

**Gillette India Ltd.**

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MEDIA RELEASE

Gillette India Ltd. Announces Q2 Results
Sales up 24%; PBT Up by 43% and PAT up 41%

Mumbai, January 29, 2010: Gillette India Limited (GIL) today announced its unaudited financial results for the second quarter ended December 31, 2009 of the current financial year.

Continuing its growth momentum, the Company has delivered very strong and encouraging performance in the current quarter. In fact this quarter has seen one of the highest ever sales-growth post operational integration with the Procter & Gamble Group. The net sales for the quarter under review stood at Rs.202 crores, up 24%, as against Rs.163 crores for the corresponding quarter of the previous financial year. The Profit Before Tax (PBT) and exception items stood at Rs.59 crores, up by 43% when compared to PBT of Rs. 41 crores declared in the corresponding quarter of last financial year. The Profit After Tax (PAT) and exceptional items for the quarter under review stood at Rs.37 crores, a 41% increase against PAT of Rs.27 crores declared in the corresponding quarter of the previous financial year.

The strong performance of our Brands this quarter has been particularly encouraging. Our core Blades and Razors business grew significantly faster than the category leading to continued growth in market share to record levels and further consolidated our leadership position in Blades and Razors. We continue to provide the best shaving experience for Indian men and our innovative "Shave India Campaign", winner of a Gold Award in Cannes last year, helped introduce our new *Mach3* razor at improved value. This has continued to accelerate upgradation to superior quality shaving systems. Our *Oral-B* and *Duracell* brands also delivered strong growth behind continued innovation supported by strong distribution growth.

Sharing his perspectives on the Q2 results, Mr. Shantanu Khosla, Managing Director, Gillette India Limited said, "Gillette India Limited has once again consolidated its position as the market leader, maintaining an exceptionally strong growth momentum thereby enhancing stakeholder value. In the current quarter, I am extremely pleased to report that there has been a stellar increase in the demand for our grooming and oral care products, which is the result of innovative technologies to upgrade our customers to better value and quality products, through innovative communication campaigns and distribution strategies. The robust growth seen in this quarter is testimony to the strong brand portfolio the Company offers its customers. We will continue towards developing the right strategies to enhance that further."

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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