



Gillette India Limited
Head Office
P&G Plaza, Cardinal Gracias Road, Chakala
Andheri (E), Mumbai 400 099
Tel : 91-22-2826 6000
Fax : 91-22-6693 9696
www.pg.com

Gillette India Limited Continues to Deliver Sustained Growth

Net Sales up by 16% for quarter ended September 30, 2013

Mumbai, October 31, 2013 – Gillette India Limited today announced its financial results for the quarter ended September 30, 2013. The Company maintained its strong growth momentum by delivering Net Sales of Rs. 387 crores (versus Net Sales of Rs. 335 crores in the same quarter last year), thus achieving robust growth of 16%. Growth in Net Sales was seen across all business segments - Grooming, Oral care & Portable Power.

Profit After Tax (PAT) was in line with expectations given the planned launch of investments in Oral B toothpaste. PAT for the quarter stood at Rs. 15 crores, while Profit Before Tax (PBT) stood at Rs. 24 crores. The base business continued to deliver strong results with profits (excluding Oral B toothpaste launch) up by 28% vis-à-vis the same quarter last year.

Grooming: Sales in the Grooming portfolio were up +13% versus year ago. This was driven by continued strength of the broad portfolio especially, Gillette Fusion and Mach 3 shaving systems.

Oral Care: Sales in Oral Care were up 23% versus year ago, with consumers continuing to reward us for our superior product propositions and further boosted by a first full quarter of toothpaste launch, which is delivering results in line with expectations.

Portable Power: Sales in the Portable Power business for the quarter were up by 9% from last year, as a result of focused marketing initiatives in our key target markets and further helped by pricing.

Sharing perspective on the results for the quarter ended September 30, 2013, Mr. Shantanu Khosla, Managing Director, Gillette India Limited (GIL) said, "Gillette India Limited continues to deliver sustained growth across all categories, driven by strong results on the base business. Marketing initiatives combined with launches of unique product propositions such as Gillette Fusion Power & Oral B Toothpaste drove higher market penetration. This year, we will continue our focus on winning with the consumer, through superior value creation."

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.

For details contact:

Madison Public Relations : Malika Bhavnani +91 9820496099; malika@fort.madisonindia.com

P&G: Ganesh Shankar +91 22 39808200; shankar.g@pg.com

**INDEPENDENT AUDITORS' REVIEW REPORT
TO THE BOARD OF DIRECTORS OF
GILLETTE INDIA LIMITED**

1. We have reviewed the accompanying Statement of Unaudited Financial Results of **Gillette India Limited** ("the Company") for the Quarter ended September 30, 2013 ("the Statement"), being submitted by the Company pursuant to Clause 41 of the Listing Agreements with the Stock Exchanges, except for the disclosures in Part II - Select Information referred to in paragraph 4 below. This Statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 'Review of Interim Financial Information Performed by the Independent Auditor of Entity', issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review is limited primarily to inquiries of Company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.
3. Based on our review conducted as stated above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the Accounting Standards notified under the Companies Act, 1956 (which continue to be applicable in respect of Section 133 of the Companies Act, 2013 in terms of General Circular 15/2013 dated 13 September 2013 of the Ministry of Corporate Affairs) and other recognised accounting practices and policies, has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreements with the Stock Exchanges, including the manner in which it is to be disclosed, or that it contains any material misstatement.
4. Further, we also report that we have traced the number of shares as well as the percentage of shareholding in respect of the aggregate amount of public shareholding and the number of shares as well as the percentage of shares pledged/encumbered and non-encumbered in respect of the aggregate amount of promoters and promoter group shareholding in terms of Clause 35 of the Listing Agreements and the particulars relating to investor complaints disclosed in Part II - Select Information for the Quarter ended September 30, 2013 of the Statement, from the details furnished by the Registrars.

For **DELOITTE HASKINS & SELLS**
Chartered Accountants
(Firm Registration No. 117366W)



Shyamak R Tata
Partner
(Membership No. 038320)

Mumbai, October 31, 2013

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