

**Procter & Gamble Hygiene and Health Care Limited**

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MEDIA RELEASE**PGHH ANNOUNCES Q1 Results
Sales up by 20% and PBT by 13%**

Mumbai, October 29, 2009: Procter & Gamble Hygiene and Health Care Ltd. (PGHH) today announced its unaudited financial results for the first quarter ended September 30, 2009. The Company's sales at Rs. 225.4 crores grew by 20% when compared to Rs.188.3 crores in the corresponding period last year. PBT grew by 13% and PAT by 5% compared to the corresponding quarter of last year.

Continuing to maintain the growth momentum, Company's Health Care sales at Rs. 97.3 crores were up by 7% (Rs. 91.3 crores in the corresponding period last year), led by strong growth of *VICKS* Action 500, *VICKS* Cough Drops and *VICKS* Inhaler.

The Feminine Hygiene business has registered an excellent growth. *WHISPER* sales at Rs. 128.2 crores grew by 32% as against Rs. 97 crores in the corresponding period last year. This growth is ascribed to the strong performance of *WHISPER* Choice (grown by 61%), and *WHISPER* Ultra (grown by 22%).

Sharing his perspective on the results, **Mr. Shantanu Khosla, Managing Director PGHH** said, "The first quarter performance is driven by a strong growth in both our Feminine Hygiene and Health Care businesses. The growth was possible through our sustained efforts to delight our consumers with superior quality products, innovative communication campaigns and distribution strategies. Going forward, our focus will continue on building business fundamentals such as innovative advertising, building strong partnerships with our customers to achieve deeper distribution, driving cost out of the system, strong trade plans and investment in capability building to sustain our growth momentum which we hope to maintain through the rest of this fiscal."

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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