

PRESS RELEASE

Godrej Consumer Products Limited (GCPL), through its subsidiary, to buy a majority equity stake in Canon Chemicals Limited, a Kenya based home and personal care company, further building its presence in the Sub Saharan Africa market

- Canon Chemicals Limited, a Kenya based home and personal care company, manufactures and distributes products in the personal and home care categories
- This acquisition helps GCPL in further building its presence in the Sub Saharan Africa market
- GCPL's Africa business currently has annualised revenues of USD 200 million
- This move is in line with GCPL's global 3 by 3 strategy, targeting strong regional assets in the emerging world

03 February, 2016. Mumbai, India: Godrej Consumer Products Limited (GCPL) today announced that its subsidiary has entered into an agreement with Canon Chemicals Limited, for the acquisition of a majority equity stake in its business in Kenya. Canon Chemicals Limited, a Kenya based company, manufactures and distributes products in the personal and home categories. Its major brand is Valon, a petroleum jelly. In 2015, the annualised revenue of the business was KSh 1,146 million. This acquisition helps GCPL in further building its presence in the Sub Saharan Africa market.

Commenting on the acquisition, Vivek Gambhir, Managing Director, GCPL, said: *"We are delighted to add Canon Chemicals Limited to our home and personal care portfolio in Africa. Canon has a strong track record of serving consumers in Kenya for over 40 years and we look forward to leveraging its strong brand equity and distribution infrastructure, for our business. This acquisition reflects our continued commitment to scaling up our presence in Africa and providing African consumers with a wide range of superior quality products at affordable prices. We remain very excited by the tremendous potential of the African market and look forward to further building our business."*

ABOUT CANON CHEMICALS LIMITED

Canon Chemicals Limited, based out of Kenya, manufactures and distributes products in the home and personal care categories. The over-40-year-old family run company is passionately committed to empowering and enriching the lives of African consumers through a portfolio of quality FMCG brands, available at affordable prices. Its major brand categories include petroleum jelly, air fresheners, detergents and candles. The company was ranked among the Top 100 Mid Sized Companies in Kenya in 2013 by KPMG.

ABOUT GODREJ CONSUMER PRODUCTS LIMITED

Godrej Consumer Products Limited is the largest home-grown home and personal care company in India. We are constantly innovating to delight our consumers with more exciting, superior quality products at affordable prices.

We have bold ambitions and are becoming more agile and future ready. We rank number 1 in hair colour, household insecticides and liquid detergents and number 2 in soaps. In India, you grow up with our brands - Good knight, Cinthol, Godrej Expert, Godrej No. 1 - and we are now on our way to becoming an emerging markets FMCG leader.

In line with our 3X3 approach to international expansion, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal wash, hair care). In 2010, we acquired the Indonesia based Megasari group, a leader in household insecticides, air fresheners and baby care. With the acquisition of Rapidol, Kinky and Frika in South Africa, and the Darling Group, a leading pan-Africa hair care company, we have a strong presence in the fast growing African hair care market. We acquired the Issue and Argencos groups in Argentina, leaders in hair colour, in 2010, and expanded our footprint to Chile through the acquisition of Cosmetica Nacional. The UK based Keyline Brands, which we acquired in 2005, plays in hair and personal care. We also have a business in the Middle East and a strong presence across SAARC countries.

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PRESS ENQUIRIES

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