



Gillette India Ltd.

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**Gillette India Limited declares Quarter 1 results
Sales up 39%; PAT up 12%**

New Delhi, October 29, 2010 – Gillette India Limited (GIL) today announced its unaudited financial results for the 1st quarter ended September 30, 2010. The company's net sales grew to ₹247 crores from ₹177 crores over the corresponding quarter last year, a 39% increase vs. a weak base period.

Growth in Gillette's grooming business was largely driven by the re-launch of Gillette *Mach3*. Gillette continues to be the market leader in this category. The oral care business also registered robust sales growth behind innovative marketing campaigns and expansion of our distribution network.

Profit before Tax (PBT) stood at ₹66 crores for the quarter ended September 30, 2010 and is up by 12% when compared with ₹59 crores for the corresponding quarter last year. Profit after Tax (PAT) for the current quarter stood at ₹43 crores, up by 12% when compared with PAT of the corresponding period last year, which stood at ₹38 crores.

Sharing perspective on the results, Managing Director – GIL, Mr. Shantanu Khosla said, "Gillette India Limited has achieved strong growth for the quarter ended September 30, 2010. Both our grooming and oral care businesses delivered record market share. We also launched Gillette Guard designed to delight the Indian male consumer. This growth is primarily based on innovative marketing campaigns and investments to accelerate category growth. We remain committed to building our core business and strive to touch and improve the lives of more consumers in India."

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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