



Unilever Pakistan Limited  
Avari Plaza,  
Fatima Jinnah Road,  
Karachi - 75530

T: +92 - 21 - 35660062  
F: +92 - 21 - 35681705  
F: +92 - 21 - 35674968

April 22, 2011

→ The Secretary  
Karachi Stock Exchange (Guarantee) Limited  
Karachi.

By Hand & Fax  
111 573 329

The Secretary  
Lahore Stock Exchange (Guarantee) Limited  
Lahore.

By Courier & Fax  
042 111 441 441

The Secretary  
Islamabad Stock Exchange (Guarantee) Limited  
Islamabad.

By Courier & Fax  
051 111 473 329

Dear Sirs,

**UNILEVER PAKISTAN LIMITED**  
**Financial Results for the period January - March 2011**

At its meeting held today, April 22, 2011 at 10:00 Hrs at Karachi, our Board of Directors has approved the un-audited Financial Statements of the Company for the Quarter ended March 31, 2011.

In a challenging business environment, the Company delivered a broad based sales growth of 19%. Margins benefited from improved scale and timely price corrections to offset significantly higher input costs. Our focus remained on stronger brands, superior products and bigger innovations. Profit after tax registered a robust growth of 54%, owing to lower financial charges as a result of effective working capital management.

**Home and Personal Care (HPC)**

HPC grew by 23% as a result of enhanced consumer and customer value. Surf continues to consolidate its position as a market leader. Lux, Rin, Fair & Lovely and Ponds delivered robust volume growth backed by strong advertising campaigns

**Beverages**

Beverages continues to suffer from rampant smuggling and counterfeiting. Consumers, industry and government suffer. We continue to lobby for lower import duty and sales tax, in order to remove the incentive to smuggle.

A successful '*Sip of Inspiration*' campaign further strengthened Lipton's brand equity, leading to strong growth. Supreme's '*Tandrust Rahein, Mast Rahein*' campaign continues to deliver positive results.