

SHRINKING SHARES

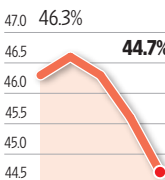
HUL has been losing market share to rivals in key FMCG categories in the last 5 quarters.

Source: DSP Merrill Lynch Ltd report (AC Nielsen)

SHAMPOO



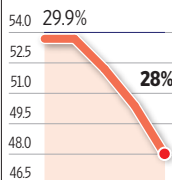
HUL



TOOTHPASTE



HUL



SOAPS



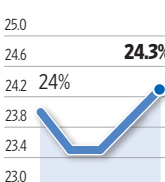
DETERGENTS



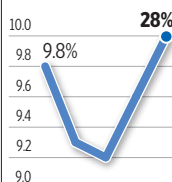
TEA



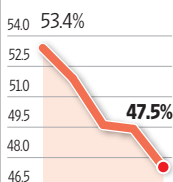
P&G



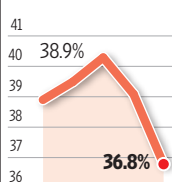
Dabur



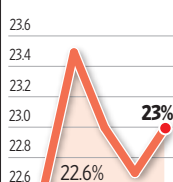
HUL



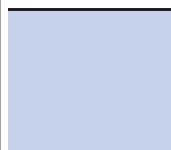
HUL



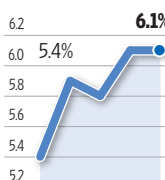
HUL



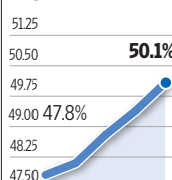
SKINCARE



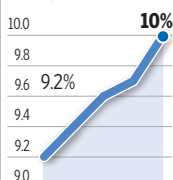
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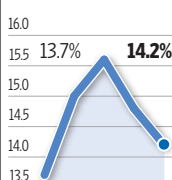
Colgate



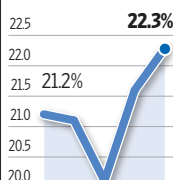
Godrej Consumer



P&G



Tata Tea



HUL

