



*IIMC CASE RESEARCH CENTRE (IIMCCRC)  
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# GILLETTE GUARD AT CROSSROADS: SEARCH FOR THE NEXT WAVE OF GROWTH

## INTRODUCTION

P&G Gillette's Guard was a low-cost innovation, developed specifically to suit the shaving needs of Indian men. For majority of Indian men, shaving was a tedious daily activity, done in the dark early morning hours without electricity, running water or mirrors. Men in rural areas shaved barefoot, squatting on mud floors in their tiny huts devoid of any basic amenities. Indian men were using a 200-year-old safety razor, which was designed for the European market. The brand's first product designed especially for India, built on years themselves

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*Prof. Ramendra Singh of Indian Institute of Management Calcutta developed this case study as the basis for class discussion rather than to illustrate the effective or ineffective running of an organization.*

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excited to take on this challenge, she had to come up with ideas to take the brand to further heights of success.