



**Gillette India Limited**  
CIN: L28931MH1984PLC267130  
Regd Office  
P&G Plaza, Cardinal Gracias Road,  
Chakala, Andheri (E),  
Mumbai 400 099  
Tel : 91-22-2826 6000  
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[www.pg.com/en\\_IN](http://www.pg.com/en_IN)

November 26, 2019

To,  
The BSE Limited  
Department of Corporate Services  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai - 400001  
Ref:- Scrip Code:- 507815

To,  
National Stock Exchange of India Limited  
Exchange Plaza, Plot No. C/1, G Block  
Bandra Kurla Complex,  
Bandra (East), Mumbai - 400051  
Ref:- Scrip Code:- GILLETTE

Dear Sir/Madam,

**Sub: Presentations made at the 35<sup>th</sup> Annual General Meeting of the Company**

We have enclosed copy of presentations on business review and overview on Corporate Social Responsibility activities of the Company presented at the 35<sup>th</sup> Annual General Meeting held today, i.e., November 26, 2019.

Kindly take the above on record and oblige.

Thanking you,

Yours faithfully,  
For Gillette India Limited

**Flavia Machado**  
Authorized Signatory

# **Gillette India Limited**

**AGM 2019**

# STRONG PERFORMANCE



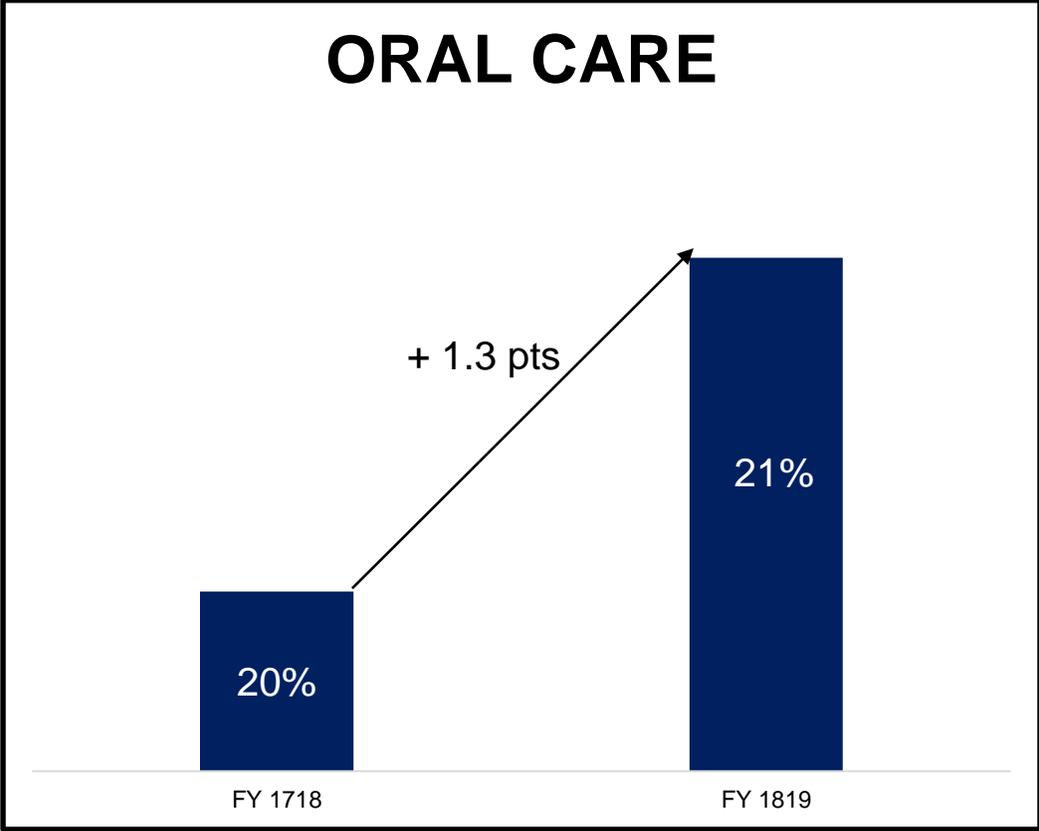
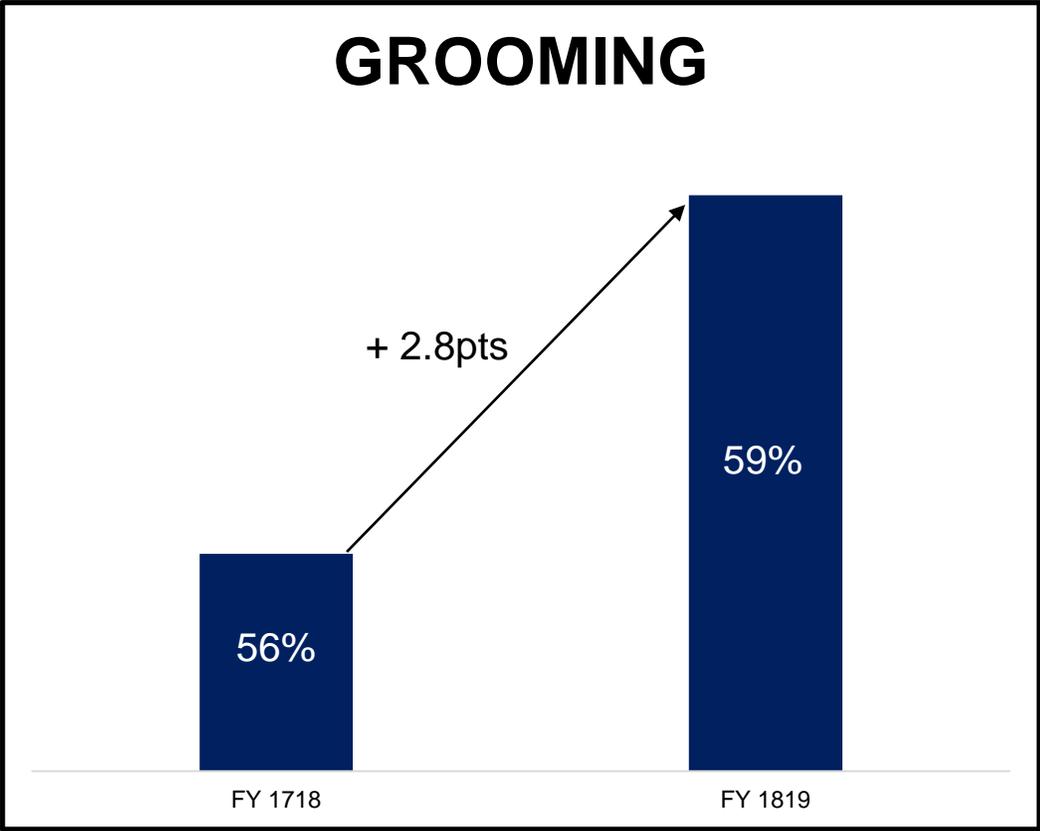
**SALES**

