



Gillette India Limited
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Gillette India Limited delivers strong growth in Quarter 3

Gross sales up 26%; PAT up 14% for the quarter ended 31 March, 2012

Mumbai, May 4, 2012 – Gillette India Limited (GIL) today announced its unaudited financial results for the third quarter ended March 31, 2012. The Company's Gross Sales registered a 26% increase at ₹336 crores from ₹267 crores over the corresponding quarter last year.

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

Profit Before Tax (PBT) registered a 19% increase, stood at ₹36 crores for the quarter ended March 31, 2012 compared with ₹30 crores for the corresponding quarter last year. Profit After Tax (PAT) stood at ₹24 crores, an increase of 14% compared to ₹21 crores in the corresponding quarter last year. Earnings were impacted due to external economic factors such as rupee devaluation, distribution expansion costs and product mix.

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 March 31, 2012, with a continued focus on delighting the consumer with superior product propositions and technological innovations. Two successful marketing initiatives undertaken this quarter include Gillette Fusion Shave India Movement and Oral-B Smile India Movement which helped increase market share for both brands across product portfolios. We continue to invest behind our purpose of touching and improving lives of more consumers, in more parts of India, more completely."*

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, GILLETTE FUSION, 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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