

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.

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