**↑ + 11%**

**PROFIT**

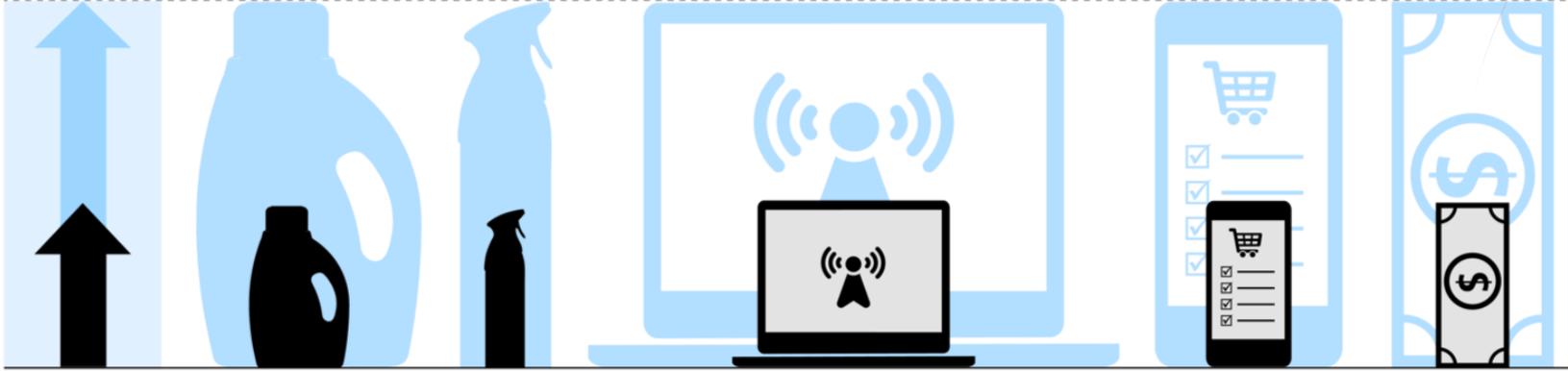
**↑ + 10%**

# GROWING SHARES



# Our GROWTH Strategy

*New Standard of Excellence*



Irresistibly Superior Products

Irresistibly Superior Packaging

Superior Brand Communication

Superior Retail Execution

Superior Consumer & Customer Value Equations

**SUPERIORITY**  
To Win With Consumers

**PRODUCTIVITY TO FUEL INVESTMENTS**

**LED BY THE BEST PEOPLE**

# SHAVECARE SEGMENT

The Gillette logo, featuring the word "Gillette" in a white, italicized, sans-serif font with a registered trademark symbol (®) to the upper right, set against a dark blue background.

