



Bangalore votes Soldiers as professionals with the best fusion of five core values along with Malaika Arora Khan and Radhika Pandit and 'Gillette salutes the Soldier' with special soldier range

~Soldiers emerge as the most attractive men among professionals like Lawyers, Bollywood actors, IAS Officers and Corporate Executives epitomizing the best fusion of 5 core values of Confidence, Courage, Integrity, Camaraderie and Grooming ~

- Gillette unveils special of soldier range, encouraging citizens to showcase the values of camaraderie and grooming
- Gillette announces partnership with Sainik Welfare Organizations and will donate a percentage of sales towards the welfare of soldiers & their families
- Gillette 'Salutes the Soldier in You' and re-dedicates the Gateway of India to the spirit of the soldier in each and every citizen

Bengaluru, November , 2011: In a nation-wide survey conducted by Nielsen India, Bangalore men and women uniformly declared Soldiers as the profession which best embodies the fusion of values of Confidence, Courage, Integrity, Camaraderie and Grooming. Soldiers emerged as the winner over other professions like Corporate, IAS Officers, Lawyers as well as Bollywood actors with the perfect balance of these values.

Some of the key survey revelations included:

- 99% women in Bangalore feel that their partner looks manlier after a clean shave
- 88% women and 98% men in Bangalore feel that the 5 qualities of a soldier – **courage, confidence, camaraderie, grooming and integrity** will make them/their partner a better person
- 87% men and 86% women in Bangalore feel that soldier values in regular citizens will make our country a better place
- 74% men and 79 % women in Bangalore feel that it is important to have the quality of grooming
- 78% men and 77% women in Bangalore feel that men with soldier values have better prospects of being chosen as a groom for your daughter/sister
- 72% women in Bangalore feel that men with the fusion of 5 soldier values have better prospects of being chosen as a groom

Earlier this month, Gorgeous Bollywood divas Lisa Haydon and Neha Dhupia came together to kick start '**Gillette Men Wanted**' in conjunction with the national survey, to hunt for the profession which best exhibits the five core values. They also encouraged consumers to vote for the professions that are a perfect blend of the 5 values.



Further to this nationwide hunt, Soldiers emerged as the winner by a huge majority. In keeping with the spirit of the best a man can get, Gillette salutes the Soldier winners chosen by Indians by unveiling a new range of specially designed soldier packs. Through this campaign, Gillette India will help generate funds for the welfare of soldiers & their families and will channelize the resources via a well-known NGO 'Sainik Welfare Organization'.

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Sainik Welfare Organization-India is a social service organization with the sole objective of serving two segments of central government uniformed personnel, the Serving and the Retired who shares the right to a decent standard of living together within the same community after retirement from active service. The funds will be used towards supporting soldiers in need, covering the below:

- Retired Soldiers
- Injured/Deceased Soldiers
- Families of soldiers who are in need



Gillette through this campaign recognizes that there is a Soldier in each and every individual and re-dedicates the Gateway of India to the spirit of the Soldier in citizens through this unique campaign.

Actress Malaika Arora Khan, leading Bollywood actress said, "I am extremely proud to be a part of the 'Gillette Salutes the Soldier in you' campaign. I am a big fan of men in uniform and believe that there is a soldier in each one of us. In fact, along with 86% women in Bangalore feel that soldier values in regular citizens will make our country a better place. I therefore stand by Gillette as they re-dedicate the Gateway of India to the soldier value and spirit in every citizen. Soldiers have always stood up for us during our time of need and I believe that this is an excellent platform for us to do our part by imbibing the values of Confidence, Courage, Integrity, Camaraderie and Grooming."

Actress Radhika Pandit said, "It is a known fact that women are extremely selective while choosing the right partner. Along with 88% of women in Bangalore I strongly believe that my perfect man would be someone who has in him the qualities of Confidence, Courage, Integrity, Camaraderie and Grooming. Men need to pay more attention to their grooming because a well-groomed look enhances a man's personality and makes him even more attractive in the eyes of a woman. Even Bangaloreans agree with me as 78% men and 77% women feel that men with soldier values have better prospects of being chosen as a groom for their daughter/sister."

Speaking on this occasion, Sharat Verma, Marketing Manager, Gillette India Limited, said, "We at Gillette India are extremely proud to felicitate and applaud the heroes of our nation. Gillette recognizes that the values of a soldier are present in each and every citizen and we urge citizens to imbibe the values of the soldier more strongly so as to be the Best a Man Can Get. With the new soldier product packs, we empower the common man to make an effortless contribution and stand up and salute these soldier values through the simple act of buying the special range of Gillette products to showcase the values of both grooming and camaraderie and salute the soldier. As a part of our special tribute to the soldier in every one Gillette India re-dedicates the Gateway of India to the citizen soldiers of the nation"



Also speaking on this occasion Colonel Rakesh Rana, Kirti Chakra, Chairman SWO-India, Sainik Welfare Organisation, said, “We at Sainik Welfare Organisation are extremely delighted to be associated with Gillette and feel honored to be Gillette’s partner to this unique initiative ‘Gillette salutes the Soldier’. This initiative is a conscious effort taken to benefit the lives of the real heroes of our nation, the soldiers who have devoted their lives to serve our country. This endeavor will go a long way in reaching out to the families and soldiers who are in need.”

The Nielsen survey findings brought to light some interesting facts about importance of possessing the 5 core values.

- 87% women feel that a soldier possesses courage
- 85% men feel that a soldier possesses courage
- 88% women feel that a soldier possesses integrity
- 86% men feel that a soldier possesses integrity
- 87% women feel that a soldier possesses confidence
- 80% men feel that a soldier possesses confidence
- 78% women feel that soldier is the most groomed profession
- 78% men feel that a soldier is the most groomed profession
- 89% women feel that it’s very important for their man to have camaraderie
- 87% men feel that it’s very important for a man to have camaraderie
- 95% men says that imbibing the qualities (values) of the soldier will make them a better person
- 91% women say that their partner would become a better person if they imbibe the qualities(values) of the soldier
- 92% people say that imbibing soldier’s values will make the country a better place
- 71% women are more likely to go on a date with a guy who imbibes all the 5 values

**Gillette India Limited claim based on research conducted by Nielsen, in Jan 2011, amongst 611 respondents*

Gillette India’s facebook page: <https://www.facebook.com/GilletteIndia>

About Gillette India

Gillette India Limited (GIL) is one of India’s well-known FMCG Companies that has in its portfolio GILLETTE MACH 3 TURBO, ORAL-B and DURACELL– world’s leading brands and has carved a reputation for delivering high quality, value-added products to meet the needs of consumers. GIL’s brands take pride in being socially conscious via their participation in project 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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