



Gillette India Limited
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**Gillette India Limited Delivers Growth in Quarter 3
Net Sales up 12%, PAT up 15% for Quarter Ended Mar 31, 2013**

Mumbai, Apr 25, 2013 – Gillette India Limited (GIL) today announced its unaudited financial results for the quarter ended March 31, 2013. The company's net sales registered a 12% increase and stood at Rs. 357 crores from Rs. 318 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 the categories and served more consumers.

Profit After Tax (PAT) stood at Rs. 27 crores compared with Rs. 24 crores in the corresponding quarter last year. The profit increase was driven by growth on Gillette Guard, continued growth on Oral B and Duracell, as well as pricing.

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 March 31, 2013 behind sales & marketing initiatives like Gillette Salutes the Soldier in You and Smile India Movement 3, as well as 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. With our flagship CSR program P&G Shiksha, we 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 for the latest news and in-depth information about GIL and its brands.

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