

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

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**MEDIA RELEASE****Procter & Gamble Hygiene & Health Care Ltd. Q3 PAT up 28%, Sales up 20%  
Driven by strong double digit growth in Vicks & Whisper Businesses**

Mumbai, April 30, 2008: Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its unaudited financial results for the third quarter ended March 31, 2008. The Company achieved total sales of Rs.150.5 crores, which grew by 20% over the corresponding period last year (Rs. 125.3 crores). This strong growth is led by a strong performance of both of our businesses. While Feminine Hygiene business posted a 23% growth (Sales of Rs. 87.4 vs. Rs.71.3 crores last year), Healthcare sales at Rs.62.6 crores grew by 17% versus last year (Rs.53.5 crores).

When compared to results of corresponding quarter of last year, the Profit After Tax PAT at Rs. 27.4 crores is up by 28% (Rs.21.4 crores) and Profit Before Tax PBT at Rs. 39.6 crores is up 18% (Rs.33.6 crores).

Mr. Shantanu Khosla, Managing Director said, "Our continuing double digit growth on both Whisper and Vicks is driven by strong consumer meaningful innovation backed by distribution growth and strong advertising support. We continue to build trial of Whisper via innovative direct marketing programs. We will continue to focus on meeting the consumer where she is most receptive and with propositions that delight her".

In the nine-month period ended March 31, 2008, the Healthcare and Feminine Hygiene sales at Rs. 503.6 crores, grew by 18%, PBT at Rs.154.5 crores were up 24% and PAT at Rs. 108.2 crores recorded a 40% growth, versus the corresponding period of last year.

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](http://www.pg.com) for the latest news and in-depth information about P&G and its brands.

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