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MEDIA RELEASE

PGHH Full year sales and PAT up 20 % and 36%

Mumbai, August 27, 2009: Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced the audited financial results for the year ended June 30, 2009.

Despite a tough economic year, the Company delivered strong growth with Profit After Tax (PAT) going up by 36% to Rs.178.85 crores for the financial year ended June 30, 2009. Total sales during the year also grew a healthy 20%, from Rs.642.96 crores last year to Rs. 772.81 crores this year. The Profit Before Tax (PBT) at Rs. 231.66 crores is up by 28%. This growth was driven by consumer meaningful innovations backed by expansion in distribution & robust advertising support.

The results for the last quarter have shown an encouraging trend with Sales up by 20.5% when compared with the last quarter of the previous accounting year. PBT at Rs. 67.20 crores during this quarter is significantly up by 158% versus Rs 26.06 crores in the same quarter last year. PAT at Rs. 47.77 crores is up by 105% versus Rs. 23.24 crores in the same quarter last year.

The Feminine Hygiene business recorded yet another year of high growth with sales at Rs 428 crores (vs. last year's Rs 340 crores) translating into a 26% increase in sales. *WHISPER* continued to strengthen its position as the No.1 feminine hygiene brand in India through continued product and marketing innovation.

The *VICKS* range of products too has shown a robust growth pattern with *VICKS* Vaporub & *VICKS* Cough Drops registering a double-digit growth. *VICKS* Vaporub had another record year posting the highest ever market share. The growth in the brand was driven primarily through continued focus on successful advertising via augmented media spends. The *VICKS* Cough Drops business continued on its growth trajectory from last year, recording double digit growth in a year that witnessed heightened competitive activity. Overall, the Health Care business grew by over 14 %.

The Board of Directors of PGHHCL recommended a dividend of Rs. 22.5 per share for the financial year 08-09 subject to approval of the shareholders of the Company at its ensuing Annual General Meeting.

Sharing perspective on the results for FY 2008-09, Mr. Shantanu Khosla, Managing Director (PGHHCL) said, *"Our strong growth in both net profit and sales of the core businesses this year is reflective of our sustained rank of one of the fastest growing FMCG companies in India. We have managed this by single mindedly delivering propositions that delight the consumer and we will continue to do this. I believe that PGHH has an edge when it comes to leading innovation - be it product proposition or communication - and in understanding the consumer to better engage with her. We are also very happy to share with our stakeholders that our CSR program 'Shiksha' which celebrated its 5th Anniversary this year has now touched over 96000 children in 432 communities across India with a donation of over Rs.3.5 crores. This money has been allocated to projects that educate underprivileged children in India."*

About Procter & Gamble Hygiene and Health Care Ltd.
Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) 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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