

**Gillette India Ltd.**

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## Gillette India announces Unaudited Q1 Results

Sales Up by Record 36%; PBT up 56% (adjusted for exceptional items)

Bhiwadi-Rajasthan: October 25, 2007 –Gillette India Limited (GIL) today announced its unaudited financial results for the first quarter ended September 30, 2007. This quarter recorded one of the highest growth with sales at Rs.137 crores; up by 36% versus the corresponding quarter last year. The strong and broad-based growth in sales is in line with the synergy and benefits envisaged with integration of Company's operations with that of Procter & Gamble in India.

Profit Before Tax (PBT) at Rs.44.37 crores shows a very strong 56% growth over last year's PBT of Rs.28.42 crores (adjusted for one-time exceptional income of Rs.38.1 crores relating to financial restructuring and reconstruction). Due to this one-time exceptional item, Profit After Tax (PAT) at Rs.27.8 crores for this quarter is not comparable with PAT of Rs.50.5 crores of the corresponding period last year.

Men's Grooming business is up by 32% versus corresponding quarter last year behind the holistic launch of Winners Program for Mach 3, introduction of SPEED Shaving Systems at an affordable price and "Zero Tension Challenge" campaign on VECTOR. Oral Care business at Rs.28 crores has grown by a strong 59% versus corresponding quarter last year fuelled by fundamental brand building activities and substantial increase in distribution. Portable Power business too has registered a double-digit growth of 22% and maintains its high share of the Alkaline Battery market.

Said Mr. Shantanu Khosla, Managing Director, of Gillette India Limited, "Overall business trends are very encouraging across business segments. The successful integration of Gillette operations with Procter & Gamble has helped feed this growth and consolidate our strong position 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. 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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