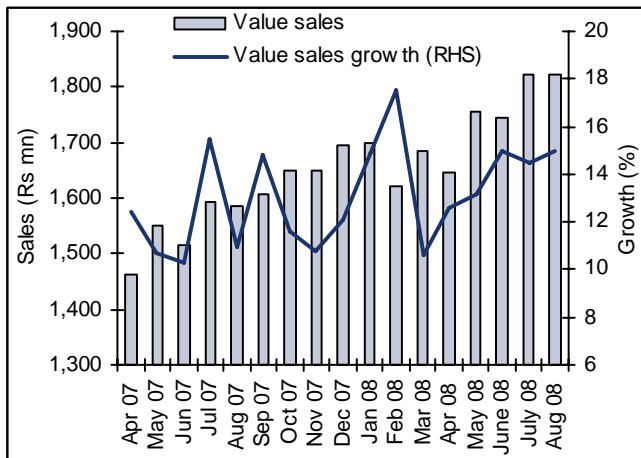


### Colgate-Palmolive India – Going strong

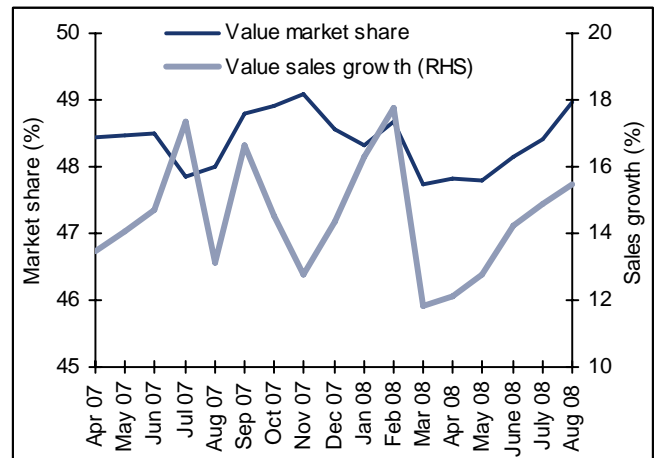
- Colgate’s sales grew 14.7% YoY in July-August ’08.
- In the toothpaste category, the company’s market share improved marginally 76bps YoY to 48.7%. Toothpaste sales grew 15.2% YoY in July-August ’08 on the back of 12% volume increase in the same period.
- Colgate’s market share in toothpowders sharply increased 347bps YoY to 47.3% in July-August ’08.
- Colgate’s market share in the toothbrush category sharply increased 264bps YoY to 37.8% in July-August ’08.

**Chart 7: Colgate – Steady sales growth**



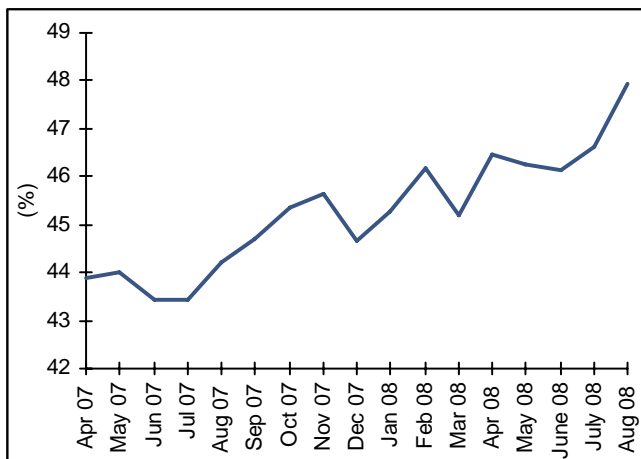
Source: ACNielsen

**Chart 8: Toothpaste – Stable market share**



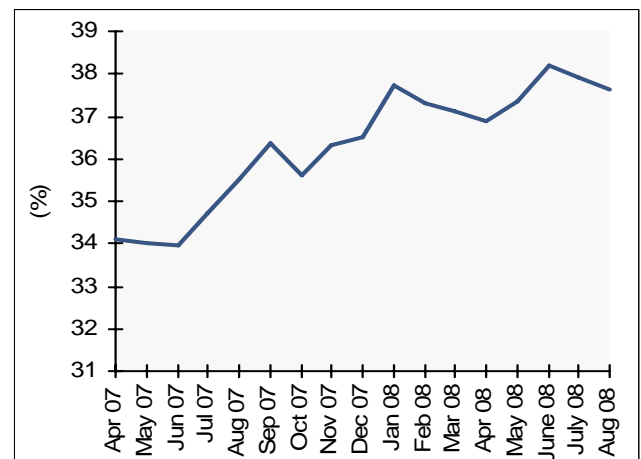
Source: ACNielsen

**Chart 9: Toothpowder – Sharp increase in market share**



Source: ACNielsen

**Chart 10: Toothbrush – Steep increase in market share**



Source: ACNielsen