Gillette India Ltd.
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January 28, 2013

To,

The Bombay Stock Exchange Limited
Department of Corporate Services
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai -400001

Subject: Intimation to the Stock Exchanges on Compliance with the minimum public shareholding requirement prescribed by SEBI

Dear Sir,

The Company is taking steps to increase its public shareholding to 25% as directed by SEBI in terms of the Securities Contracts (Regulation) Rules, 1957 ("SCRR") read with the applicable provisions of the Listing Agreement entered into with the Stock Exchanges ("Listing Agreement"). The Company has moved the Securities Appellate Tribunal over interpretation of a proposal made by the Company to achieve compliance with the minimum public shareholding requirement under the SCRR and the Listing Agreement, by way of an offer to sell down shares (the "Sell Down Proposal"), thus increasing public shareholding in the Company to the prescribed 25% level.

The Company's promoters are fully geared to implement the Sell-Down Proposal compliant with all securities regulations and had sought SEBI's endorsement and confirmation that implementing the Sell-Down Proposal would constitute compliance. Details of the Sell Down Proposal are not being discussed in the public domain since the matter is now *sub judice*. The Company remains committed to, and hopeful of, engaging with SEBI and finding a resolution to achieve compliance.

With Regards,
For Gillette India Limited

Gillette India Limited

for

Amit Vyas
Company Secretary