



Gillette India Limited

CIN: L28931MH1984PLC267130
Regd Office
P&G Plaza, Cardinal Gracias Road,
Chakala, Andheri (E),
Mumbai 400 099
Tel : 91-22-2826 6000
Fax : 91-22-2826 7337
Website: in.pg.com

May 17, 2023

To,
The Corporate Relations Department
The BSE Limited
Department of Corporate Services
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400001.

To,
The Listing Department
The National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400051.

Scrip Code/Name of Scrip: 507815 / GILLETTE

Dear Sir / Madam,

Sub:- Outcome of Meeting with an Institutional Investor

We wish to inform you that the management of the Company had one-on-one investor meeting with Aditya Birla Sun Life Mutual Fund, as per details shared with exchange vide our letter dated May 16, 2023.

We are hereby enclosing copy of presentation made to said investor, for your information and records.

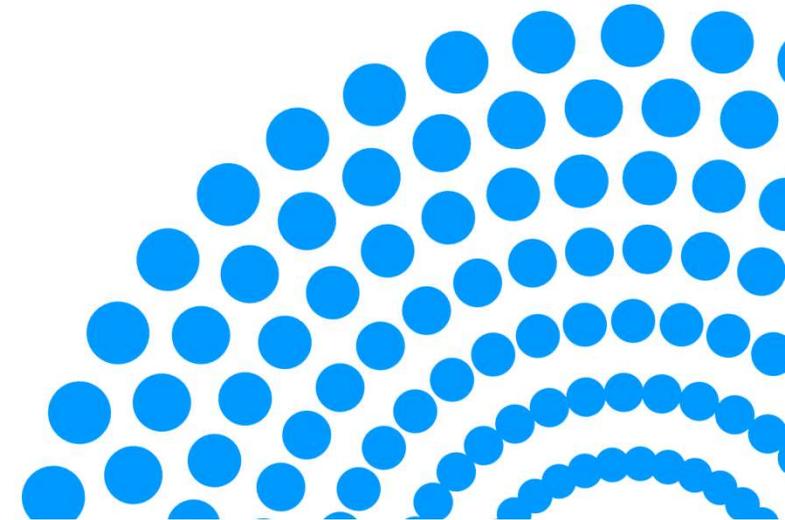
Yours faithfully,

For **Gillette India Limited**

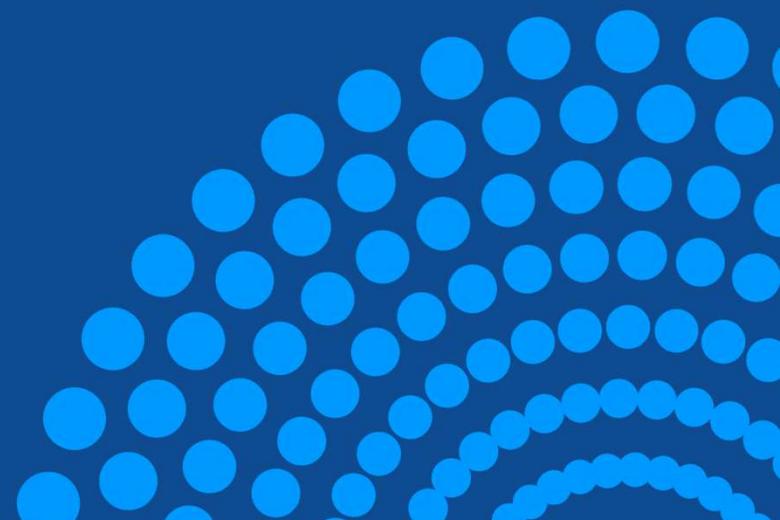
Flavia Machado
Company Secretary

Gillette India Limited

May 17th, 2023



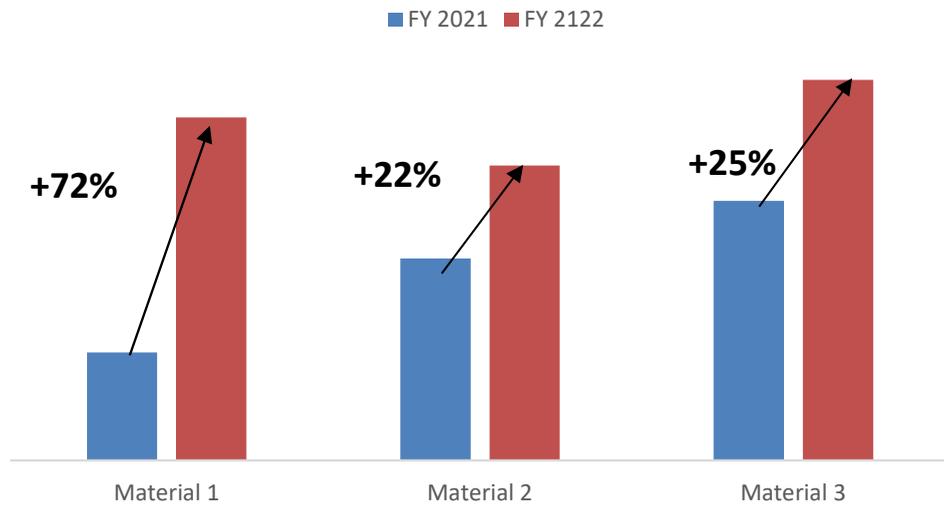
INTEGRATED GROWTH STRATEGY



21/22 WAS A CHALLENGING YEAR

30% of profit eroded due to unprecedented cost inflation

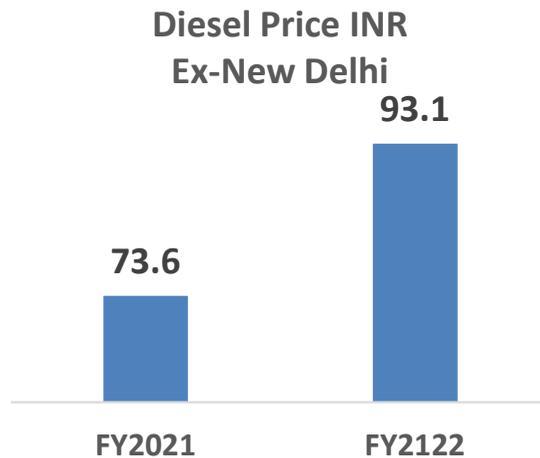
1 Key material prices up 30-70% (impacts COGS)



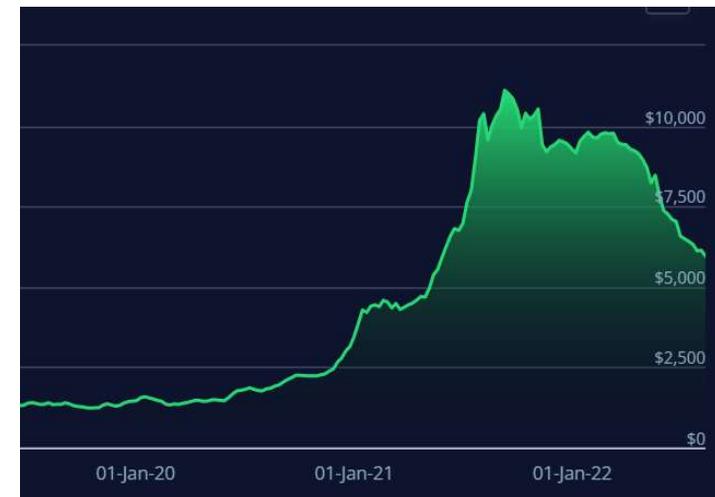
2 Crude oil higher by 70% in FY22 vs FY21 (impacts materials/logistics)



3 Diesel costs up 25% in 1Y (impacts Logistics cost)



4 Container Freight costs up 4X vs FY2021 (impacts inbound materials)



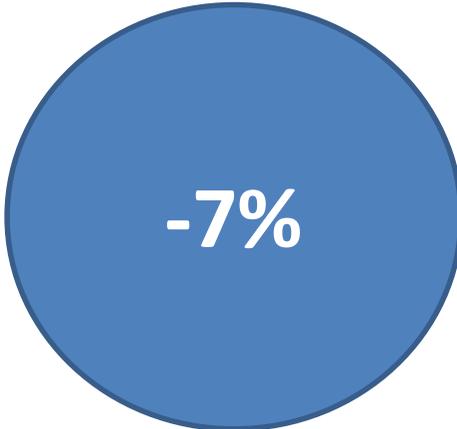
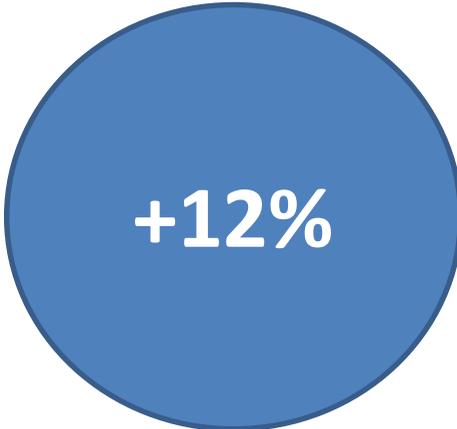
FY 21/22: Resilient year in a challenging environment

