



Gillette India Limited
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Gillette India Limited Registers Strong Growth in Quarter 2

Net Sales Up 13% for Quarter Ended Dec 31, 2012

Mumbai, February 7, 2013 – Gillette India Limited (GIL) today announced its unaudited financial results for the quarter ended December 31, 2012. The company's net sales registered a 13% increase and stood at a record Rs 352 crores from Rs 311 crores over the corresponding quarter last year.

Growth in the company's Blades & Razors and Oral Care businesses was driven by investment behind marketing and promotional programs, product innovation and pricing that served more consumers and delivered broad-based market share growth. Gillette Guard continues to hit new highs while the premium franchise is also demonstrating robust growth.

Profit Before Tax (PBT) stood at Rs 29 crores for the quarter ended December 31, 2012 compared with Rs 31 crores for the corresponding quarter last year. Profit After Tax (PAT) stood at Rs 19 crores, compared to Rs 20 crores in the corresponding quarter last year. Earnings were negatively impacted by rupee devaluation and diesel inflation, the Company continues to monitor all other cost elements very closely.

Sharing perspective on the results, Managing Director – GIL, Mr. Shantanu Khosla said, "Gillette India Limited has achieved record sales for the quarter ended December 31, 2012 behind sales and marketing initiatives. However, rupee devaluation has impacted the quarter margin. Our robust growth in market share comes through higher market penetration as we reach more consumers, especially with Gillette Guard. We continue to implement our proven business model of delivering value to the consumers combined with effective pricing and productivity. This is helping us deliver balanced top-line and share growth."

About Gillette India Limited (GIL)

Gillette India Limited 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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