

**PRESS RELEASE:**

**HIT launches the gel based household insecticide**

*HIT Anti roach gel is the first of its kind in the category*

**Mumbai, February 18, 2013:** Godrej Consumer Products Ltd (GCPL), India's leading FMCG company, has come up with their latest innovation in the household insecticides category with the launch of **new HIT Anti-Roach gel**.

GCPL is the dominant leader in the 3300+ Crore household insecticide market, with nearly half of the market and leadership across all the major formats Coils, Liquid Vaporizer and Aerosols.

GCPL now takes a step ahead in expanding the market with the launch of this innovative product. Positioned as an effective and effortless remedy against cockroach menace, the gel based insecticide aims at eradicating the cockroach problem from its roots, giving a relief for upto 45 days with each application. This follows the efforts of the company to sensitize the consumers about the unhealthy impact of cockroaches, through an advertising campaign that talked about the diseases spread by cockroaches.

Speaking on the launch, **Sunil Kataria, EVP, Marketing & Sales**, GCPL, said our aim is to Increase sensitivity towards diseases spread by pests and providing innovative & convenient solutions to get rid of pests. "HIT, is the market leader in the cockroach killer spray segment and has more than 80% market share.

With its 22 years of knowledge-base in the insecticide category, the brand understands consumer need gaps clearly. We have conducted in-depth market research and product tests, and are confident about the product's ability to expand and extend our leadership for the years to come."

The product is a revolutionary gel based product, which first of its kind in the consumer market. It is an outcome of consumer surveys and design led innovation, keeping the modern housewife in mind.

The Anti-roach gel is an injection-shaped tube with gel that can be easily applied to places like modular kitchen brackets, under the sink, inside the drawers etc. The gel attracts cockroaches that in turn ingests it and dies. Other cockroaches feed on the dead cockroach & get poisoned, leading to elimination of the whole nest. The unique formulation **attracts and kills even the hidden cockroaches** thus giving freedom from cockroaches for 45 days with each application.

The Hit Anti roach gel has been launched with an extensive 360 degree communication campaign “Aaenge, Khaenge and Jaadh se maar jaenge” (Cockroaches will be attracted to it, will come and eat it, and will be eliminated from the roots) beginning with television commercial, radio, print and social media.

The product is available in one 20 gm SKU priced at Rs. 125. The product is available in general stores, Chemists, Modern trade across the country

This launch is likely to strengthen HIT’s position as the most powerful and efficacious insecticide brand that kills pests, eradicating the danger of disease caused by pests like mosquitoes & cockroaches.

#### 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 and Protekt 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. Three of our brands (Goodknight, Cinthol & Godrej No.1) are ranked among the 100 most trusted brands in the country by Economic Times - Brand Equity*

*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. As part of increasing our global footprint, we recently acquired 51% in the Darling group in Africa. With acquisitions of 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, Keyline Brands in the United Kingdom,*



*Rapidol and Kinky Group, South Africa and Godrej Global Mideast FZE, we own international brands and trademarks in Asia (ex. India), Latam, Africa, Europe, Australia, Canada and the Middle East.*