SALES GROWTH

PROFIT GROWTH

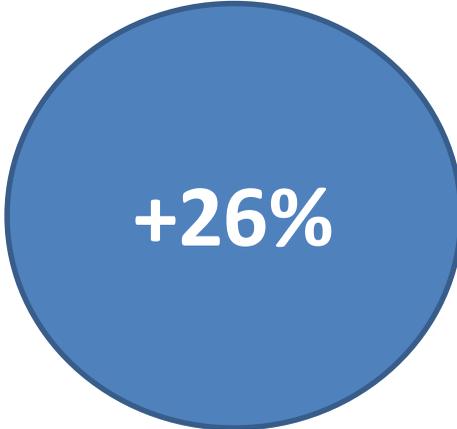
FY22 vs FY21

Short term profitability impacted by macro-environment



FY22 vs FY18 Pre-Covid

Focus remains on delivering sustained long term share-holder value



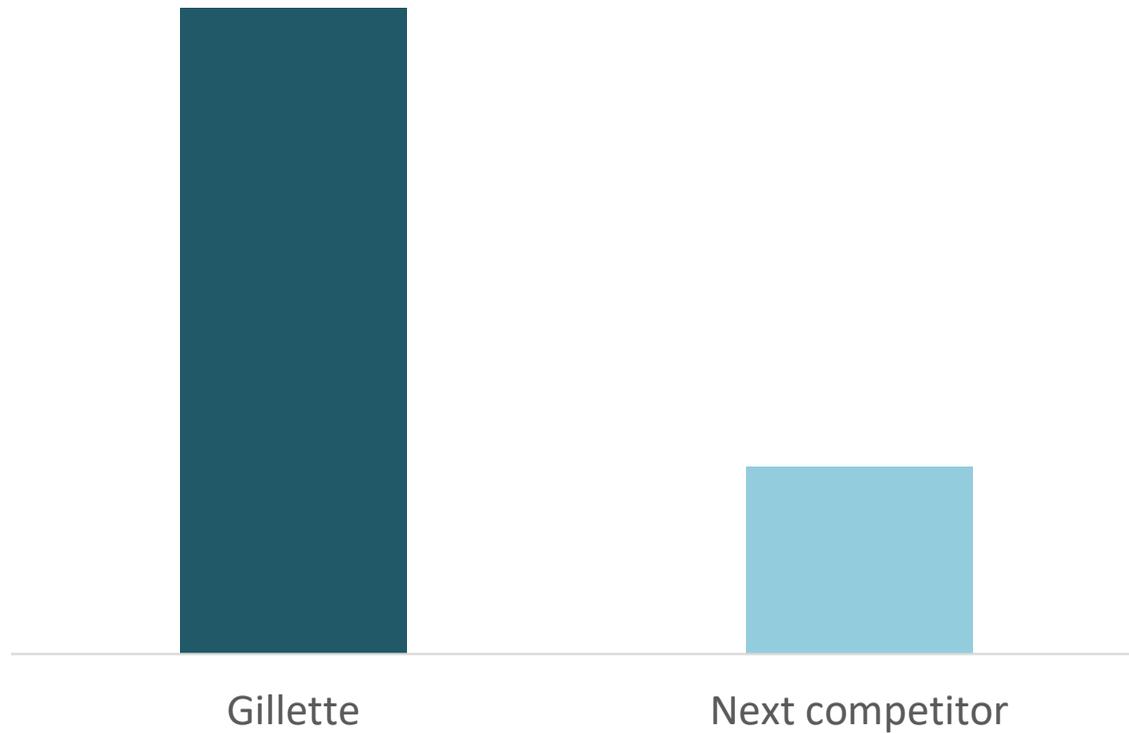
