



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

Registered Office
P&G Plaza
Cardinal Gracias Road, Chakala
Andheri (E), Mumbai 400 099
(91-22) 2826 6000 phone
(91-22) 6693 9696 fax
www.pg.com

MEDIA RELEASE

Procter & Gamble Hygiene and Health declares Quarter 1 results

- *Volume Growth up 7%, Net Sales up 1%, PAT Margin at 14%.*

Mumbai, October 25, 2010: Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its unaudited financial results for the 1st quarter ended September 30, 2010. The company's net sales grew to ₹228 crores from ₹ 225 crores over the same period last year. The company during the period registered, a healthy 7% increase, in volume growth growing its market share in the hygiene and healthcare categories.

PGHHCL strengthened its leadership position in the Feminine Hygiene category by posting 9% sales growth and 24% volume growth this quarter. Growth in this category was led by Whisper. The Health care category maintained its sales in this quarter despite supply constraints. The category growth was led by Vicks Vaporub, registering sales growth of 12%. Vicks and Whisper continue to be the market leaders in their respective categories.

The PBT for the current quarter stood at ₹40 crores vs ₹69 crores in the corresponding quarter last year. The PAT for the current quarter stood at ₹31 crores vs ₹51 crores in the corresponding quarter last year.

The profit decline was mainly due to an increase in excise duty as well as price corrections that PGHHCL undertook to expand the feminine hygiene category. PGHHCL, during the review period, continued to make significant investments towards building capabilities by expanding coverage and focusing on increasing volumes leading to an increase in other expenses.

Sharing perspective on the results for the quarter ended September 30, 2010, Mr. Shantanu Khosla Managing Director, Procter & Gamble Hygiene and Health Care Limited (PGHHCL) said, *"PGHHCL is committed to effectively leveraging its strong balance sheet to achieve long-term growth. We continue to invest in our core businesses in order to better touch and improve the lives of many more Indian consumers for now and for generations to come."*

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.

For details contact:

Rhea D'Souza +91 22 40311200; rhea@corvoshandwick.co.in

Pankaj Tiwari + 91 22 40311200; pankaj@corvoshandwick.co.in

Rashi Mittal +91 22 28267476; mittal.r.2@pg.com