



**Procter & Gamble Hygiene
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MEDIA RELEASE

PROCTER & GAMBLE HYGIENE AND HEALTHCARE LTD. ANNOUNCES Q2 RESULTS **Sales up by 22%; PBT up 70% PAT up by 58%**

Mumbai, January 29, 2010: Procter & Gamble Hygiene and Health Care Ltd. ('PGHH'-- BSE Scrip ID 'PNG') today announced its unaudited financial results for the second quarter ended December 31, 2009. The sales of the Company's Health Care and Feminine Hygiene businesses at Rs.274.6 crores grew by 22% (Rs.225.6 crores in the corresponding period last year). Profit Before Tax grew by 70% and Profit After Tax by 58% compared to the corresponding quarter of last year.

Continuing to maintain growth momentum, the Health Care business scaled up by 11% at Rs.138 crores (Rs.124 crores in the corresponding period last year). Growth was predominantly driven by Vicks VapoRub that recorded a 26% growth and reached record high shares.

The Feminine Hygiene business has registered excellent growth with a 34% increase in sales at Rs.136 crores (Rs.101 crores in the corresponding period last year).

Sharing his perspective on the results, Mr. Shantanu Khosla Managing Director, PGHH said, "We are pleased that our Company's Health Care and Feminine Hygiene businesses continue on the double-digit growth wave at a solid 22% in the second quarter. This stands testimony to our relentless focus on understanding and meeting the needs of both our consumers and customers. Whisper Choice, Whisper Ultra, Vicks Action 500+, Vicks Inhaler, and Vicks Cough Drops are leading this growth momentum. Going forward, the emphasis will continue on innovative advertising, deeper distribution penetration, strong trade plans and investment in capability building to sustain our growth momentum which we hope to maintain through the rest of this fiscal."

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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