



Hindustan Unilever Limited

HINDUSTAN UNILEVER LIMITED

SINGAPORE INTERNATIONAL WATER WEEK

4 JULY 2012



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.

HUL: INDIA'S LARGEST FMCG COMPANY



7 brands > Rs. 1000 crs; 13 brands > Rs. 500 crs
17 out of top 100 most trusted brands in India[^]

More than 75 years
of experience in
India

Products touch the
lives of 2 out of 3
Indians everyday

Direct distribution
reach of > 2 Mn
stores

No.1 and strong
No.2 in more than
95% of the
business

CLEAR AND COMPELLING STRATEGY

Strategic framework



THE COMPASS

WE ARE UNILEVER...

VISION
We are a successful, globally sustainable business.

WE WISE: NO ONE IS A BETTER FISHING BOAT
We help people feel good, look good and get more out of life with brands and services that are good for them and good for others.
We will inspire people to take small everyday actions that can add up to a big difference for the world.
We will double our size of doing business, with the aim of doubling the size of our company while reducing our environmental impact.

MISSION STATEMENT
We focus on consumer and customer solutions with a bias for action.

OUR PRIORITY IS TO OUR CUSTOMERS, OUR CUSTOMERS, EMPLOYEES AND COMMUNITIES. WHEN WE FULFILL OUR RESPONSIBILITIES TO THEM, OUR SHAREHOLDERS WILL BE REWARDED.
We will aim through a growth mindset and a positive approach for all our stakeholders, based on clear accountability and bias for action.

WHERE WE WILL WIN...

PROCESSES
We share and grow volume in every category and country.

HOW WE WILL WIN...

WINNING WITH BRANDS AND PRESENTATION	1. Deliver superior products, design, branding and marketing
	2. Rightful, better, faster innovation
	3. Appeal to those consumers across health and price points
WINNING IN THE WORKPLACE	4. Lead market development
	5. Win more existing customers
	6. Be innovation partner/force
WINNING THROUGH SUSTAINABLE OPERATIONS	7. Lead, regenerate and customer led value chain
	8. Drive return on brand equity
	9. Agile and consistent organization
WINNING WITH PEOPLE	10. Organization will drive talent pipeline ready to meet our growth ambitions
	11. Performance index which supports our vision
	12. Strengthen our operating framework for competitive advantage

Sustainable Living Plan



Our Goals

Consistent Growth

Competitive Growth

Profitable Growth

Responsible Growth

UNILEVER SUSTAINABLE LIVING PLAN AT THE HEART OF OUR BUSINESS

HELP
1 BILLION
PEOPLE IMPROVE
THEIR HEALTH
& WELL-BEING

HALVE
ENVIRONMENTAL
FOOTPRINT OF
OUR PRODUCTS

SOURCE
100%
OF AGRICULTURAL
RAW MATERIALS
SUSTAINABLY



Responsible growth

OUR PROGRESS



Hindustan Unilever Limited



30 million people reached with **Lifebuoy soap** handwashing programmes in 2010-11

30 million people have **gained access to safe drinking water** by using **Pureit** in-home water purifier, since 2005



Around 60% of our major food and beverage brands – Brooke Bond, Bru, Knorr, Kissan and Kwality Wall's – comply with the '**Healthy Choice**' guidelines'

Reduced CO₂ emissions by 14.7%, water use by 21.5% and waste by 52.8% in our factories, over 2008 baseline



Improved CO₂ efficiency in transportation by **17.8%**

60% of tomatoes in **Kissan Ketchup** are sourced **sustainably**



**SO WHAT ARE WE
DOING AT HUL**

R&D INNOVATION TO REDUCE WATER IN THE CONSUMPTION OF OUR PRODUCTS



Magic Water saver

Comfort one rinse conditioner

R&D INNOVATION TO REDUCE WATER IN THE CONSUMPTION OF OUR PRODUCTS



Dry Shampoos

Leave on Conditioners

WATER WORKS

- Unique initiative in jointly with Facebook
- Pilot in Madhya Pradesh
- 75 Waterworkers to be trained
- Distribution of Pureit sachets

1 PARTNER WITH A WATERWORKER

Waterworkers are real women working to provide access to clean drinking water throughout their communities.

2 SET UP A SMALL DAILY DONATION

Your funding provides a Waterworker with employment and clean water kits to distribute in her community.

3 SEE THE ACTUAL IMPACT YOU'RE MAKING

The Waterworker is equipped with a mobile device that she'll use to record the actual impact your funding is making.

Partner with a Waterworker today and we will donate 10 litres of clean water to start your partnership.

[Partner with a Waterworker](#)

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FOUNDATION



Hindustan Unilever Limited



STORY OF WATER



An initiative of Hindustan Unilever Limited



Hindustan Unilever Limited

FOR FURTHER INFORMATION

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