8% 4Y CAGR

6% 4Y CAGR

We continue to WIN externally

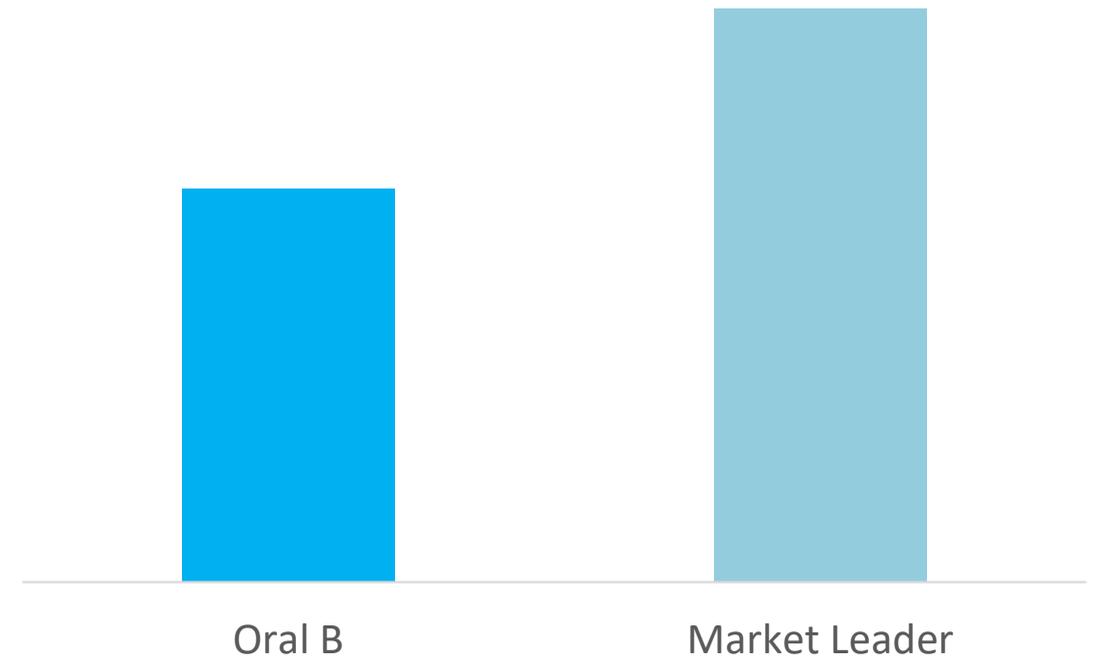
Grooming

Consolidating Market Leadership

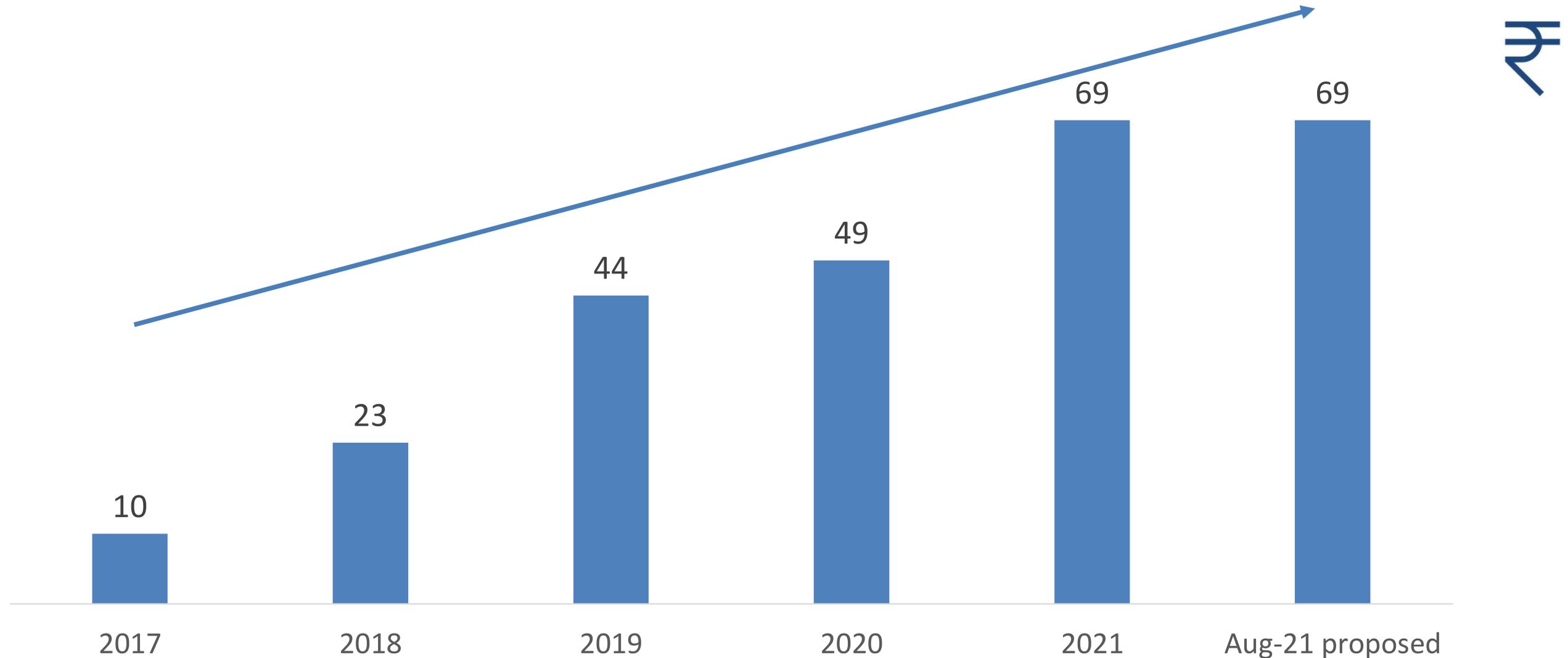


Oral Care

Closing Gap vs Market Leader



Healthy growth in dividends over the years

