



**Procter & Gamble Hygiene
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MEDIA RELEASE

**Procter & Gamble Hygiene and Health Care Ltd
Sales up 17%, Maintains PAT**

Mumbai, August 18, 2010: Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its audited financial results for the year ended June 30, 2010. The Company's net sales grew to Rs. 903 crores from Rs 773 crores over last year, registering a healthy 17% increase while delivering a strong 20% After Tax margin.

The Feminine Hygiene category posted 22% sales growth and a higher double-digit volume growth in the current year versus the previous financial year. Growth in this category was led by Whisper Ultra in the premium tier and Whisper Choice in mid tier, which have continued to show a significant upward trend. The Health Care business registered a sales growth of 11% versus the previous year, primarily driven by increased sales in Vicks VapoRub and Vicks Cough drops.

The Profit After Tax (PAT) for the current financial year was flat at Rs.180 crores over the previous year (Rs.179 crores) mainly due to levy of excise duties on Sanitary Napkins in the Union Budget 2010 and planned marketing investments in the advertising and promotional expenses on the launch of *Whisper Choice Ultra*. This has led to decline in the PAT to Rs.10 crores for the current quarter ended June 30, 2010 compared to PAT of Rs.47 crores in the corresponding quarter last year. The net sales for the said quarter at Rs.198 crores, registered a 9% increase over the net sale of corresponding quarter of last year, which stood at Rs. 181 crores.

The Board of Directors of PGHHCL recommended a dividend of Rs.22.5 per share for the financial year 2009/10 subject to approval of the shareholders of the Company at its ensuing Annual General Meeting.

Sharing perspective on the results for FY 2009-10, Mr. Shantanu Khosla Managing Director, Procter & Gamble Hygiene and Health Care Limited (PGHHCL) said, "PGHHCL continues to grow strongly in the Health Care and Feminine Hygiene categories. Innovation continues to be at the heart of everything we do – be it in our products or in our communication strategies, as we continually endeavor to touch and improve the lives of more and more Indian consumers..."

About Procter & Gamble Hygiene and Health Care Ltd.

Procter & Gamble Hygiene and Health Care Ltd. (PGHH) is one of India's fastest growing FMCG Companies that has in its portfolio WHISPER -- India's leading Feminine Hygiene brand, and VICKS -- India's No. 1 Health Care brand. The Company has carved a reputation for delivering high quality, value-added products to meet the needs of consumers. PGHH is committed to making every day in the lives of Indian consumers better through the quality of its products and the sincerity of its service. Please visit www.pg.com for the latest news and in-depth information about P&G and its brands.

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