

Gillette India Limited Annual Results Continue to Deliver Sustained Growth

Net Sales up 17%; Earnings after tax up 15% for fiscal year ended June 30, 2013

Mumbai, August 6, 2013 – Gillette India Limited today announced its annual financial results for the Financial Year ended June 30, 2013. The company maintained its growth momentum by delivering total net sales of Rs.1,435 crores (vs. last year's Rs.1229 crores), thus achieving robust growth of 17%. Growth in net sales was seen across all businesses - blades & razors, oral care & batteries. The quarter ended June 30, 2013 also registered strong business results, with a net sales growth of 17%.

Profit After Tax (PAT) for the fiscal year stood at Rs.87 crores (vs. last year's Rs.76 crores), up by 15%. PBT stood at Rs.138 crores (vs last year's Rs.117 crores), up by 18%. PAT for the quarter ended June 30, 2013 was Rs.16 crores (vs. Rs.14 crores last year). Profit Before Tax (PBT) for the quarter stood at Rs.29 crores (vs Rs.22 crores last year). Margins expansion was driven by a focus on meaningful innovation and rigorous cost control. While this quarter includes the early pipeline sales from the launch of Oral-B Toothpaste, marketing and launch expenses will begin in the quarter ending September 2013.

Sharing perspective on the results for the financial year ended June 30, 2013, Mr. Shantanu Khosla, Managing Director, Gillette India Limited (GIL) said, "Gillette India Limited recorded sustained robust growth for this financial year across all categories driven by strong volume growth and an innovative, consumer-meaningful product mix. Marketing initiatives such as Gillette Salutes the Soldier in You and Smile India Movement 3 combined with unique product propositions such as Gillette Guard and Gillette Fusion Power drove higher market penetration. This year, we will further expand our product offerings, with the launch of Oral-B toothpaste in the highly competitive and attractive toothpaste category."

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 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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