



**Institute of Industrial and Computer  
Management and Research**

**Enterprise Analysis & Desk Research**

**Company**

**Godrej Group of Companies**

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## History and Background

The Godrej Group is an Indian conglomerate founded by **Ardeshir** and **Pirojsha** Godrej in 1897, **Lalbaug, Mumbai**. Established in 1897, the Godrej group has grown in India from the days of the charkha to nights at the call centres. Our founder, Ardeshir Godrej, lawyer-turned-locksmith, was a persistent inventor and a strong visionary who could see the spark in the future. His inventions, manufactured by his brother Pirojsha Godrej, were the foundation of today's Godrej empire. One of India's most trusted brands, Godrej enjoys the patronage and trust of over **400 million** Indians every single day. Our customers mean the world to us. We are happy only when we see a delighted customer smile.

Godrej Group is one of the largest conglomerates based in Mumbai, India, involved in various industries that include appliances, precision equipment, machine tools, furniture, healthcare, interior solutions, office equipment, food-processing, security, materials handling and industrial storage solutions, construction and information technology. Its products include security Systems and Safes, Typewriters and Word processors, Rocket Launchers, Refrigerators and Furniture, Outsourcing Services, Machine Tools and Process Equipment, Cosmetics and Detergents, Engineering Workstations, Medical Diagnostics and Aerospace Equipment, Edible Oils and Chemical, Mosquito Repellents, Car perfumes, Chicken and Agriproducts, Material Handling Equipment Like FORKLIFT Trucks, Stackers, Tyre handlers, Sweeping machines, access equipment's etc. The Group is headed by Adi Godrej and Jamshed Godrej.

Traditionally, **Vikhroli**, a suburb to the Northeast of Mumbai has been Godrej's manufacturing base, but increasingly the group have moved significant production facilities away from Mumbai. The Godrej group also owns vast land in Vikhroli, occupying **3500 acres (14 sq. km)** of land on both sides of the Vikhroli section of the LBS marg. That makes the Godrej group the biggest private land owner in Mumbai by far. Such vast land can, in theory, be used to create at least 1500 acres of residential floor space, which, at very modest rates (Rs.10000/sq. ft), can be sold for USD 16 billion. Thus, the Godrej group is sitting on an invisible cash pile that is envy of other Indian conglomerates.

## PROMOTERS:

Holder's name	No of Shares	% Shares Holding
No of shares	336584313	100%
Promoters	226126774	67.18%
Foreign institution	29005398	8.62%
Mutual Funds	3409316	1.01%
Others	48048939	14.28%
General Public	20702155	6.15%
Financial Institutions	9291718	2.76%
Foreign Promoters	13	0%

## BUSINESS FAMILY

The Godrej family is an Indian **Parsi family** that manages and largely owns the Godrej Group, a conglomerate founded by Ardeshir Godrej and his brother Pirojsha Burjorji Godrej in 1897, spanning sectors as diverse as real estate, consumer products, industrial engineering, appliances, furniture, security and agricultural products. Headed by Adi Godrej alongside his brother, Nadir Godrej, and cousin, Jamshyd Godrej, the family is one of the richest in India; with an estimated net worth of \$11.6bn as of 2014.

## VISION:

Our vision is to be a leader in the Indian Food and beverage space by breaking into the exclusive league of top ten FMCG food companies in India. Godrej in Every Home and Work place.

## MISSION:

Godrej Mission is to operate in existing and new businesses which capitalize on the Godrej brand and corporate image of reliability and integrity.

Godrej objective is to delight its customer both in India and abroad.

Godrej shall strive for excellence by nurturing, developing and empowering its employees and suppliers.

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Godrej encourages an open atmosphere, conducive to learning and team work. Godrej mission is to do **sales of Rs. 1000 Crores by 2012**, profitably at margins that are best in class in FMCG goods. We will achieve it through unparalleled business innovations and consumer satisfaction.

## **QUALITY POLICY:**

Godrej is committed to delighting customers, both in India and abroad through continuous improvement in quality, cost and customer service. You are expected to follow the guidelines laid down in the Quality Policy of your company and should ensure that poor quality is never accepted or permitted to pass.

