

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

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MEDIA RELEASE**Procter & Gamble Hygiene & Health Care Ltd. Q3 PAT up 27%, Sales up 20%
Driven by strong double digit growth in Healthcare & Feminine Hygiene Business**

Mumbai, April 28, 2009: Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its un-audited financial results for the third quarter ended March 31, 2009. The Company achieved total sales of Rs.177.8 crores, which grew by 20% over the corresponding period last year (Rs. 148.7 crores). The Profit After Tax (PAT) in JFM '09 at Rs. 34.8 crores is up by 27% (Rs.27.4 crores) and Profit Before Tax (PBT) at Rs. 45.8 crores is up 16% (Rs.39.6 crores).

This strong growth is led by an excellent performance of both the Healthcare and Feminine Hygiene businesses. Feminine Hygiene business sales at Rs.108.2 crores posted a 25% growth over sales of Rs.86.9 crores of the corresponding quarter last year. Healthcare sales at Rs.69.6 crores grew by 13% versus Rs.61.4 crores of the same quarter last year.

Mr. Shantanu Khosla, Managing Director said, *"The continued strong growth of our business last quarter inspite of the economic slowdown reflects the strength of our brands VICKS and WHISPER. We continue to focus on innovating to delight our consumers, building strong partnerships with our customers to achieve deeper distribution and driving cost out of the system.. As we step into our fourth quarter, our Shiksha initiative for the education of marginalised children in India, enters its fifth 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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