



Gillette India Limited
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Gillette India Limited delivers strong growth in Quarter 2

Net sales up by 28%, Earnings in line with year ago

Mumbai, February, 2, 2012 – Gillette India Limited (GIL) today announced its unaudited financial results for the 2nd quarter ended December 31, 2011. The Company's Net Sales registered a healthy 28% increase at Rs.325 crores from Rs.254 crores over the corresponding quarter last year.

Profit Before Tax (PBT) stood at Rs. 31 crores for the quarter ended December 31, 2011, up 1% versus year ago. Profit After Tax (PAT) stood at Rs.20 crores, in line with corresponding quarter last year. Earnings were impacted due to external economic factors such as rupee devaluation and inflationary pressures, as well as a shift in product mix.

Growth in the company's Blades & Razors, Oral Care and Batteries business was driven by the Company's spending behind marketing programs, product innovation and distribution expansion that served more consumers and delivered broad-based market share growth.

Sharing perspective on the results, Managing Director – GIL, Mr. Shantanu Khosla said, "*Gillette India Limited has achieved robust sales and share growth for the quarter ended December 31, 2011, with a continued focus on serving the consumer through superior product propositions and technological innovations. An example of this is the launch of Gillette Fusion in India this quarter, which provides Indian men with an unparalleled shaving experience through next generation shaving technology. We will continue to invest behind sustainable growth in India, in keeping with our purpose 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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