream will give you spot-less skin instantly.

DOVE CONDITIONER

2 Steps to Damage Protection™ Shampoo + Conditioner ₹ 54

क्या आपको अब भी लगता है कि कंडिशनर आपके बालों के लिए नहीं है? अब कंडिशनर आजमाएँ और फर्क महसूस कीजिए।

क्या कंडिशनर केवल तब ही काम करता है जब बालों को धोते हैं? और खुद को बालों से दूर रखते हैं? या बालों को धोने के बाद बालों को तब तक नहीं छूते जब तक कि वे सूख जायें? या बालों को धोने के बाद बालों को तब तक नहीं छूते जब तक कि वे सूख जायें? या बालों को धोने के बाद बालों को तब तक नहीं छूते जब तक कि वे सूख जायें? या बालों को धोने के बाद बालों को तब तक नहीं छूते जब तक कि वे सूख जायें?

स्टेप 1 धोएँ + स्टेप 2 कंडिशनर

FAL FACE WASH

Fair & Lovely FAIRNESS FACE WASH

YOUR FALLOUR CLEAN-UP APPOINTMENT IS NOW IN THE NEWS!

2 Steps to a glowing skin: 1. Wash your face with the softest soap in the world. 2. Apply the rich, creamy foam of the Fair & Lovely Face Wash. The soft, creamy foam of the Fair & Lovely Face Wash will gently cleanse your skin, leaving it soft, smooth and glowing. The soft, creamy foam of the Fair & Lovely Face Wash will gently cleanse your skin, leaving it soft, smooth and glowing.

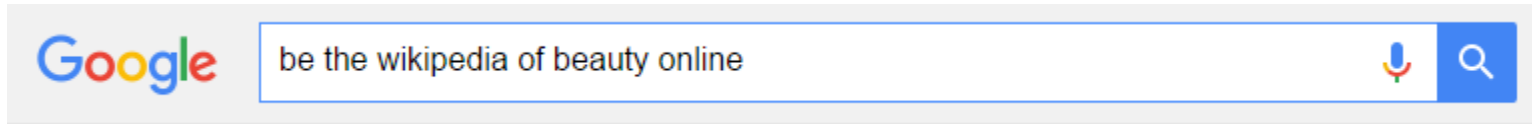
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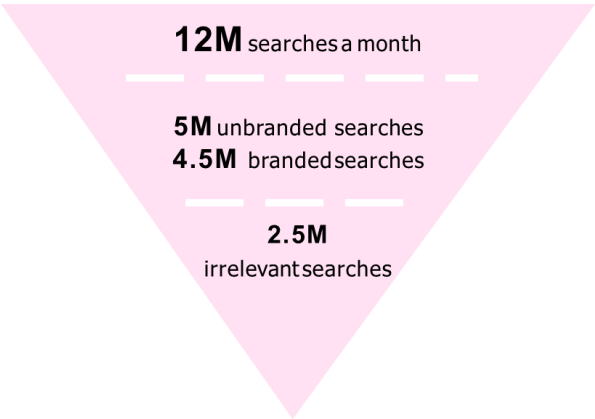
Digital

- Wikipedia of hair, Skin & Make-up

Wikipedia: All things hair, skin & make up



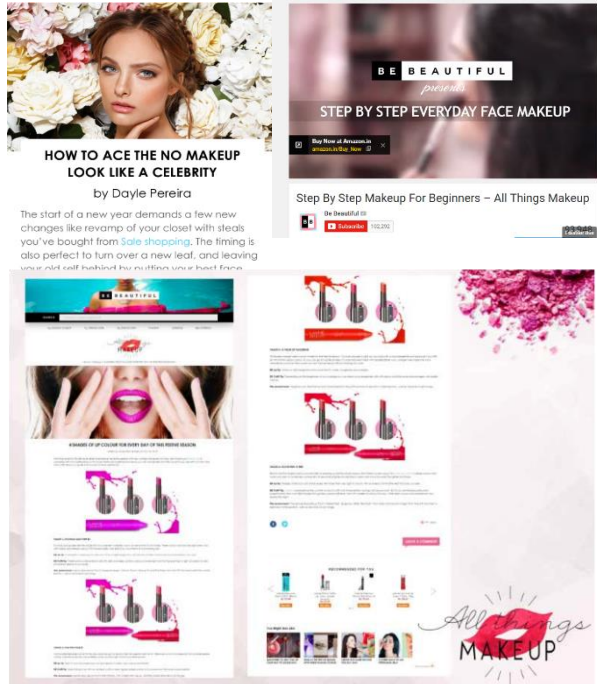
Search: The Bedrock



MICRO MOMENTS ON SEARCH

- KNOW**
How to's
Latest trends
- DO**
How to use
What to
- GO**
To a salon
Services
- BUY**
Products
Complete look

Relevant content



100+ videos

Encouraging Results



Be Beautiful: No.3 beauty portal in India

CTR: 2X of BM

CPC half of benchmark

Our Vision



Continue to grow ahead of the market across PC categories

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