



Gillette India Ltd.

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Gillette India Limited Annual Results delivers strong growth
Net Sales up 24%, PAT Margin at 8% for fiscal year ended 30 June, 2011

Mumbai, August 26, 2011 – Gillette India Limited today announced its annual financial results for the Financial Year ended June 30, 2011. The company maintained its growth momentum by delivering total Net sales of ₹ 1,057 crores (vs. last year's ₹ 852 crores), thus achieving robust growth of 24%. Growth in net sales was seen across businesses, with all segments growing double digits. Quarter 4 also registered strong business results, with Net Sales growth of 16%.

PAT for the Fiscal Year stood at ₹ 86 crores (vs. last year's ₹ 137 crores) and PBT stood at ₹ 134 crores (vs last year's ₹ 213 crores), owing to a steep increase in commodity prices as well as higher investments in marketing and distribution initiatives. PAT for the quarter starting from April-June 2011 was ₹ 3 crores (vs. ₹ 19 crores last year). PBT for the quarter stood at ₹ 7 crores (vs ₹ 30 crores last year). Earnings were impacted by the continued need to invest in competitive defense, category growth and distribution expansion initiatives.

Sharing perspective on the results for the Financial Year ended June 30, 2011, Mr. Shantanu Khosla Managing Director, Gillette India Limited (GIL) said, "Gillette India Limited continues to deliver robust growth for the Financial Year ended June 30, 2011, with a continued focus on serving the consumer through superior product propositions and technological innovations. We continue to have significant opportunity for long term growth by upgrading men from traditional Double Edge blades to superior modern shaving systems. In order to leverage this long term opportunity and sustain accelerated growth rates we have stepped up our investments in creating new products and marketing spending which was up by ₹ 110 crores."

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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