



Godrej Expert Reiterates its Commitment to Karnataka and South India

Organise a special meet and greet activity with Godrej Expert's Brand Ambassador and Actor R.Madhavan in Bangalore

Mumbai, June 22, 2018: Godrej Expert, India's foremost and largest selling hair colour trusted by over 4.5 crore households, conducted a meet and greet event in Bangalore. This event was held to engage consumers and reiterate the importance of Karnataka and overall South India as a key market for the brand. The meet and greet was chaired by **Mr. Ashwin Uppal, Category Head – Hair Color, Godrej Consumer Products Ltd (GCPL)** along with **Godrej Expert's brand ambassador and renowned film actor, R.Madhavan.**

The meet and greet activity was to celebrate Godrej Expert and the success it has received in Karnataka and rest of South market. This activity also gave chance to select users of Godrej Expert to meet and interact with actor R.Madhavan.

South India's hair colour market is estimated to be worth Rs.730 crore, of which, Godrej Expert commands the highest market share. The region is a strong hair colour market for Godrej. The company's own research shows that maximum number of hair colour entrants will be coming from the South region in near future.

Speaking on this occasion, **Mr. Ashwin Uppal, Head - Hair Care, Godrej Consumer Products (GCPL)** said, "South India is a very important market for Godrej Expert, and we hold a dominant position in the region. We are thankful to receive the support and immense trust from stakeholders. We are committed to further strengthen our presence across South India. Our endeavor will be to offer the most unique hair colour solutions at the best affordable price. We are confident of achieving greater penetration and growth in the region."

In India, Godrej Expert have made hair colour accessible and aspirational for people across the country. The overall hair colour market in India is estimated at Rs.4040 Crore, with Godrej Expert, commanding a significant market share. It is the largest hair colour brand in India with a retail presence of 40 lac outlets, the highest in the category.

Godrej Expert offer a variety of products including Godrej Expert Rich Crème Hair Colour, a rich crème hair colour, Godrej Expert Original, a unique powder hair colour and Godrej Expert Advanced a gel that is extremely convenient to use.

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/>