November 12, 2013

The Managing Director
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

The Managing Director
National Stock Exchange of India Limited
Exchange Plaza, Plot no. C/1, G Block
Bandra-Kurla Complex, Bandra(E)
Mumbai 400 051

Dear Sir/Madam,

Sub: Announcement of Floor Price for the proposed Offer for Sale of equity shares of Gillette India Limited (the "Company") by certain members of its Promoter and Promoter Group (the "Sellers") through the stock exchange mechanism (the "Announcement")

We refer to Clause 5(c)(i) of Circular No. CIR/MRD/DP/18/2012 dated July 18, 2012, as amended by Circular No. CIR/MRD/DP/04/2013 dated January 25, 2013 and Circular No. CIR/MRD/DP/17/ 2013 dated May 30, 2013 notified by the Securities and Exchange Board of India ("**SEBI**") pertaining to comprehensive guidelines on offer for sale of shares by promoters through the stock exchange mechanism ("**SEBI OFS Guidelines**").

The Sellers are members of the promoter and promoter group of the Company and propose to sell 2,857,744 equity shares of face value of INR 10 each ("**Sale Shares**"), aggregating to approximately 8.77% of the total paid up equity share capital of the Company, on November 13, 2013,in accordance with (i) the SEBI OFS Guidelines, (ii) Notice No. 20120222-34 dated February 22, 2012, Notice No. 20120228-30 dated February 28, 2012, Notice No. 20120727-26 dated July 27, 2012 and Notice No. 20130129-23 dated January 29, 2013 issued by BSE Limited ("**BSE**"), and (iii) Circular No. 2/2012 dated February 21, 2012, Circular No. 73/2012 dated February 24, 2012, Circular No. 52/2012 dated August 2, 2012, Circular No. 05/2013 dated January 30, 2013, Circular No. 0037/2013 dated January 31, 2013 and Circular No. 52/2013 dated May 30, 2013 issued by National Stock Exchange of India Limited ("**NSE**"), such offer for sale hereinafter referred to as the "**Sale**". A copy of the notice dated November 11, 2013, ("**Sale Notice**") issued by the Sellers pursuant to Clause 5(b) of the SEBI OFS Guidelines is enclosed herewith as **Annexure A**. The BSE and the NSE are hereinafter collectively referred to as the "**Stock Exchanges**".

As stated in the Sale Notice, the Sellers have opted to publicly disclose the floor price in accordance with Clause 5(c)(i) of the SEBI OFS Guidelines. In this regard, the floor price for the Sale in terms of the SEBI OFS Guidelines shall be as below:

INR 1650 (INR one thousand six hundred and fifty) per equity share of Gillette India Limited (the "**Floor Price**").

Important Information

The Sale is personal to each prospective bidder (including individuals, funds or otherwise) registered with the broker(s) of the Stock Exchanges who makes a bid (each a "**Bidder**") and neither the Sale nor this Notice constitutes an offer to sell or invitation or solicitation of an offer to buy, to the public, or to any other person or class of persons requiring any prospectus or offer document to be issued, submitted to or filed with any regulatory authority or to any other person or class of person within or outside India.

There will be no public offer of the Sale Shares in India under the Companies Act, 1956 and/ or the Companies Act, 2013 to the extent applicable (the "**Companies Act**"), or in any other jurisdiction. Accordingly, no documents have been or will be prepared, registered or submitted for approval as a "prospectus" or an offer document with the Registrar of Companies in India under the Companies Act, and/or SEBI under the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009, as amended, or to the stock exchanges in India or any other regulatory or listing authority in India or abroad, and no such document will be circulated or distributed to any person in any jurisdiction, including in India. The Sale is being made in reliance on the SEBI OFS Guidelines and subject to the guidelines, circulars, rules and regulations of the Stock Exchanges. The Bidders acknowledge and agree that any buy order or bid shall be made solely on the basis of publicly available information and any information previously published by the Company and available with SEBI, the Stock Exchanges, Company's website or any other public domain, together with the information contained in this Notice. The Sale is subject to the further terms set forth in the contract note to be provided to the successful Bidders.

This Notice is for information purposes only and is neither an offer nor invitation to buy or sell nor a solicitation of an offer to buy or sell any securities, nor shall there be any sale of securities in any jurisdiction ("**Other Jurisdiction**") in which such offer, solicitation or sale is or may be unlawful whether prior to registration or qualification under the securities laws of any such jurisdiction or otherwise. This Notice and the information contained herein are not for publication or distribution, directly or indirectly, to persons in any Other Jurisdiction unless permitted pursuant to an exemption under the relevant local law or regulation in any such jurisdiction. Prospective Bidders should seek appropriate legal advice prior to participating in the Sale.

This Notice is not for publication or distribution in the United States, and is neither an offer to sell nor a solicitation of an offer to buy any securities of the Company in the United States. The Sale Shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "**Securities Act**") and may not be offered or sold in the United States except in transactions exempt from the registration requirements. The Sale Shares will be offered outside the United States in offshore transactions in reliance upon Regulation S under the Securities Act.

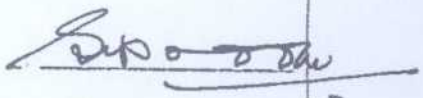
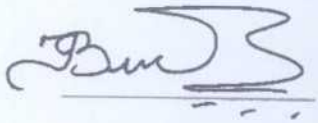
By submitting a bid in connection with the Sale or receiving the Sale Shares, each Bidder and any broker acting on such Bidder's behalf will be deemed to have (a) read and understood this Notice in its entirety, (b) accepted and complied with the terms and conditions set out in this Notice, and (c) represented, agreed and acknowledged that such Bidder is, and at the time the Sale Shares are purchased, (i) will be, the beneficial owner of such Sale Shares, not an affiliate of the Company or a person acting on behalf of such an affiliate and located outside the United States and purchasing such Sale Shares in offshore transactions in reliance upon Regulation S, (ii) shall not be a promoter/promoter group of the Company; and (iii) none of the Sellers' brokers, the Sellers, the Company or any of their respective shareholders, directors, officers, employees, counsel, representatives, agents or affiliates, have provided the buyers with any tax advice or otherwise made any representations regarding the tax consequences of purchase, ownership and disposal of the Sale Shares, and that the buyers have obtained their own independent tax advice and evaluated the tax consequences in relation to the Sale Shares.

By submitting a bid on behalf of a buyer in connection with the Sale, each broker will also be deemed to have represented, agreed and acknowledged that it is located outside the United States and that none of the broker, its affiliates and all persons acting on its or their behalf has (a) engaged or will engage in any "directed selling efforts" (as defined in Regulation S under the Securities Act) in connection with the offer or sale of the Sale Shares and (b) offered or will offer and sell the Sale Shares except outside the United States in reliance upon Regulation S in transactions exempt from the registration requirements of the Securities Act.

Thanking you,

Yours faithfully

For and on behalf of

S.K. Poddar, Akshay Poddar, Shradha Agarwala, Shradha Agarwala (as mother and natural guardian of Anisha Agarwala), Shradha Agarwala (as mother and natural guardian of Aashti Agarwala), Jyotsna Poddar (Trustee Jyotsna Poddar Family Trust) , Saroj Kumar Poddar (Partner – Poddar Heritage Securities), Adventz Investments & Holdings Limited, Adventz Finance Private Limited, Adventz Securities Enterprises Limited, Planon Group Limited, Globalware Trading and Holdings Limited	Signed by Constituted Attorney/ Authorised Signatory  Saroj Kumar Poddar
Procter & Gamble India Holdings B.V.	Authorised Signatory  Tapan Buch