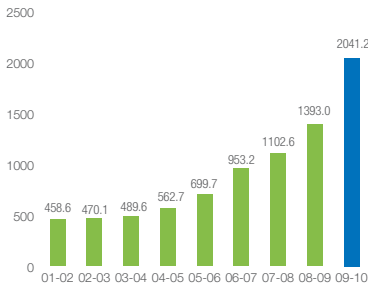
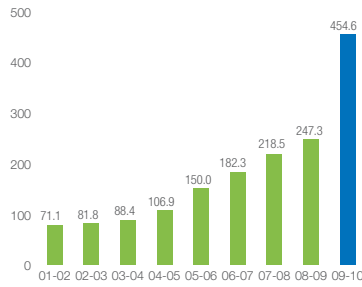


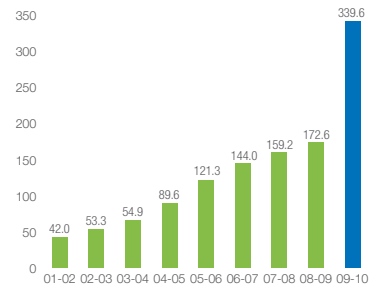
# Performance Highlights



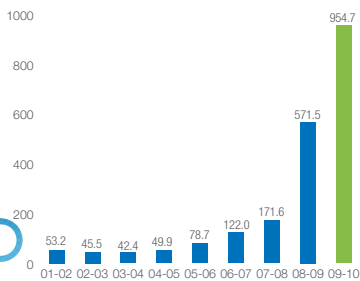
Net Sales (Rs. cr.)



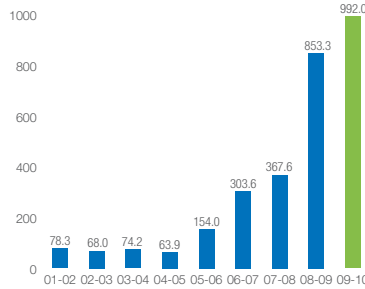
Operating Profit (Rs. cr.)



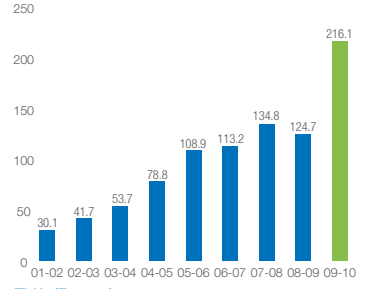
Net Profit (Rs. cr.)



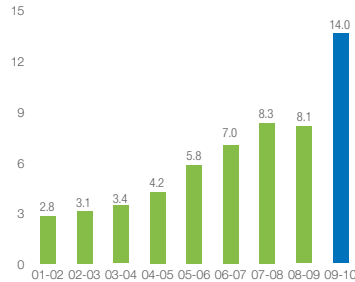
Networth (Rs. cr.)



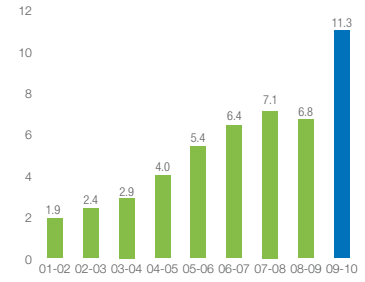
Capital Employed (Rs. cr.)



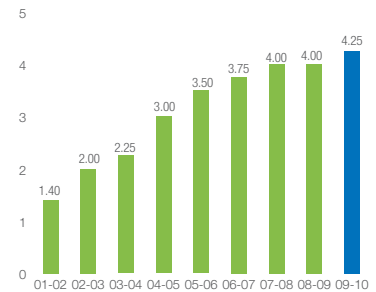
EVA (Rs. cr.)



PBT Per Share (Rs.)



EPS (Rs.)



Dividend Per Share (Rs.)

Note: Figures from FY 05-06 onwards are on a Consolidated business.

# The Year that was

## Unrelenting Growth:

- FY 2009-10 consolidated sales revenue (net of excise) improve by 47% from Rs.1393.0 crore To Rs.2041.2 crore.
- Consolidated Net profit increases by 97% from Rs. 172.6 crore to Rs.339.6 crore.
- Consolidated EPS increases to Rs.11.3 from Rs.6.8.
- Consolidated Profit before Depreciation, Interest and Tax (PBDIT) at Rs.454.6 crore from Rs.247.3 crore.

## All Round Business Strength

- Your Company is the second largest toilet soap manufacturer in India.
- GCPL's toilet soap market share improves to 10.3% from 9.4%.
- Hair colours demonstrated 19% growth.
- Liquid detergents grew by 24%.
- Toiletries improve by 34%.

## Innovations to further improve performance

- Extension of Cinthol Deodorant & Complexion soap at more accessible price points.
- Godrej No.1 relaunched in April 2010 with new shape, packaging and natural oils ingredients.
- Godrej No.1 Mositurising soap and Lime and Aloe Vera Soap launched.
- Change in packaging configuration in Godrej expert hair colours enabled expansion of retail outlets covered.
- Smaller "SKU" to strengthen Expert PHD in smaller wholesale outlets.
- Cinthol skin protection talc launched in South India.
- Cinthol Lime Fresh talc launched in April 2010.
- Cinthol Deodorant launched "Rainstorm & Unleash".
- Launch of Godrej Protekt – Hand sanitisers, Hand wash and Wipes.

## Expanding Global Presence

- In March 2010, GCPL announced the acquisition of Tura in Nigeria.
- In April 2010 GCPL announced the acquisition of PT. Megasari Makmur Group and its distribution company in Indonesia.
- GCPL acquires 49% stake in Godrej Sara Lee Limited.
- One Africa plan in place to integrate Kinky and Rapidol under a single management.

## Improved Shareholder Value

- Consolidated EPS increases to Rs.11.3 from Rs.6.8.
- Consolidated Economic Value Added (EVA) rises from Rs.124.7 crore to Rs. 216.1 crore.
- Dividend Rs.4.25 per share (425% on a face value of Re.1 per share).
- Return on Capital Employed (ROCE) and Return on Net Worth (RONW) at 42% and 34% respectively on a consolidated basis.

## Recognitions

- GCPL was ranked 15th in "India's Best Companies to work for" survey 2009 conducted by The Great Place to Work Institute, India & Economic Times.
- GCPL was ranked one of best 25 employers in Asia in the Wall Street Journal Asia.
- Malanpur unit, based on the improvement initiatives and systems, got "Manufacturer of the Year Award" (Large Organization Category) organised by Stars of the Industry group.
- GCPL's head of finance Mr. P. Ganesh was awarded the "Best CFO" award under the mid-size company category, organised by Business Today – Yes Bank.

