General Info

1. **Gillette is a brand which belongs to ………..**
2. Hindustan Unilever
3. **P & G**
4. Reckitt Benckiser
5. Johnson & Johnson
6. **Gillette India Pvt Ltd was incorporated in the year ….. in .........**
7. 1863, Gujarat
8. 1958, Maharashtra
9. 1823,Tamilnadu
10. **1984, Rajasthan**

1. **The vision of Gillette India Ltd is ……**
2. **To build Total Brand Value by innovating to deliver consumer value and customer leadership faster, better and more completely than our competition. This Vision is supported by two fundamental principles that provide the foundation for all of our activities: Organizational Excellence and Core Values.**
3. To sustain growth for the year to come, our core values of caring, Global Team work and continuous improvement will continue to drive our future initiatives.
4. To be the leading company, not just in sales levels, but also in Value Creation , innovation and in excellence of our processes, through high standards of quality and social responsibility.
5. To deliver good service anytime, anywhere at scale by using technology to relentlessly drive efficiency.

Financial Data

1. **The sales reported by Gillette India Limited for the financial year 2015-16 was approximately …………… crores**
2. Rs. 3500
3. Rs. 2300
4. **Rs. 2000**
5. Rs. 4200
6. **The net profit reported by Gillette India Limited for the financial year 2015-16 is approximately …………… crores**
7. Rs. 150
8. **Rs. 200**
9. Rs. 100
10. Rs. 250

 Human Resource

1. **The current managing director of Gillette India Limited is**
2. Mr.Issam Bachaalani
3. A Vaidheesh
4. **Mr. Al Rajwani**
5. Mr.Sanjiv Mehta

1. **The current employee strength at Gillette India is nearly ………. employees**
2. 200
3. **650**
4. 2000
5. 10,000

Business Info

1. **Which of the following are the principle activities of the Gillette India Limited?**
2. Hair care and Blades & razors
3. **Blades & razors and Oral care**
4. Baby care and Blades & razors
5. Blades & razors and Hygiene care

1. **Some of the major competitors for Gillette India are..**
2. Colgate Palmolive
3. Godrej
4. Park Avenue
5. **All of the above**
6. **Some of the strategies adapted by Gillette India are..**
7. Product specific advertisement
8. Focus on branding across product line
9. Prioritising product lines and focusing on profitable lines
10. **All of the above**