

Godrej Consumer Products Consolidates International Media Operations Under WPP Media

Mumbai, August 11, 2026: Godrej Consumer Products Ltd. (GCPL), a leading emerging markets FMCG company, has appointed WPP Media as its global media agency partner for its international business spanning Indonesia, Bangladesh, Sri Lanka, South Africa, Nigeria, Argentina and Chile. EssenceMediacom, part of WPP Media, has been managing GCPL's media mandate in India since 2025.

The appointment follows a three-month global media pitch process initiated in March 2026 to consolidate GCPL's media operations outside India under a single global agency group. Media responsibilities across these markets were previously managed independently through locally appointed agencies.

Nithya Ravi, Lead – Global Media, Godrej Consumer Products Ltd, (GCPL), said, *"Media is a key driver of growth for FMCG companies, and the right planning, technology and buying capabilities help us improve both efficiency and effectiveness. Bringing our international media operations under a single partner is a best practice, allowing us to combine global capabilities with local market expertise across these regions. We look forward to working with WPP Media to support our brands' reach across international markets"*

Navin Khemka, President Client Solutions, WPP Media, South Asia, said, *"We are delighted to expand our partnership with Godrej Consumer Products beyond India into seven international markets. This expanded mandate reflects the trust we have built together and our shared ambition to create enduring brands that resonate with consumers across diverse cultures and contexts. Delivering success across multiple markets requires the right blend of global capabilities and deep local expertise. Together, we look forward to creating connected marketing solutions that strengthen brand relevance, deepen consumer engagement, and support GCPL's growth ambitions across every market."*

Mark Patterson, Global President, Markets and Business Operations at WPP Media, said, *"Global growth today is built on the ability to combine scale with local relevance. We are excited to support Godrej Consumer Products as they strengthen their presence across key international markets, leveraging the power of data, technology, creativity, and market expertise. This expanded partnership reflects a shared commitment to delivering integrated marketing solutions that drive meaningful business outcomes and long-term brand growth across regions."*

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ABOUT GODREJ CONSUMER PRODUCTS

Godrej Consumer Products is a leading emerging markets company, driven by the purpose of bringing the goodness of health and beauty to consumers in emerging markets. As part of the Godrej Industries Group, we are fortunate to have a proud legacy of over 125 years, 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, we enjoy the patronage of 1.4 billion consumers globally. 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.

We believe that we are only as good as what we do next. So, we strive to continuously improve how we do business, and how we live in the world, shaping a more sustainable and responsible future by placing our planet and people alongside profit. Through Godrej Good & Green, we are helping create a more inclusive and greener planet, in line with the United Nation's Sustainable Development Goals, and the needs of local communities. At the Godrej DEI (Diversity, Equity, Inclusion) Lab, we work on empowering inclusion, help build DEI ecosystems across corporate India and aim to bring ideas and innovation related to DEI to the mainstream.

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ABOUT WPP MEDIA

WPP Media is WPP's global media collective. In a world where media is everywhere and in everything, we bring the best platform, people, and partners together to create limitless opportunities for growth. For more information, visit www.wppmedia.com.

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