


**Gillette India Ltd.**

Head Office  
P&G Plaza  
Cardinal Gracias Road, Chakala  
Andheri (E), Mumbai 400 099  
(91-22) 2826 6000 phone  
(91-22) 6693 9696 fax  
www.pg.com

**Media Release**

**Gillette India Limited reports Q1 Net Sales at Rs. 142.82 crores  
Driven by strong growth in Oral care**

**Bhiwadi Rajasthan: October 22, 2008** – Gillette India Limited (GIL) today announced its unaudited financial results for the first quarter ended September 30, 2008. The Company achieved total sales of Rs.142.82 crores, which grew by 4% over the corresponding period last year (Rs.137.30 crores). Oral care brand, 'Oral B' however grew from Rs. 27.61 crores to 32.56 crores, a sharp increase of 17.9 %. Grooming products including razors and blades has shown moderate sales growth up from Rs.102.41 crore to Rs. 103.21 crores.

Profit Before Tax is Rs.31.31 crores when compared to Profit Before Tax of Rs.44.37 crores for the corresponding period ended September 30, 2007. The Profit After Tax (PAT) at Rs. 20.04 crores, has also witnessed a reduction compared to Rs. 27.82 crores for the corresponding quarter last year. The same is due to the price reduction on Vector Plus shaving systems and growth of lower margin mid-price ranged Oral B tooth brushes. Furthermore during the quarter, higher expenses were incurred on the advertising and sales promotion, and the cost of imports has seen an increase due to fall in the value of the India Rupee versus US Dollar.

**Mr. Shantanu Khosia, Managing Director, Gillette India Limited, said,**  
"Gillette India Limited has a very strong brand portfolio and we will continue to consolidate our blades and razors business with new and innovative propositions. Market Share on both Premium Mach 3 systems and entry level Vector systems continue to grow indicating our strategic focus on upgrading consumers to superior performing shaving systems."

**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](http://www.pg.com) for the latest news and in-depth information about GIL and its brands.

**For details contact:**

Neha Singhvi +919811056927; email: [nsinghvi@corpvoshandwick.co.in](mailto:nsinghvi@corpvoshandwick.co.in)