



Gillette India Limited
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Gillette India Limited Delivers Robust Sales Growth
Net Sales up 28% for quarter ended March 31, 2014

Mumbai, May 6, 2014 – Gillette India Limited (GIL) today announced its unaudited financial results for the quarter ended March 31, 2014. Net sales increased to Rs. 455 crores, up 28% versus last year, with growth in all segments including Grooming, Oral Care and Portable Power.

Profit After Tax (PAT) was in line with expectations at Rs. 8 crores while Profit Before Tax (PBT) stood at Rs. 14 crores, due to planned investments. The base businesses continued to deliver strong results with PBT up 28% versus year ago through meaningful consumer propositions.

Grooming: Sales in the grooming portfolio were up 23% versus year ago, driven by sustained focus on brand fundamentals and behind the strength of our superior product portfolio.

Oral Care: Oral Care delivered robust sales growth of 46% versus year ago. Brand building innovation through the Smile India Movement helped deliver broad based growth. Oral-B toothpaste continues to track to expectations.

Portable Power: Sales in the portable power business were up 19% versus year ago as a result of strong marketing initiatives.

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 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 P&G SHIKSHA, a national consumer movement that supports the education of underprivileged children in India. Please visit www.pg.com for the latest news and in-depth information about GIL and its brands.

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