

## **Cinthol organizes Cinthol Confidence + Run 2018 in Bhubaneswar to promote outdoor activities amongst citizens**

*Cinthol Confidence + Run 2018 flagged off by Orissa's Sports & Youth Affairs Minister Chandra Sarathi*

**Bhubaneswar, September 8, 2018:** Cinthol, the flagship brand from Godrej Consumer Products Limited, organized Cinthol Confidence + Run 2018, a major marathon in the city of Bhubaneswar. Through this initiative, Cinthol aims to promote outdoor activities amongst patrons in Bhubaneswar and the state of Orissa. This marathon was flagged off by Orissa's Sports & Youth Affairs Minister Chandra Sarathi Bahera along with Prabodh Tirkey, former captain of Indian Hockey team.

Cinthol Confidence + Run started from Biju Patnaik park to Kalinga Stadium, Nayapalli. Over 1000 individuals, which included police personnel, school and college students, teachers, government officials and Godrej Consumer Products Limited employees, ran in the marathon.

Distinguished personalities who participated in Cinthol Confidence + Run 2018 were Dutee Chand, Asian Games 2018 silver medalist, Bhubaneswar (North) MLA Priyadarshi Mishra, Mayor of Bhubaneswar Anant Narayan Jena and Police Commissioner Satyajit Mohanty, among others.

Commenting on the initiative, **Mr. Sunil Kataria, CEO (India & SAARC), Godrej Consumer Products Limited**, said, "We are proud to organize the Cinthol Confidence+Run for the first time in Bhubaneswar. Cinthol is all about embracing the awesome outdoors and stepping out of your comfort zone. Confidence+ aims to enable people to explore outdoor challenges without fear of muck, dirt, grime, etc. as Confidence+ soap offers them 99.9% germ protection. Moreover, the soap comes with a great deo-fragrance to enhance their bathing experience. Cinthol Confidence+ Run 2018 is our effort to engage people of Bhubaneswar in outdoor activities and create experiences that makes life alive and awesome."

### **About Godrej Consumer Products Ltd:**

Godrej Consumer Products is a leading emerging markets company. As part of the 120-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, our group enjoys the patronage of 1.1 billion consumers globally, across different businesses. In line with our 3 by 3 approach to international expansion at Godrej Consumer Products, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care). We rank among the largest household insecticide and hair care players in emerging markets. In household insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the hair care needs of women of

African descent, the number one player in hair colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in soaps in India and are the number one player in air fresheners and wet tissues in Indonesia.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23 per cent of the promoter holding in the Godrej Group is held in trusts that invest in the environment, health and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India.

At the heart of all of this, is our talented team. We take much pride in fostering an inspiring workplace, with an agile and high performance culture. We are also deeply committed to recognising and valuing diversity across our teams.

Read more at <http://www.godrejcp.com/>