

**Gillette India Limited**

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www.pg.com**Gillette India Limited Delivers Sustained Momentum***Net Sales up 21% for quarter ended December 31, 2013*

Mumbai, February 3, 2014 – Gillette India Limited (GIL) today announced its unaudited financial results for the quarter ended December 31, 2013. The Company maintained its strong growth momentum by delivering Net Sales of Rs. 427 crores, (vs. last year's Rs. 352 crores), thus achieving robust growth of 21%. Growth in 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 investments of Oral-B toothpaste, Vector 3 and Venus shaving systems. Profit After Tax (PAT) for the quarter stood at Rs. 11 crores, while Profit Before Tax (PBT) stood at Rs. 17 crores. The base businesses continued to deliver strong results and profits were up +31% versus a year ago.

Grooming: Sales in the grooming portfolio was up 20% vs. a year ago, driven by strength of the product portfolio, further helped by the launches of Vector 3 and Venus shaving systems.

Oral Care: Oral care delivered sales growth of +20% vs. year ago. Growth was broadbased across brushes and driven by innovation and pricing. Oral-B toothpaste continued to deliver as per expectations.

Portable Power: Sales in the portable power business were up 41% vs. a year ago, as a result of focused marketing initiatives in our key target markets and pricing.

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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