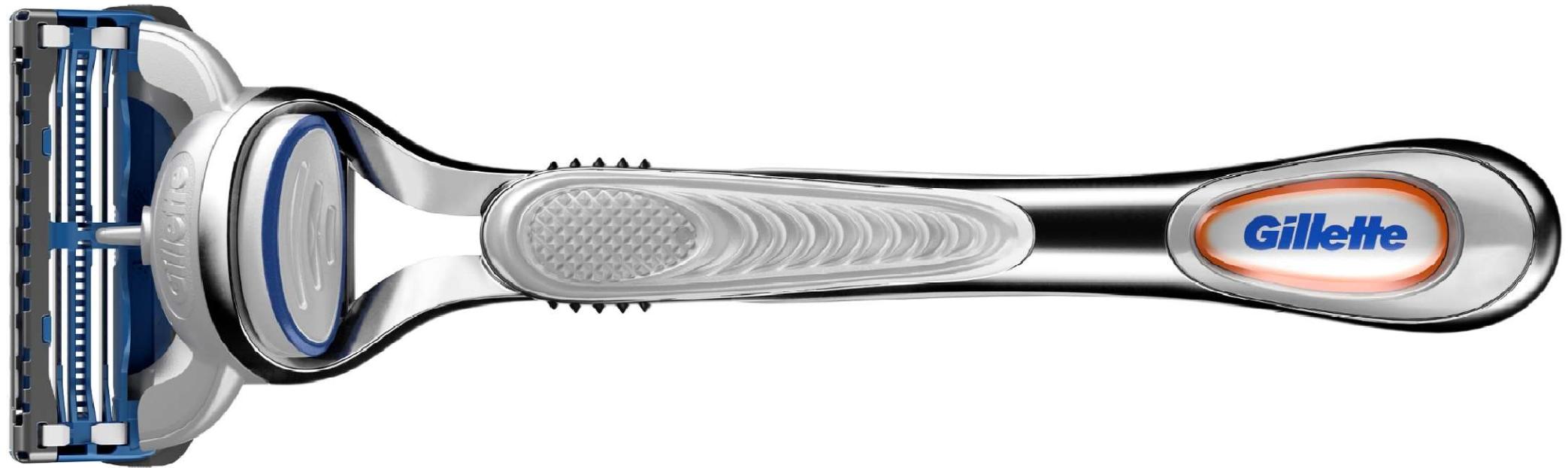


Notes

(1) Graph shows Interim + Final Dividend INR per share paid during calendar year (excludes special dividend)

(2) 2021 had a special dividend of INR 50 on top of INR 69. Total Dividend in 2021 (Interim + Final + Special) was INR 119.

