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MEDIA RELEASE

GIL Qtr 4 Net Profit up 27% behind 11% Sales growth, Full Year Sales up 12%

Mumbai, 27 August 2009: Gillette India Limited (GIL) today announced its audited financial results for the last quarter and the full financial year ended June 30, 2009.

The results for the last quarter have shown an encouraging trend. Sales for the quarter are up by 11% when compared with the last quarter of the previous financial year. The Profit Before Tax (PBT) at Rs. 58 crores is significantly up by 29% as against Rs. 45 crores in the corresponding quarter of last year. Profit After Tax (PAT) at Rs. 38 crores is up by 27% versus PAT of Rs. 30 crores of the same quarter last year.

Annual Sales stood at Rs. 662 crores, up 12% over last year sales of Rs. 589 crores. PBT before exceptional items at Rs.177 crores is up by 5% in the financial year 08-09 when compared to PBT before exceptional items of Rs.168 crores for the previous year. PAT for the year under review stood at a strong Rs.113 crores, and is up 6% vs. PAT (adjusted for exceptional item) for the previous year. The annual profits would have been higher but for the substantial increase in the advertising and promotion costs which are reflecting in the financials.

In an economic environment which was very uncertain and challenging, GIL grew Sales ahead of category growth and thus gained value share and achieved market leadership in the Blades & Razors category. Sales for Mach3 also registered its highest ever growth in past 5 years. Oral-B too delivered robust double digit growth and consolidated its market position to a clear #2. The outstanding profits for the quarter are indicative of the growth potential and strong performance that the Company can aspire to achieve in the year ahead.

The Board of Directors of GIL recommended a dividend of Rs. 12.5 per share for the financial year 08-09 subject to approval of the shareholders of the Company at its ensuing Annual General Meeting.

Sharing perspective on the results, Managing Director, Gillette India Limited, Mr. Shantanu Khosla said, "Gillette India Limited continues its growth momentum to enhance shareholder value. The robust growth in the grooming and oral care segment is a testimony to the strong brand portfolio that Gillette India Limited has to offer its consumers as market leaders in the same. This is a result of sustained focus on upgrading our consumers to higher value and better quality products via the right brand endorsement strategies. Innovative communication campaigns and distribution strategies have helped in getting positive growth for the men's personal grooming products, which continue to be our core business and it is truly gratifying to see such a strong performance by the company even in a challenging business climate."

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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