## **Board Of Directors:**

**Chairman:** Adi Godrej

**Independent Director:** Ajaykumar Vaghani

**Chief Financial Officer:** Clement Pinto

**Independent Director:** Ganapati D Yadav

**Director:** Jamshyd Godrej

**Independent Director:** Mathew Eipe

**Independent Director:** Monaz Noble

**Managing Director:** Nadir Godrej

**Executive Director & President:** Nitin Nabar

**Independent Director:** Sandeep Murthy

**Independent Director:** Shweta Bhatia

**Executive Director & Chief Brand Officer:** Tanya Dubash

**Director:** Vijay Crishna

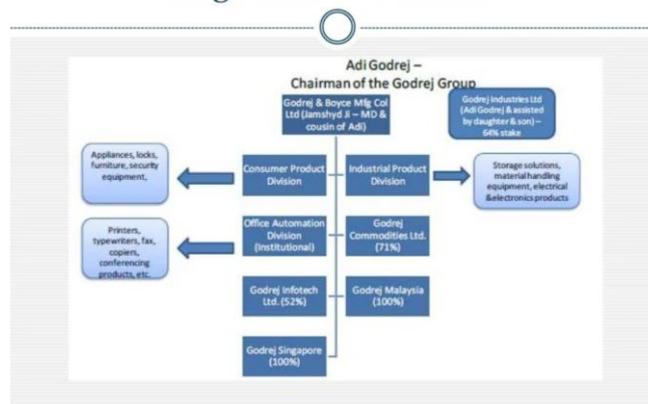
# Organization

## ORGANIZATIONAL STRUCTURE:

### HIERARCHY:

- Four employees, 1 deputy & 3 senior under him.
- Over all 19 plants make all different products like security system, locks, doors, etc. Each of their plant is considered as a separate profit-making centre.
- Profits made by each of the plants are accounted separately in their annual report also.

### Organization Structure



## COMPANY WEB SITE KEY HIGHLIGHTS:

- Easy to use
- Fresh quality content
- Optimized for Search and the Social Web
- Well Designed and Functional
- Store Locator

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# Markets

## Major Customer:

Godrej major customer is 12 to 80 years age group where the company provides all the home appliances, foods, personal care etc. which covered almost all the age group.

## Product Line:

- Aero space and Defence
- Appliances
- Chemicals
- Financial Service
- Food And Agriculture
- Furnitures & Fittings
- General Engineering
- Heavy Engineering
- Home & Personal Care
- Intra Logistics
- IT
- Infrastructure
- Lock& Security Solutions
- Real Estates
- Power & Energy

## Some lead Products:

### India

Range of household care and personal care products - household insecticides, hair colour, liquid detergents, soaps and air fresheners.

## Personal Care:

Built on the high-energy proposition of 'alive is awesome', it inspires you to step out of the stale and embrace the fresh, premium international fragrances.

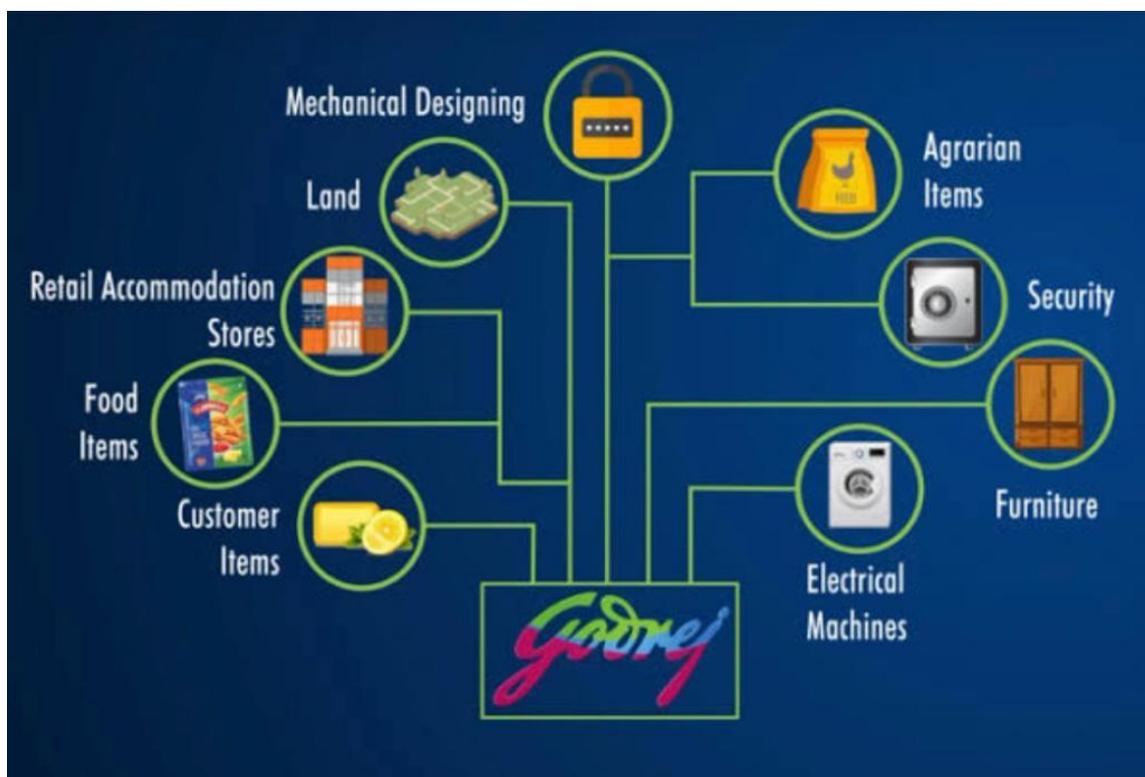
- Leading Grade 1 quality soap in India.
- Offers you 'Nature's way to beauty' with carefully chosen ingredients to make your skin naturally beautiful.

