



Gillette India Limited
Head Office
P&G Plaza
Cardinal Gracias Road, Chakafa
Andheri (E), Mumbai 400 099
Tel : 91-22-2826 6000
Fax : 91-22-6693 9696

Gillette India Limited Declares Annual Results
Sales Up 29%; PAT up 21% Dividend up 20%

Mumbai, August 18, 2010 – Gillette India Limited (GIL), continuing its strong growth momentum, has today announced its financial results for the year July 2009–June 2010. The Company achieved total sales of Rs.852 crores, growing by 29% over last year's Rs.662 crores. The last quarter starting April-June 2010 saw the net sales rise to Rs.252 crores vs. Rs.184 crores in the corresponding period last year, a respectable 37% increase in sales with broad based growth across all segments.

Profit Before Tax (PBT) stood at Rs. 213 crores for the year ended June 30, 2010 and is up by 20% when compared with Rs. 177 crores for the corresponding year ended June 30, 2009. The PBT for the quarter ended June 30, 2010 stood at Rs. 30 crores vs. Rs. 59 crores in the corresponding quarter last year.

Profit After Tax (PAT) for the year ended June 30, 2010 stood at Rs. 137 crores, up by 21% when compared with PAT of last year, which stood at Rs.113 crores. The PAT for quarter ended June 30, 2010 stood at Rs.19 crores vs. Rs.38 crores in the corresponding quarter last year due to significant marketing investments in the Blades and Razors segment and trade investments.

The Board of Directors of GIL recommended a dividend of Rs. 15/- per share for the year ended June 30, 2010 subject to approval of the shareholders of the Company at its ensuing Annual General Meeting.

Sharing perspective on the results, Managing Director – GIL, Mr. Shantanu Khosla said, "Gillette India Limited continues to have a strong growth momentum thereby enhancing stakeholder value for the year ended June 2010. During the year, there has been a steady increase in the demand for our grooming and oral care products, which is the result of innovative technologies to upgrade our consumers to better value and quality products, through the right communication campaigns and distribution strategies. The growth seen in this year is testimony to the strong brand portfolio and propositions the Company continues to delight its consumers with."

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.

For details contact:

Rhea D'Souza +91 9820123887; rhea@corvoshandwick.co.in
Amanda Mendonza +91 9833977315; amanda@corvoshandwick.co.in
Neha Manucha +91 98901 92459; nmanucha@corvoshandwick.co.in