# PLAY ACROSS PRICE TIERS



# NEW INNOVATIONS: WINNER



**WINNER**<sup>TM</sup>  
By **Gillette**  
PLATINUM COATED BLADES

**SPECIAL SHAVE**

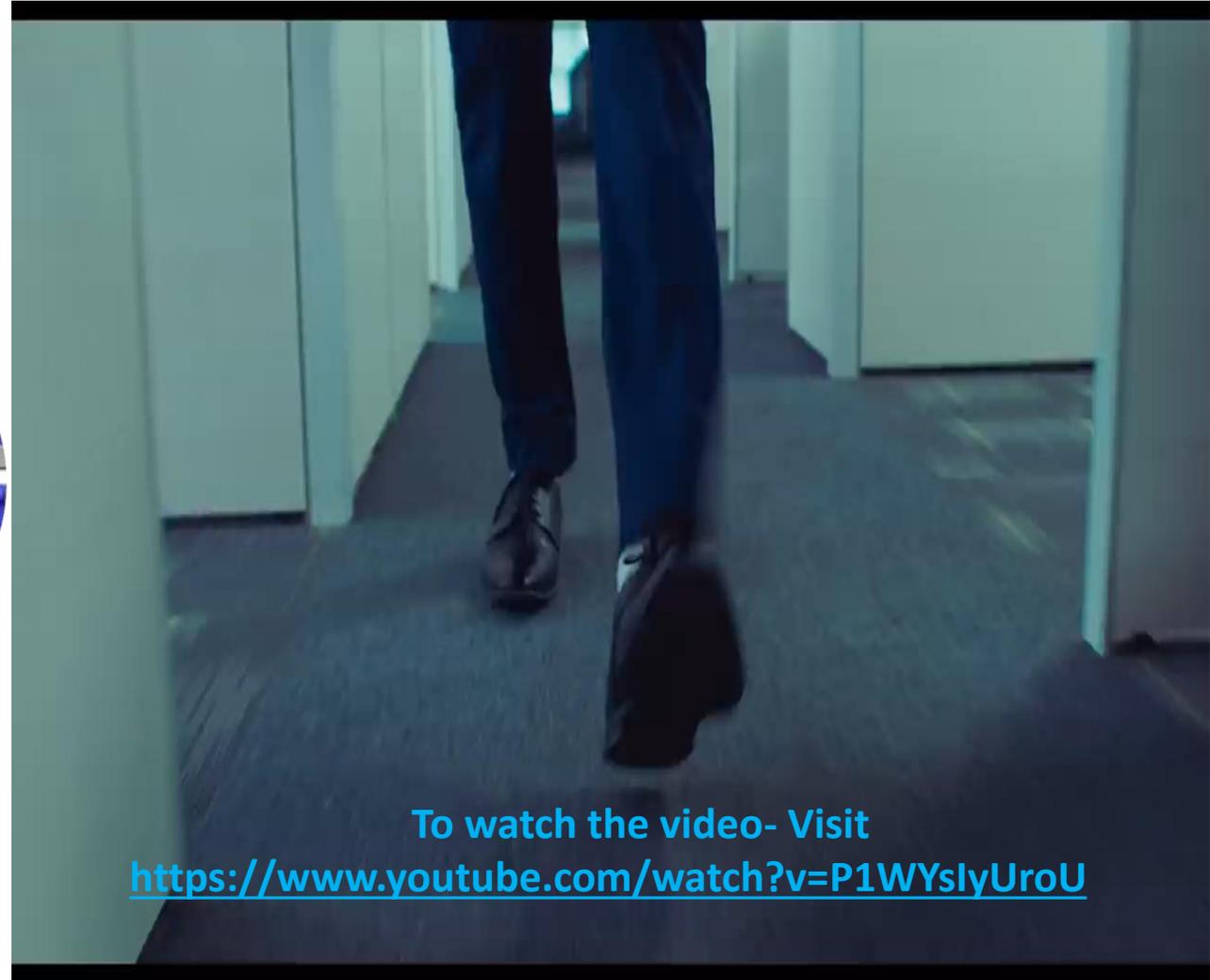
To watch the video- Visit  
<https://www.youtube.com/watch?v=BtV0wJ3vmZs>

# NEW INNOVATION: SKIN GUARD



NEW SkinGuard  
technology

CLAIM  
DOES NOT TOUCH  
SKIN



To watch the video- Visit

<https://www.youtube.com/watch?v=P1WYslyUroU>

# NEW INNOVATION: VENUS Restage



# ORALCARE SEGMENT



# PLAY ACROSS PRICE TIERS



	Basic Clean	Multi benefit Clean				Sensitive				Advanced Clean				Power
SKU	Shiny/Fresh/Neem	Cavity Defense	Cavity Defense Black	Gum Protect	123 Neem	Sensitive Care	Sensitive Whitening	Ultra-Thin	Ultra-Thin Black/Green	Pro Health Base	Pro Health Gum Care	Pro Health Charcoal	Pro Health Smart Flex	Vitality
Picture														
MRP	20	25	30	32	35	30	49	60	70	50	75	90	125	1599

# NEW INNOVATIONS: NATURALS



**NEW**  
**CRISSCROSS  
ULTRATHIN**



**Oral-B** | Brush like a Pro.

CRISSCROSS BRISTLES WITH  
**CHARCOAL  
EXTRACT**

DEVELOPED FOR SENSITIVE GUMS & TEETH

**DENTIST RECOMMENDED  
BRAND WORLDWIDE**



**EXTRA SOFT | 40**

Up to  
**20X  
THINNER  
Bristles  
Tips\***



**CHARCOAL  
SENSITIVE**  
For Gentle yet  
Effective  
Cleaning

CRISS CROSS

**Oral-B**  
PRO+HEALTH  
972411

World's No. 1  
Dentist Recommended  
Toothbrush Brand\*



**Oral-B** | Brush like an Expert

**NEW** FRESH CLEAN  
WITH  
**Neem  
EXTRACT**

**MRP  
₹20/-**

**DENTIST RECOMMENDED  
BRAND WORLDWIDE**



\*MRP (In 2017) Inclusive of all taxes for 1% toothbrush

# NEW INNOVATION: POWER BRUSH



**NEW**

**Oral-B** powered by **BRAUN**

**WORLD'S NO.1 SELLING  
ELECTRIC TOOTHBRUSH BRAND\***

**NOW IN INDIA!**

[> Learn more](#)

