



Gillette India Limited
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Gillette India Ltd. Announces Second Quarter Results

Sales down 10%; PAT up 4% for quarter ended December 31, 2016

Mumbai, February 7, 2017 – Gillette India Limited (GIL) today announced its financial results for the quarter ended December 31, 2016. During the quarter, there was an unforeseen liquidity crunch in the market that impacted trade inventories and consumer offtake. As a result, sales decreased to Rs. 397 crores, down 10% versus last year. The company responded with agility by strengthening fundamentals to mitigate risk. Profit After Tax (PAT) was at Rs. 55 crores, up 4% versus year ago. The company has benefited from portfolio optimization, even as it continues to focus on productivity and cost efficiency.

The market has started showing early signs of recovery and the company will continue to focus on balanced growth behind brand fundamentals, strength of product portfolio and improved in-store execution.

Grooming: Sales in Grooming were down by 9% versus year ago. However, the premium part of the portfolio continued to perform well.

Oral Care: Sales in Oral Care were down 15% versus last year behind portfolio optimization and liquidity squeeze in the quarter.

About Gillette India Ltd.

Gillette India Limited (GIL) is one of India's well-known FMCG Companies that deals in some of the world leading brands GILLETTE and ORAL-B; and has carved a reputation for delivering high quality, value-added products to meet the needs of consumers. GIL brands take pride in being socially conscious via their participation in P&G 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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