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## MEDIA RELEASE

### **Gillette India Q1 Sales up 24%; PBT Up by 90% and PAT up 91%**

**Bhiwadi, Rajasthan October 27, 2009:** Gillette India Limited (GIL) has today announced its unaudited financial results for the first quarter ended September, 30, 2009 of the current financial year.

The performance of the Company for the current quarter has been encouraging. The net sales for the quarter under review stood at Rs.177 crores, up 24%, as against Rs.142 crores for the corresponding quarter of the last financial year.

The Profit Before Tax (PBT) and exceptional items of Rs. 59 crores were significantly up by 90% when compared to PBT of Rs. 31 crores recorded in the corresponding quarter of last financial year. The Profit After Tax (PAT) and exceptional items of Rs. 38 crores for the quarter under review recorded a 90% increase versus PAT of Rs. 20 crores registered in the corresponding quarter of the previous financial year.

The Earnings Before Interest, Taxes, Depreciation and Amortization (EBIDTA) of Rs. 54 crores for the quarter under review have registered a 116% increase in earnings when compared to Rs. 25 crores in the corresponding period last year.

In an economy steering slowly towards a recovery phase, the stellar performance of the Company has been heartening to say the least. The Company continued to raise Sales ahead of category growth and thus maintained its market leadership in the Blades & Razors category. Oral-B has achieved a leadership position, driving category growth in the premium segment and maintaining growth in the mid-tier segment. As part of its growth objectives, Oral-B has partnered with over 800 dentists in India to provide free dental check-ups to the masses.

**Sharing his perspectives on the Q1 results, Mr. Shantanu Khosla, Managing Director, Gillette India Limited** said, "Gillette India Limited has once again maintained its strong growth momentum to enhance shareholder value. I am happy to report that there has been a strong increase in the demand for our grooming and oral care products, through a sustained effort to delight our consumers with superior quality products, innovative communication campaigns and distribution strategies. Our growth was broad-based and inclusive across price tiers as we continued to serve and improve lives of more Indian consumers."

#### **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.

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