

**Gillette India Ltd.**

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Gillette India Limited delivers strong growth in Quarter 1
Net sales up at 13% for the quarter ended 30 September, 2011

Bhiwadi, October, 31, 2011 – Gillette India Limited (GIL) today announced its unaudited financial results for the 1st quarter ended September 30, 2011. The company's Domestic Sales registered a 21% increase and Net sales registered a 13% increase driven by reduction in exports. Total Net sales were at ₹280 crores from ₹247 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 marketing programs, product innovation and distribution expansion that grew the category and served more consumers. Market shares were up across categories.

Profit Before Tax (PBT) stood at ₹28 crores for the quarter ended September 30, 2011 compared with ₹65 crores for the corresponding quarter last year. Profit After Tax (PAT) stood at ₹19 crores compared with ₹43 crores in the corresponding quarter last year. The profit decline is owing to continued investments behind sales & marketing initiatives, higher commodity and inflationary costs, as well as distribution expansion.

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 September 30, 2011. This growth is primarily based on strong innovations across our marketing, distribution & product development initiatives. We will continue to invest behind our commitment to touch and improve the lives of more consumers in more parts of India, through superior product propositions and technological innovations."

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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