\*P&G CALCULATION BASED ON NIELSEN SALES  
INFORMATION NOVEMBER 2015 - OCTOBER 2016

The advertisement banner features a smiling woman in a white lab coat pointing to an Oral-B electric toothbrush. The background is dark blue with white and light blue text and graphics. A shield-shaped badge on the right contains the number "1" and the text "USED BY DENTISTS WORLDWIDE".

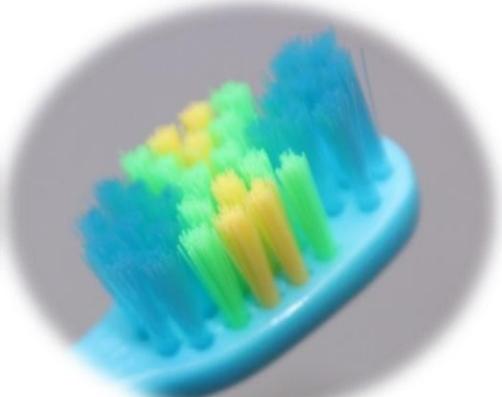


# NEW INNOVATION: KIDS BRUSH



Girls

Boys



# **BRAND AS FORCE FOR GOOD**

# BRAND AS FORCE FOR GOOD



To watch the video- Visit  
[https://www.youtube.com/watch?v=QC\\_R24jyhFzk](https://www.youtube.com/watch?v=QC_R24jyhFzk)



**53 MM**

VIEWS

**99%**

POSITIVE MEDIA SENTIMENT

**2 BN**

PR IMPRESSIONS



# BRAND AS FORCE FOR GOOD

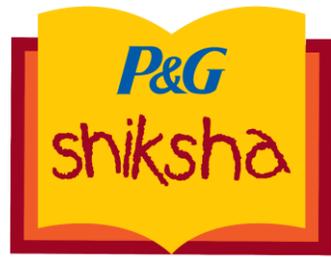


To watch the video- Visit

<https://www.youtube.com/watch?v=6pKHqWxgMAg>



**THANK YOU**



# P&G Shiksha impact

Impact till date | Supported more than 2100 Schools which will impact over 1.7 Million Children

