



Gillette India Limited
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MEDIA RELEASE

Gillette India Limited Q3 Sales up 29%; PBT up 42% PAT up 50%

Baddi, Himachal Pradesh, 27 April 2010: Gillette India Limited (GIL) today announced its unaudited financial results for the third quarter ended March 31, 2010.

Company has delivered very strong results in the quarter under review, witnessing one of the strongest profit and sales growth quarters in the recent years. Profit After Tax was Rs. 43 crores, a 50% increase versus year ago, Profit Before Tax was Rs. 65 crores, up 42% versus year ago and Net Sales were at Rs. 222 crores, up 29% versus Year Ago.

Our brands have continued to maintain exemplary performances in this quarter as well. Growth was led by Gillette and Oral B brands. The Gillette brand grew double digits behind a successful re-launch of Mach 3 and Disposable razors. Oral B also delivered strong results with growth across the three tiers and distribution expansion. Duracell continued to grow share in the batteries category as well.

Sharing his perspectives on the Q3 results, Mr. Shantanu Khosla, Managing Director, Gillette India Limited said, "Gillette India Limited has once again maintained its momentum by outperforming expectations and enhancing stakeholder value. I am happy to report a robust increase in our grooming and oral care products - a result of our innovative communication campaigns and distribution strategies to upgrade our customers to better quality products. We continue to reach 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, 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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