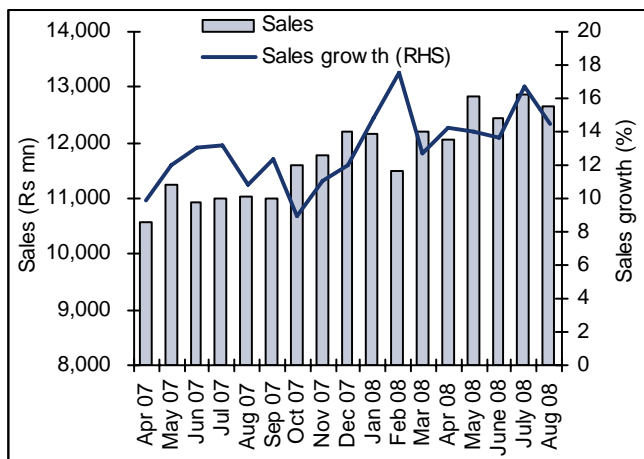


HUL – Market share disappoint

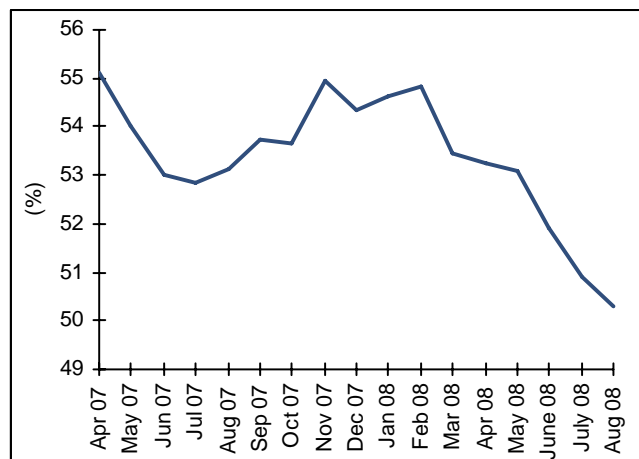
- HUL’s sales grew 15.6% YoY in July-August ’08. While healthy value growth was witnessed in categories such as washing powder, detergent cakes and toilet soaps, the same was not accompanied by volume growth and was mainly inflation driven.
- HUL’s value market share in the toilet soaps category declined 239bps YoY to 50.6% in July-August ’08. While *Lux* and *Breeze* lost market share, *Lifebuoy’s* market share increased 69bps YoY to 17.9% in July-August ’08. While toilet soaps’ sales grew 11%, the category witnessed volume decline of 4% YoY in July-August ’08.
- HUL lost market share in skin cream (down 374bps YoY to 52.1%), with sales growing at 12.8% YoY. The decline was largely due to *Fair and Lovely*, which declined 452bps YoY to 40.6% in July-August ’08.
- Shampoo sales grew 11.5% YoY in July-August ’08. However, shampoo’s market share declined marginally 85bps YoY to 46% in July-August ’08. The market share decline was mainly due to 142bps YoY decline in market share of *Clinic Plus*.
- Packaged tea grew 14.4% YoY in July-August ’08 and saw market share increase of 22bps YoY to 23.5%.
- Toothpastes grew 12% YoY in July-August ’08. Market share declined a marginal 42bps YoY to 29.8%. The increase in market share of *Close-up* was offset by decline in market share of *Pepsodent*.
- Detergent cakes sales increased 23.3% YoY in July-August ’08, albeit due to price rises as volumes declined 1.7% YoY over the same period. Market share declined 85bps YoY to 39.1% in July-August ’08.
- HUL’s sales in the washing powder category increased 25% YoY in July-August ’08. However, volume growth was limited to 4.8% YoY in the same period. The sharp rise in sales was on the back of inflation-based price increases.