## Infrastructure Interventions



## Remedial Learning



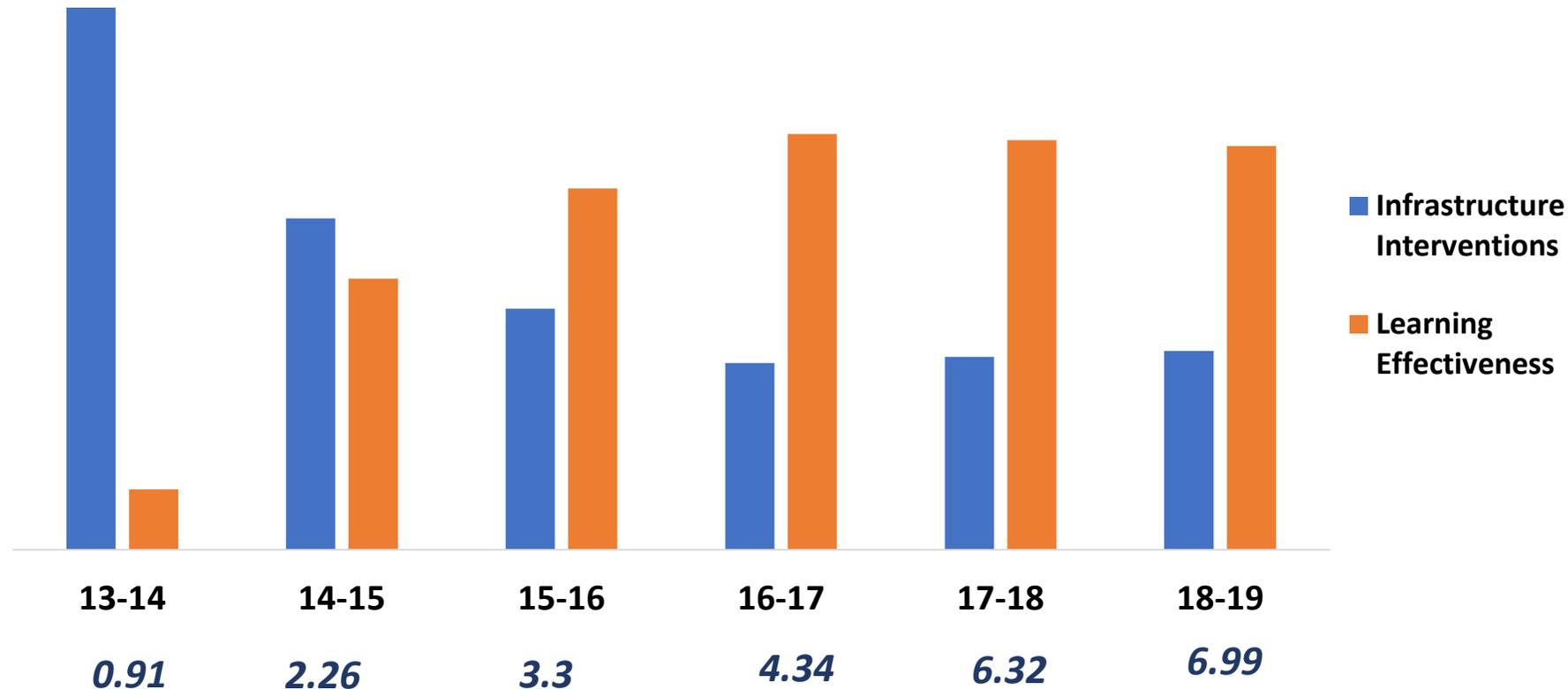
## Impacting Plant Communities





[Click to watch the video](#)

# CSR spend towards Learning Outcome vs Outlay (GIL Contribution in %)



Total  
(in INR Cr):

# Improving education infrastructure



## Impacted 250+ schools

- Building and refurbishing school buildings
- Constructing classrooms
- Enhancing health and hygiene facilities
- Upgrading the available educational aids like libraries and computer centres



BEFORE



BEFORE



AFTER SHIKSHA INTERVENTION



AFTER SHIKSHA INTERVENTION

# Strengthened 'Remedial Learning'



## Remedial Learning

**Partner NGO:**  
*Pratham*

*Impacting learning outcomes in children by bridging the gap between current and expected levels of learning*

## Digital Remedial Learning

**Partner NGO:**  
*Education Initiatives (EI)*

*Implementing Mindspark, a computer based adaptive learning that helps students learn better*

# Encouraging Results on Remedial Learning



Reached 250+ schools and communities



Impacted 26,000+ children

- No. of children able to read and write as per their curriculum level, increased to 70% from 25%
- Two fold increase in the percentage of children who were able to do basic arithmetic after our intervention



# Making a difference through digital remedial education



- Implemented in **100+ government schools** where over **20,000+ students** are learning using Mindspark.
- **Learning levels improved two-fold compared to the control group**
- Tool provides information to teachers about the progress and learning levels of students which is used for effective classroom management and instruction

# Supporting communities around the plants



## ***Bhiwadi***

Supports local school to promote the education of girl children in Gwalda village. We provide infrastructure and holistic learning via local NGO IBTADA



[Click to watch the video](#)

Thank you

