



Gillette India Limited
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Gillette India Limited declares results for the 2nd quarter ended 31st December 2010

Gross Sales at Rs.258 crores , up by 27% vs corresponding period last year and making strategic investments to launch initiatives and deliver sustained growth

Mumbai, 28, 2011 – Gillette India Limited (GIL) today announced its unaudited financial results for the 2nd quarter ended December 31, 2010. The company's Gross sales grew to Rs.258 crores from Rs.204 crores over the corresponding quarter last year. The PAT for the current quarter stood at Rs.20 crores vs Rs.37 crores in the corresponding quarter last year. This was driven by the doubling of advertising and promotion expenses behind strategic new future innovations which will enable continued future growth.

Sales Growth was broad-based with all three segments achieving double-digit growth. This quarter marked the launch of significant initiatives like *Gillette Guard*, a one blade system that offers a comfortable shave at Re.1, the re-launch of *Gillette Mach3* at a more affordable price of Rs.99 and the expansion of Duracell batteries with improved consumer proposition. Each of these initiatives was supported by very strong advertising, promotion and distribution programs. 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 committed to delivering superior and innovative products for its consumers. In keeping with this, we re-introduced Gillette Mach3 at a more affordable price to help more men look and feel their best and also introduced the Gillette Guard razor - a product designed especially for the specific needs of the Indian man. We also launched the Oral-B "Smile India Movement", in partnership with dentists across the country, to generate awareness about the oral health standards of the nation. Our growth is primarily based on innovative marketing campaigns and investments to accelerate category growth. We remain committed to building our core businesses and delighting our consumers via superior 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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