Chart 21: HUL – Steady sales growth



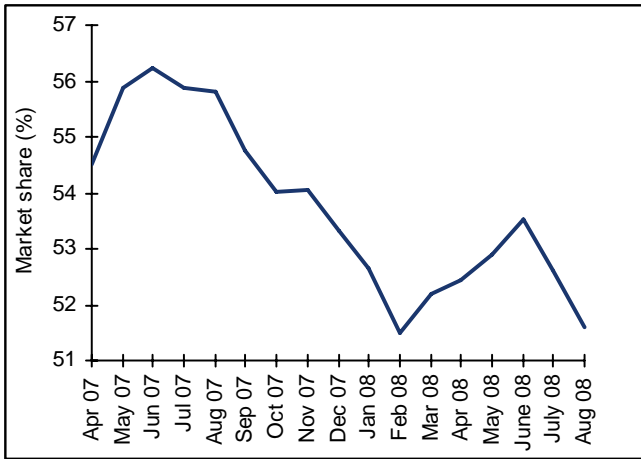
Source: ACNielsen

Chart 22: Toilet soaps – Sharp loss in market share



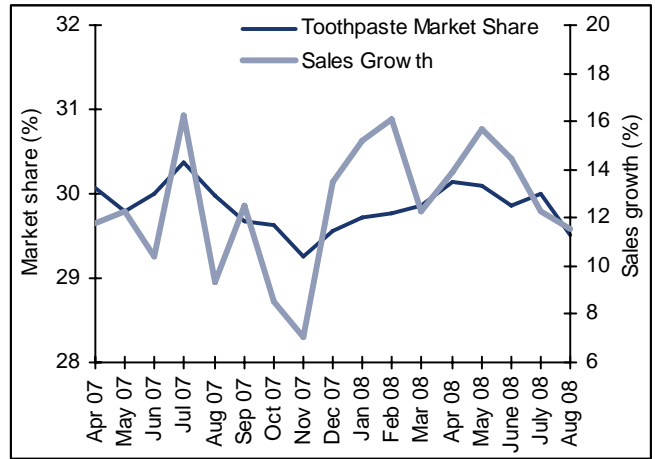
Source: ACNielsen

Chart 23: Skin creams – Decline in market share



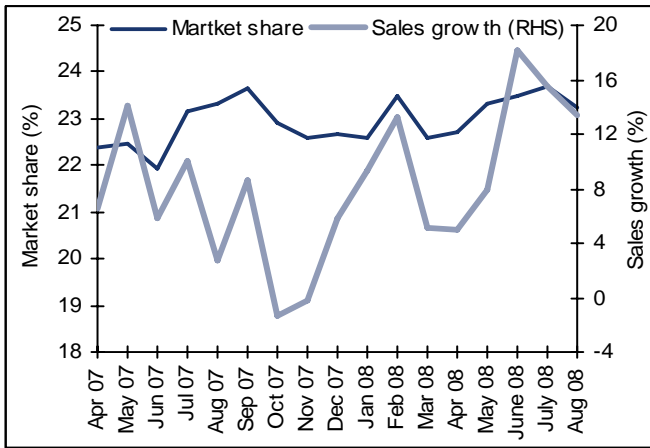
Source: ACNielsen

Chart 24: Toothpastes – Steady share



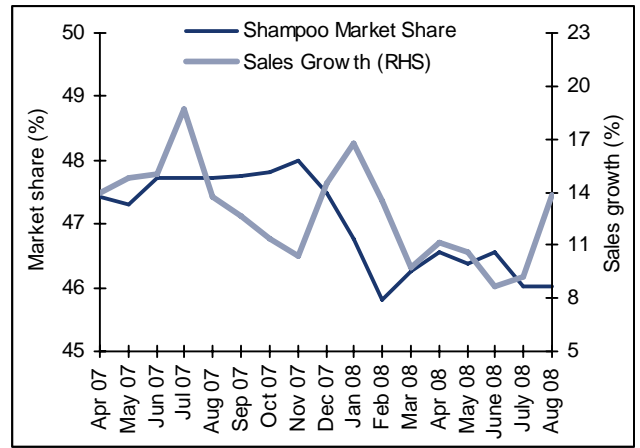
Source: ACNielsen

Chart 25: Packaged tea – Gain in market share



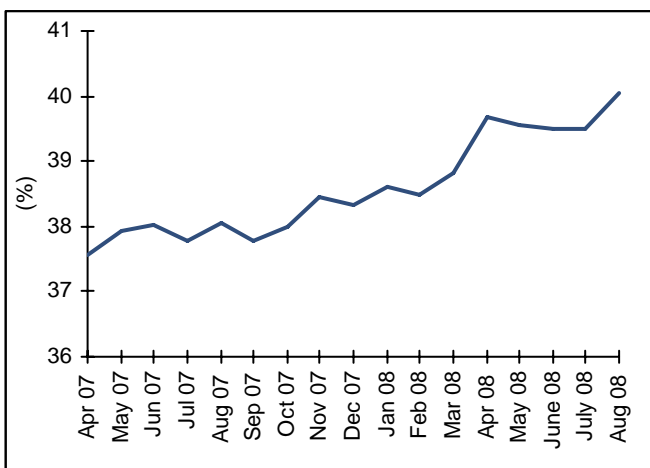
Source: ACNielsen

Chart 26: Shampoos – Decline in share



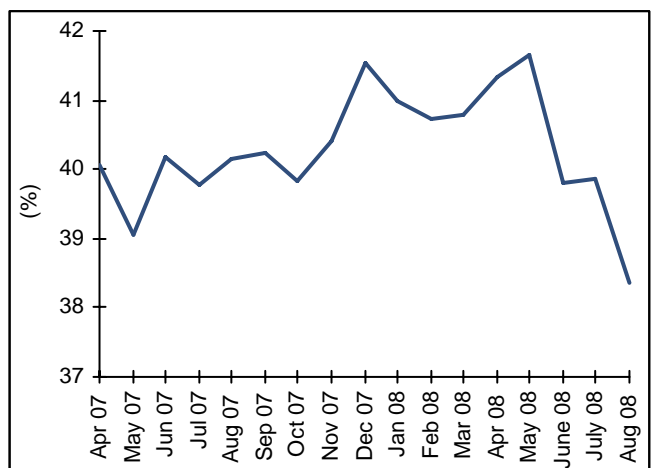
Source: ACNielsen

Chart 27: Washing powder – Silver lining



Source: ACNielsen

Chart 28: Detergent cakes – Loss in market share



Source: ACNielsen