

“ALIVE LOOKS FOR AWESOME MEN”

GCPL LAUNCHES CINTHOL’S ALL NEW MEN’S GROOMING RANGE

- 8 innovative, simple to use and multi-benefit products for face, body, hair and beard
- Becomes the first ever brand to offer complete male grooming collection
- Male grooming range also marks the entry of Cinthol in skin and hair segments

Mumbai, September 18, 2018: Cinthol, a brand that has been leading for over 66 years, today, announced its foray into the male grooming market by launching 8 new variants for face, body, hair and beard applications. Cinthol’s male grooming range was unveiled by **Mr. Sunil Kataria, CEO – India & SAARC, Godrej Consumer Products Limited (GCPL)** in a grooming show with **Asian Games gold medallist Arpinder Singh** and **actor Harshvardhan Kapoor** as showstoppers.

With this launch, Cinthol becomes the first ever brand to offer complete grooming solutions in the INR 5,500 crore male grooming market. Cinthol is one of the most iconic brands for men in India and has witnessed the evolution of men understanding them better. Cinthol’s male grooming range is a comprehensive offering with innovative, multi-benefit and functionally superior products, specially made for today’s awesome men.

Cinthol male grooming range consists of 8 new products that includes Cinthol Shave + Face Wash & Cinthol After Shave + After Trim (Face), Cinthol Head to Toe Wash (Body), Cinthol Hair Cream & Cinthol Hair Gel (Hair) and Cinthol Beard Oil, Cinthol Beard Wax & Cinthol Beard + Face Wash (Beard).

Speaking on Cinthol’s entry into male grooming market, **Mr. Sunil Kataria, CEO – India & SAARC, Godrej Consumer Products Limited (GCPL)**, said, “*Studies have shown that men in 18 to 25 years age group spend more money on grooming and personal care products than women in India. They seek simple and multi-functional products that save time. The Cinthol male grooming range perfectly meets this requirement of a man on the move and I am confident that it will make the lives of our male users more awesome and alive. I am particularly excited about the first of its kind unique Cinthol Shave + Facewash and the entire beard range comprising Beard + Face wash, Wax, Oil, After Shave + After Trim which demonstrate multi-functionality and ease of use.*”

Male grooming range also marks the entry of Cinthol in skin and hair segments in India.

- With Cinthol Shave + Face Wash, Cinthol is targeting a combined market of INR 620 crore of shaving cream (INR 300 cr) and men’s face wash (INR 320 cr)
- Cinthol After Shave + After Trim target the after shave market valued at INR 100 crore
- Cinthol Hair Cream & Hair Gel focus on the combined market of hair styling pegged at INR 240 crore of hair gel (INR 200 cr) and hair cream (INR 40 cr)
- Cinthol is also tapping the INR 100 crore market of beard care through Cinthol Beard + Face Wash

The objective of Cinthol Male Grooming range, is to expand the category across all the aforementioned categories and increase penetration by offering an end to end male grooming solution



Commenting on Cinthol male grooming range, **Asian Games gold medallist, Arpinder Singh**, said, *“It is an honour to be associated with Cinthol which has given us the coolest grooming experiences. For me, grooming is a very important part of my lifestyle. I like to keep my grooming regime simple and less time consuming. Cinthol’s male grooming range has successfully managed to do the same. The multi-functional products like the Shave + Face Wash and the beard range will find a convenient place in my bag whether I travel, hit the gym or when I tour for my work. A guy’s best friend has got to be things that are hassle free and easy to use and Cinthol is that buddy.”*

Trusted by 47 million households, Cinthol is INR 750 crore flagship personal care brand, celebrating the spirit of feeling alive. With premium international fragrances and innovative designs, Cinthol is undoubtedly one of the coolest grooming experiences across soaps, deodorants, talcum powders and shower gels. With its entry into the male grooming market, Cinthol aims to become the grooming choice of vibrant, young India.

Actor **Harshvardhan Kapoor**, said, *“Cinthol has a rich legacy of six decades. I have used Cinthol in my growing up years as well! I am excited to be associated with its new and awesome grooming range. I am an absolute outdoor person and hence for me, grooming is something that should be easy, simple, more DIY and hassle free. With Cinthol’s new range, I see that happening very easily, especially now that I can carry these in my bags wherever I go during my outdoor shoots. It complements my personality, my lifestyle. Infact, Cinthol and me both share a legacy of great men and talents. While I come from an out an out Bollywood family, I have grown up seeing Cinthol being endorsed by iconic personalities such Vinod Khanna, Shahrukh Khan, Hrithik Roshan, Virat Kohli. I am sure this new collection from Cinthol will disrupt the grooming market today!”*

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.