GROOMING



Portfolio across price tiers and benefit segments

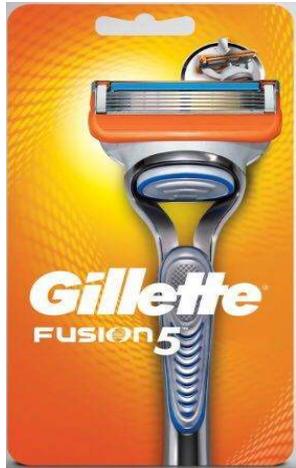
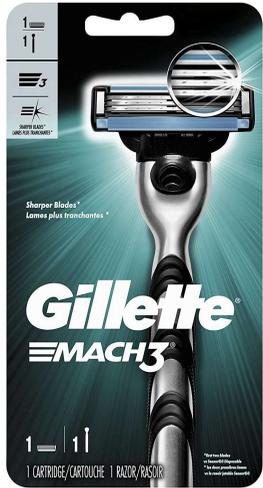
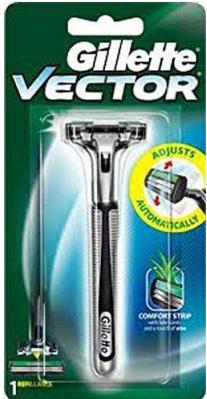
Shave Preps

Value

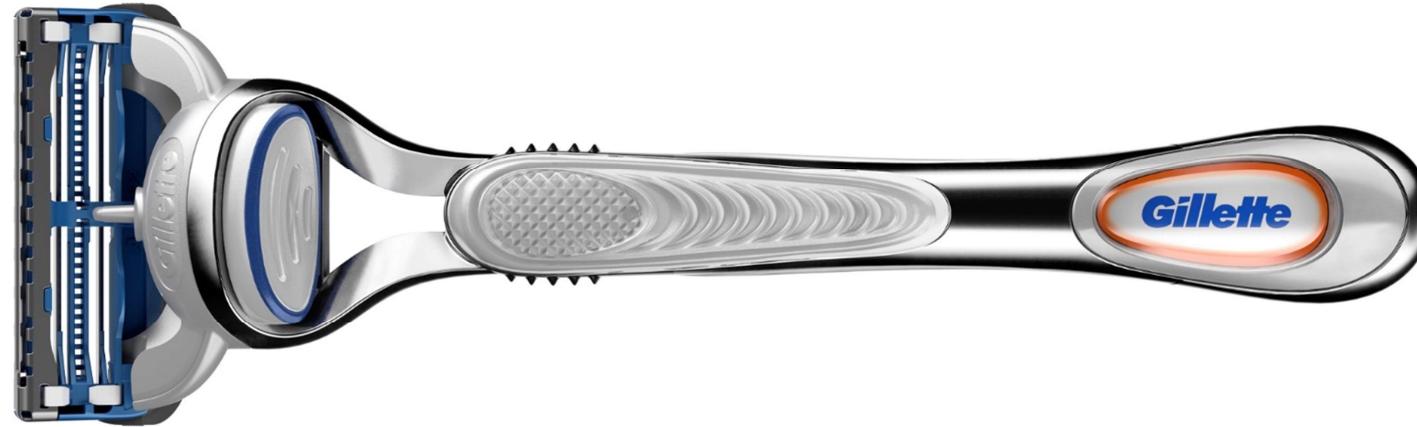
Mid - Tier

Premium

Female



GROOMING



INNOVATION & BUSINESS GROWTH

Guard conversion via innovation & 1st ever Influencer plan



Gillette
Guard



Driving premium systems among increasing bearded consumers

Positioning Fusion as a shaving & **shaping** tool highlighting the **precision trimmer** as RTB

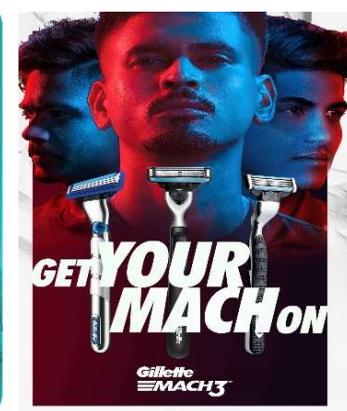


Driving premium systems to drive profitability



GROOMING

Position Fusion as a styling tool/ Mach 3 razor placements to drive consideration among POME



