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MEDIA RELEASE

PGHH Quarter-3 Sales up 15%; PBT up 23%; PAT 26%

Mumbai, April 23, 2010: Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL— BSE Scrip code PNG) today announced its un-audited financial results for the third quarter ended March 31, 2010. The Company achieved total sales of Rs.205 crores, which grew by 15% over the corresponding period last year (Rs. 178 crores). Profit Before Tax (PBT) at Rs. 56 crores is up 23% (Rs.46 crores). Similarly, the Profit After Tax (PAT) in this quarter at Rs. 44 crores is up by 26% (Rs.35 Crores).

This growth is led by an excellent performance of both the Healthcare and Feminine Hygiene businesses. Feminine Hygiene business sales at Rs. 125 crores posted 16% growth over sales of Rs. 108 crores of the corresponding quarter last year led by strong plans on Whisper Ultra, Whisper Maxi and Whisper Choice. Healthcare sales at Rs. 80 crores grew by 15% versus Rs.70 crores of the same quarter last year led by strong growth of VICKS VapoRub and VICKS Cough Drops.

Mr. Shantanu Khosla, Managing Director said, *"Our continuing double digit growth on the Feminine Hygiene and Healthcare business in India is driven by a strong focus on consumer-meaningful innovations, retaining the finest talent in the industry, and increasing our commitment to sustainability and social responsibility. We continue to focus on delighting our consumers via providing superior product benefits, building strong partnerships with our customers to achieve deeper distribution and driving cost out of the system as efficiently as possible. Our Shiksha initiative for the education of marginalized children in India enters its sixth year and we hope our consumers, trade and media partners will help increase the contribution to the cause we all feel strongly about."*

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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