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## **Gillette India Limited Delivers Strong Growth in Quarter 1 Net Sales up 27%, PAT up 35% for Quarter Ended Sept 30, 2012**

**Mumbai, November 1, 2012** – Gillette India Limited (GIL) today announced its unaudited financial results for the quarter ended September 30, 2012. The company's net sales registered a 27% increase and stood at ₹ 335 crores from ₹ 264 crores over the corresponding quarter last year.

Growth in the Company's Blades & Razors, Oral Care and Batteries businesses was driven by investment behind marketing programs and distribution expansion that grew market share and led to continued market growth.

Profit Before Tax (PBT) stood at ₹ 38 crores for the quarter ended September 30, 2012 compared with ₹ 28 crores for the corresponding quarter last year. Profit After Tax (PAT) stood at ₹ 25 crores compared with ₹ 18 crores in the corresponding quarter last year. The profit increase was driven by growth on Gillette Guard and Fusion, continued growth on Oral B and Duracell, pricing to recover inflation and an unrealized foreign exchange gain.

**Sharing perspective on the results, Managing Director, Gillette India Limited, Mr. Shantanu Khosla** said, "Gillette India Limited has achieved strong sales for the quarter ended September 30, 2012 behind sales & marketing initiatives, including our efforts to reach out to more rural consumers with propositions like Gillette Guard. GIL is executing its proven business model of delivering value to the consumers combined with effective pricing and cost control which is helping us deliver consistent top and bottom-line growth. We will continue to invest behind our commitment to touch and improve the lives of more consumers in India."

### **About Gillette India Ltd.**

Gillette India Limited (GIL) is one of India's well-known FMCG Companies that has in its portfolio GILLETTE MACH 3 TURBO, ORAL-B and DURACELL– world's leading brands and has carved a reputation for delivering high quality, value-added products to meet the needs of consumers. GIL's brands take pride in being socially conscious via their participation in project SHIKSHA, a national consumer movement that supports the education of underprivileged children in India. Please visit [www.pg.com](http://www.pg.com) for the latest news and in-depth information about GIL and its brands.

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