



CONSUMER PRODUCTS LIMITED

Regd. Office: Pirojshanagar, Eastern Express Highway, Vikhroli, Mumbai 400 079

Communication

Mumbai, 23 March 2011

Termination of Kiwi and Kiwi Kleen Brand Licenses

Godrej Household Products Ltd. (GHPL), a 100% subsidiary of Godrej Consumer Products Ltd (GCPL), today announced that Sara Lee Corporation has terminated GHPL's license for Kiwi (shoe care) and Kiwi Kleen brands in India and Sri Lanka with effect from April 3rd, 2011. Consequent to the termination, Sara Lee will pay GHPL a consideration of Rs. 177 cr.

Commenting on the agreement, Adi Godrej, Chairman, GCPL, said:

"This agreement helps us continue becoming more focused on our core categories in line with our 3 by 3 strategy – presence in emerging markets in Asia, Africa and Latin America through 3 core categories – personal wash, hair care and home care. Shoe care is not a core business for us"

Mr. A. Mahendran, MD, GCPL, added:

"Over the last few years, our team has done a great job growing the Kiwi brands in India and Sri Lanka through a compelling product portfolio, specialized focus on the modern trade channel and a leadership position in Sri Lanka. We wish continued success for the brands"

About Godrej Consumer Products Limited

Godrej Consumer Products (GCPL) is a leader among India's Fast Moving Consumer Goods (FMCG) companies, with leading Household and Personal Care Products. Our brands, which include Good knight, Cinthol, Godrej No. 1, Expert, Hit, Jet, Fairglow, Ezee, Protekt and Snuggly, among others, are household names across the country. We are one of the largest marketers of toilet soaps in the country and are also leaders in hair colours and household insecticides. Our 'Good knight' brand has been placed at an overall rank 12 and continues to be the most trusted household care brand in the country in Brand Equity's Most Trusted Brands Survey 2010. We are driven by our mission to continuously enhance the quality of life of consumers in high-growth markets with superior-quality and affordable home care, personal care and hygiene products. We also have a strong emerging presence in markets outside India. The acquisition of Rapidol and Kinky in South Africa have given GCPL leading positions in the fast growing South African ethnic hair care market. As part of increasing its global footprint, GCPL recently acquired Tura, a leading medicated brand in West Africa, Megasari Group, a leading household care company in Indonesia and Issue Group and Argencos, two leading hair colorant companies in Argentina

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For further information contact:

Sameer Shah
Godrej Consumer Products Ltd
Tel.: +91 22 2519 4467
Fax: +91 22 2518 8040
e-mail: sa.shah@godrejcp.com

Gavin Desa/ Khushnum Pestonji
Citigate Dewe Rogerson
Tel.: +91 22 6645 1237/ 1231
Fax: +91 22 6645 1213
e-mail: gavin@cdr-india.com/ khushnum@cdr-india.com

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