



Unilever Pakistan Limited  
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October 25, 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 3636 8485

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 - September 2011**

In its meeting held today, the 25<sup>th</sup> October 2011 at 10:30 Hrs at Karachi, our Board of Directors has approved the un-audited Financial Information of the Company for the nine months ended September 30, 2011.

Profit after tax and Earnings Per Share grew by 20.2% on the back of sales growth of 15.6%. The business benefited from higher scale following new brand and format launches, competitive pricing and tighter control over costs and working capital.

**Home and Personal Care (HPC)**

HPC business registered a sales growth of 17.3% as a result of new brand and format launches in the nine months. Surf continues to consolidate its position as a value market leader despite stiff competition. Dove, Rin, Ponds and Fair and Lovely delivered robust volume growth backed by strong media campaigns (*Time to Shine – Rin and Fairness Meter – Fair and Lovely*)

**Beverages**

The formal Tea industry and our business continue to suffer from an uneven playing field. Pakistani consumers pay 50% more for tea than the rest of South Asia, due mainly to high government levies which we are lobbying to reduce. Tea is accorded an essential food status and taxed at 4% in India; Pakistani consumers bear 16% GST and 10% import duty. High government levies create incentive to evade taxes and porous borders make it easy to smuggle. Consequently more than half the tea consumed in the country is smuggled. Lower government levies will discourage this, bring all imports into the official net and neutralise impact on government revenue. Smuggled tea is often adulterated with harmful substances. Discouraging smuggling will also have a positive impact on quality of tea