

PRESS RELEASE

Mitu and Yogya Group Invites the Orphan Kids to Recreation at KidZania

Showcasing a staunch belief that every child should have the right to grow through individual and group exploration, Godrej Indonesia, through its Mitu brand – the market leader in Wet Tissue & Baby Care, has sponsored 100 orphan children to take part in a day of fun, fantasy and exploration.

Mitu, in conjunction with Yogya Group, created a crowdsourcing campaign in which a certain portion of consumer sales went to providing fiscal support for this enriching event.

Mitu believes that children develop through playing and actively exploring the world around them and wants to give all children the opportunity reach their full potential.

President Director of Godrej Indonesia, Mr. Naveen Gupta says “It is our responsibility as market leaders within the Indonesian community to ensure that all children, regardless of circumstance, have the same opportunity to learn, grow and be the best version of themselves in order to succeed as the future leaders of Indonesia.

End

About Godrej Indonesia

Godrej Consumer Products from India acquired the Indonesian household product major, the PT Megasari Makmur Group, in 2010. Today, Godrej Indonesia is a leading household and personal care company in Indonesia. It is estimated that close to 15 million households in Indonesia use at least one of our brands, every day.

With an expected turnover of approximately IDR 3 trillion for fiscal year 2014-15, Godrej Indonesia is the largest international business of Godrej Consumer Products. We have a strong proven track record of performance; growing by 23 per cent CAGR over the last 4 years. We also have exciting and ambitious plans – to be among the top 3 home and personal care players in Indonesia and double our revenue by 2018.

We are constantly innovating and looking for new ways to delight our consumers with world-class products at affordable prices. Our flagship brands - HIT in household insecticides, Stella in air fresheners and Mitu in baby tissues and baby care - are market leaders in their respective categories. Our brand portfolio also includes other household favourites like Proclin, Klinpak, Polytex, Carrera, Cap Gajah, Biosol and Shock.

We have invested nearly USD 100 million in building new state-of-the-art facilities in Indonesia. Recently, we set up a new 30,000 square metre factory in Gunung Putri to produce our HIT and Mitu ranges.

We are very proud of our over 5,000 team members and our focus is to make Godrej Indonesia a truly inspiring place to work. Our new collaborative workspace, designed in line with the Godrej philosophy of 'Brighter Living', is a step towards this vision. We promise Godrejites a culture of ownership and innovation; take serious bets on them and differentiate basis performance. We also understand that our team members play multi-faceted roles and so, we strongly encourage them to explore their whole selves. We believe that these efforts will help our company deliver even stronger results in the future.

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