

**Gillette India Ltd.**

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Media Release**Gillette India Limited reports Q2 results
Net Sales grew by over 12%**

New Delhi: January 30, 2009 – Gillette India Limited (GIL) today announced its unaudited financial results for the second quarter ended December 31, 2008. The business continued to show robust growth and achieved total sales of Rs.162.87 crores, registering a 12.1% growth over the corresponding period last year (Rs.145.18 crores). Oral care brand, 'Oral B' however grew from Rs. 27.69 crores to 33.99 crores, a sharp increase of 22.7%. Grooming products including razors and blades have also shown a substantial growth of 10% with the sales up from Rs.108.32 crores to Rs. 119.24 crores.

Profit Before Tax is Rs.41.10 crores versus Profit Before Tax of Rs.48.96 crores for the corresponding period ended December 31, 2007. The Profit After Tax (PAT) is Rs. 26.52 crores as against Rs. 31.20 crores of the corresponding quarter last year. This is driven by weakening of the Indian Rupee, higher investment on advertising and sales promotion expenses - benefit of which will be seen in the ensuing quarter.

Mr. Shantanu Khosla, Managing Director, Gillette India Limited, said, "The robust growth in grooming and oral care segment is a testimony of the strong brand portfolio of Gillette India Limited. The introduction of new and innovative products in the oral care category has also been a stimulant for its increasing value share which has more than doubled in the last two years. We have also emerged as undisputed market leaders in blade and razors segment. Innovative communication campaigns and distribution strategies have helped in getting positive growth for both Mach 3 Turbo and Vector Plus. While Profits for the quarter are lower due to weakening Rupee and higher marketing investment; we expect this to be corrected and improve in the second half of the year subject to stable macro-economic environment."

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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