

PRESS RELEASE

Godrej Indonesia Grants 100 gram Gold to Mitu Baby Gebyar Emas (GEMAS) Winner

Having announced the winners of Mitu Baby Gebyar Emas (GEMAS) presented by FMCG company Godrej Indonesia, Mitu Baby also visited the main winner's house

Jakarta, 7 September 2018 - FMCG company Godrej Indonesia announced Arwani as the winner of Mitu Baby Gebyar Emas (GEMAS) program at the end of August. This 52-year-old grandfather bought Mitu Baby Changing Diaper for his one-year-old granddaughter from Mitu Baby Official Store through online marketplace. Mitu Baby GEMAS is a special program running since 1st February – 31st July 2018, which provides the opportunity for Mitu Baby's loyal customers to win prizes such as 100 gold worth of 1 gram, 20 gold worth of 5 gram and 1 gold worth of 100 gram as the Grand Prize, as well as 17.000 prepaid vouchers worth IDR25,000.

Brand Manager Mitu, Sabrina Purba said, "We would like to congratulate Mr. Arwani and express our gratitude to him for welcoming us to hold a warm and modest ceremonial main prize delivery Mitu Baby Gebyar Emas (GEMAS) program for this year. This program is also meant to showcase our efforts in appreciating our loyal consumers, who have trusted Mitu Baby as a partner in looking after and taking care of their children and grandchildren. We are delighted to always be present in helping to meet the needs of the children." Sabrina also hopes that in the future, the relationship between Mitu Baby and its consumers can grow even stronger through similar program. To win various attractive prizes, consumers simply need to purchase 'Mitu Baby Changing Diaper Buy 1 Get 1' special pack labelled with Mitu Baby Gebyar Emas sticker. The lucky consumers will get a unique code inside the sticker, which can be exchanged for prizes at www.gebyaremas.mitubabycare.com.

As part of Mitu Baby GEMAS series of activities, the Mitu Baby team also held interesting events such as in-store activation in several modern trades in Jabodetabek, Bandung, Surabaya, and other major cities, from February to July 2018. The visitors can join the lucky draw by purchasing any of Mitu Baby products (in certain amounts) and get the chance to win attractive prizes from Mitu Baby.

About Godrej Indonesia

Godrej Consumer Products Limited (GCPL) from India acquired the Indonesian household product major, PT Megasari Makmur Group, in 2010. Today, Godrej Indonesia is a leading household and personal care company in Indonesia with 5 manufacturing units. It also has a vibrant export business to markets in Africa and Southeast Asia. Godrej Indonesia contributes to 30 percent of GCPL's international business and is amongst GCPL's largest international business unit. The company is well known for its 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. The brand portfolio also includes other household and personal care favourites like Proclin, Biosol, Klinpak, Polytex, Carrera, Cap Gajah, Shock, NYU, which can be found in most Indonesian households. It is estimated that close to 15 million households in Indonesia use at least one of these brands, every day. Through its multi-local model, Godrej Indonesia products are homegrown in Indonesia for consumers in Indonesia and the world.