



Gillette India Limited
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Gillette India declares strong top and bottom-line growth
Sales up by 16.6 %, PBT before exceptional item up 20%; Adjusted PAT up by 16%

Mumbai, August 29, 2008: Gillette India Limited (GIL) today announced the financial results for the year July 2007–June 2008. The Company achieved total sales of Rs.589 crores which grew by 16.6 % over the last year (Rs. 505.0 Crores), with the last quarter (April– June 08) recording the highest ever sales of Rs. 166 crores. During the year, all Gillette business grew share and recorded new highs in the last quarter of the year.

Profit Before Tax and exceptional item at Rs.168 crores is up by 20% when compared to Profit Before Tax and exceptional item of Rs.140 crores for the corresponding period ended June 30, 2007.

Profit After Tax (PAT) for the financial year is at Rs.117 crores. The PAT for this year includes exceptional item of Rs.14 crores towards the sale of Mysore property. Thus the PAT is not comparable with the PAT of Rs.150 crores of the previous corresponding period, which includes exceptional item of Rs.38 crores on account of financial restructuring and reconstruction and Rs. 42 crores on account of sale of immovable property of the company. When adjusted for these exceptional items, the PAT for the year at Rs.107 crores is up by 16% against Rs.92 crores for the previous corresponding period.

This strong growth is led by outstanding performance of grooming products, which grew from Rs. 390.0 crores to 447.0 crores, a sharp increase of 14.6%. Oral care products (Oral-B) continued to demonstrate strong sustained growth with sales up by 27.9%, from Rs.86.0 crore to Rs. 110 crores.

Sharing perspective on the results, Managing Director – GIL, Mr. Shantanu Khosla said, “Gillette India Limited continues its growth momentum to enhance shareholder value. During the year, all Gillette business grew share and recorded new highs in the last quarter of the year. This is a result of sustained focus on franchise building and upgrading consumers to higher value and better quality products via the right brand endorsement strategies and higher consumer trials across the country. Men’s Grooming products continue to be the core business for the Company and it is rewarding to see Gillette Mach 3 grow by 10% during this year.”

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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