



Gillette India Limited
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Gillette India Limited Declares Quarter 3 results ending March 31, 2011
Strategic Investments result in Gross Sales at Rs 267 crores, up 19%

Mumbai, April 25, 2011: Gillette India Limited (GIL) today announced its unaudited financial results for the third quarter ended March 31, 2011. Our conscious strategy to step up investments to make our brands available to more consumers has resulted in record sales across all categories and record market share level. The Company's gross sales grew to Rs 267 crores from Rs 224 crores over the corresponding quarter last year.

Growth in GIL's male grooming business can be attributed to planned, strategic investments to significantly accelerate sales growth via expanded user base and portfolio across categories. This quarter was also marked by the launch Gillette Mach3 Turbo Sensitive razor at Rs 125, which provides consumers a comfortable shave even on sensitive areas of the face, thus upholding Gillette's market leadership in this category. Gillette has also achieved market leadership in the personal care category for the quarter.

The oral care business also registered robust sales growth behind innovative marketing campaigns, such as the Smile India Movement, thus adding 20 million new consumers. The portable power business also added to its consumer basis by providing consumers with an improved value proposition and the launch of the 3's pack of Duracell.

Profit Before Tax (PBT) stood at Rs 30 crores vs Rs 65 crores in the corresponding quarter last year. Profit After Tax (PAT) stood at Rs 21 crores vs Rs 43 crores in the corresponding period last year. This was largely driven by increased advertising and promotional expenses behind new innovations, in order to enable sustainable growth.

Gillette India Ltd., during the review period, also continued to make significant investments towards building capabilities by expanding store coverage and focusing on increasing volumes. These strategic investments are reflected in the strong topline and category growth, but have impacted the PAT for the quarter.

Sharing perspective on the results, Managing Director – GIL, Mr. Shantanu Khosla said, "Gillette India Limited is always committed to touching and improving the lives of its consumers by leveraging innovation and delivering superior product propositions. In this quarter, we have launched the Gillette Mach3 Turbo Sensitive razor at an affordable price of Rs 125 – a product designed especially for men with sensitive skin to enable more Indian men to experience a superior, yet comfortable shave. Our growth is primarily based on marketing and product innovations focused at accelerating category growth. We are committed to building our core businesses and delighting our consumers by offering high-quality products."

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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