## Home care:

- Good knight, the highest penetrated brand in the category in India, reaches 78 million households.
- Good knight fast card, India's first paper-based mosquito repellent.
- Delightful range of home, car and bathroom air fresheners.

## Hair care:

- India's largest selling hair colour, used by over 40 million consumers.
- Launches a multi- application pack of Godrej expert rich crème.



# Finance

## Profit & Revenue:

<b><u>FINANCIAL</u></b>	<b><u>FY2017</u></b>	<b><u>FY2018</u></b>	<b><u>FY2019</u></b>	<b><u>FY2020</u></b>	<b><u>FY2021</u></b>
<b><u>YEAR</u></b>					
TOTAL REVENUE	8,900.39	9,999.28	11,990.30	12,297.18	10,348.50
EBITDA	1,176.19	1,185.28	1,756.80	1,807.72	1,328.47
PBIT	1,028.05	1,010.01	1,593.66	1,573.88	1,086.13
PBT	626.23	596.86	1,085.95	1,082.96	617.20
NET INCOME	256.45	337.83	589.53	553.81	334.57
EPS	7.63	10.05	17.53	16.46	9.94
DPS	1.75	1.75	1.15	0.00	0.00
PAY-OUT RATIO	0.23	0.17	0.07	0.00	0.00

## Market capitalization:

### Market cap: \$11.76 Billion

As of February 2022, Godrej has a market cap of \$11.76 Billion. This makes Godrej the world's 1407th most valuable company by market cap according to our data. The market capitalization, commonly called market cap, is the total market value of a publicly traded company's outstanding shares and is commonly used to measure how much a company is worth.

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# **Governance:**

## **GODREJ PROPERTIES LIMITED**

### **GENERAL RISKS:**

Investments in equity and equity related securities involve a degree of risk and Investors should not invest any funds in the Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue including the risks involved. The securities being offered in the Issue have not been recommended or approved by Securities and Exchange Board of India (“SEBI”) nor does SEBI guarantee the accuracy or adequacy of this Draft Letter of Offer. Investors are advised to refer to the section “Risk Factors” on page 9 before making an investment in this Issue.

### **ISSUER’S ABSOLUTE RESPONSIBILITY:**

Our Company, having made all reasonable inquiries, accepts responsibility for and confirms that this Draft Letter of Offer contains all information with regard to our Company and the Issue, which is material in the context of the Issue, that the information contained in this Draft Letter of Offer is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this Draft Letter of Offer as a whole or any such information or the expression of any such opinions or intentions misleading in any material respect.

### **LISTING:**

The existing Equity Shares of our Company are listed on BSE Limited (“BSE”) and The National Stock Exchange of India Limited (“NSE”) (collectively, the “Stock Exchanges”). Our Company has received “in-principle” approvals from the BSE and the NSE for listing the Equity Shares to be allotted in the Issue vide their letters dated and, respectively. For the purposes of the Issue, the Designated Stock Exchange is.

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## **CRISIL RATING:**

CRISIL Ratings has reaffirmed its 'CRISIL AA/Stable/CRISIL A1+' ratings on the non-convertible debentures (NCDs) and commercial paper of Godrej Industries Limited (GIL).

The ratings continue to reflect strong financial flexibility of GIL as the holding company of the Godrej group.

## **Achievements & Awards:**

- Porter Prize 2016
- GCPL Malanpur GreenCo Gold
- GCPL CMO Award
- Amazon Beauty Awards 2016.

## **Conclusion:**

GODREJ is expanding its business every year by continuously trying to acquire many new businesses in all over India. The project Titled "Market demand analysis of Godrej Appliance" was carried out among the customer in Ahmedabad city (In consumer electronics segment). To increase the share in market and reach to the customer Godrej should made Tie up's with the Retail Store's like, Next Retail Store, Big Bazaars etc. Overall objective of the study was to find out the customer perception about Godrej's product and their view, and to find out their satisfaction towards the sale and service compare to its competitors.