Hindustan Unilever Limited

Hindustan Unilever Limited
Unilever House
B D Sawant Marg
Chakala, Andheri East
Mumbai 400 099

Tel: +91 (22) 3983 0000
Web: www.hul.co.in

January 20, 2012

Stock Code - BSE: 500696
- NSE: HINDUNILVR
- ISIN: INE030A01027

Bombay Stock Exchange Limited,
Corporate Relationship Department,
2nd Floor, New Trading Wing,
Rotunda Building, P.J. Towers,
Dalal Street,
Mumbai – 400 001

National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra – Kurla Complex,
Bandra (E),
Mumbai – 400 051

Dear Sir,

Sub: Press Release concerning distribution and marketing rights of Brylcreem brand in India

Please find attached a copy of Press Announcement being made by the Company, the contents of which are self explanatory.

Request you to take the above on your records.

Thanking You

Yours faithfully,
For Hindustan Unilever Limited

Dev Bajpai
Executive Director – Legal and
Company Secretary

CC : National Securities Depository Limited
: Central Depository Services (India) Limited

Press Release

HUL to enter into agreement with Unilever to market Brylcreem in India

January 20, 2012, Mumbai: HUL announced today that it will enter into an agreement with Unilever for manufacturing, marketing and distributing the Brylcreem brand in India. The Brylcreem brand has a long-lasting history in India and is the leading male hair styling brand in the country. HUL plans to integrate this business with its existing personal care portfolio and further grow the Brylcreem franchise.

Unilever, through its acquisition of Sara Lee business, owns the Brylcreem brand. Unilever and Godrej Consumer Products Limited (GCPL) have mutually agreed to bring to an end the licensing arrangement that exists between them for GCPL to manufacture, market and distribute Brylcreem Brand in India. This will come into effect on March 31, 2012.

About Hindustan Unilever Limited

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods company touching the lives of two out of three Indians. HUL works to create a better future every day. We help people feel good, look good and get more out of life with brands and services that are good for them and good for others.

Media Contacts:

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