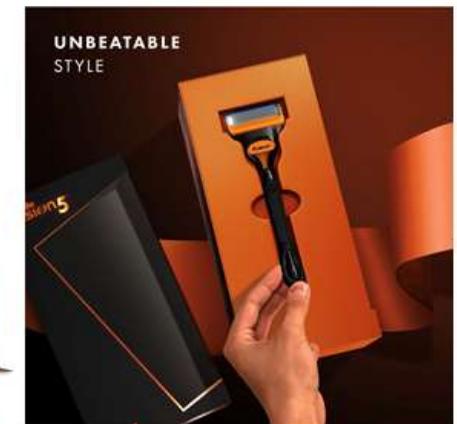
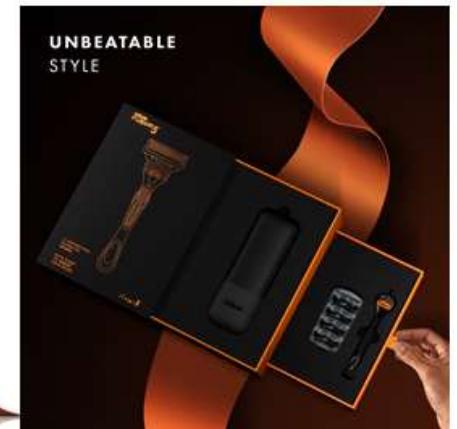
GAMING

Affiliate with high affinity properties like Gaming to drive consideration among POME



GIFTING

Affiliate with high affinity properties like Gaming to drive consideration among POME





Activating the Entire Portfolio

MANUAL ORAL CARE

POWER ORAL CARE

BASIC CLEAN

NATURALS

SENSITIVE

CRISS-CROSS



< Rs 20

Rs 20 to Rs 30

< Rs 35

Rs 30 to 70

> Rs 50

Rs 1000+



INNOVATION & BUSINESS GROWTH



Accelerate Innovation: Leading Kids Segment with both value and premium tiers

Launched Superhero and Tom and Jerry Brush



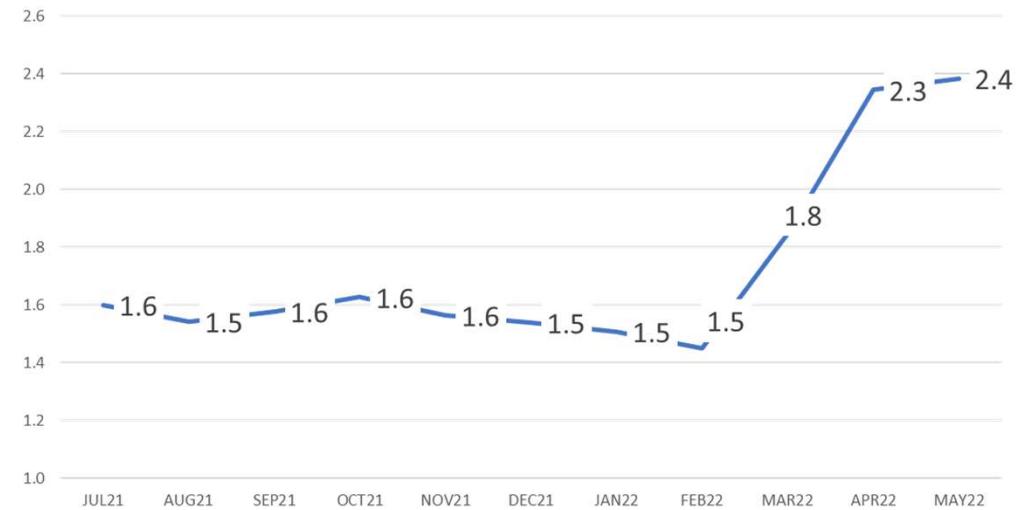
Rs.15 with 'Superhero'

Premium with Tom & Jerry



Segment Leader

Kids Overall Share Post Low Tier Launch



Activate the Electric Portfolio: The Future of Brushing!

AI Enabled IO8 Launch



Oral-B iO

a more bragworthy smile 😊

only for 200 CRED Members

launching in India for the first time on 12th July

KNOW MORE

100% GUARANTEE Moneyback



Oral-B

Feels complicated? Try it for yourself.

If you don't like it, get

100% money-back*

Upcoming Innovation for Kids



Oral-B

GIVE YOUR KID THE SUPER POWER OF STRONG TEETH

Only Oral-B Power toothbrushes feature kids' favorite characters from Marvel. Our dentist-recommended toothbrush comes with four Spider-Man stickers to make brushing time fun time.