



Procter & Gamble Hygiene  
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## MEDIA RELEASE

**Procter & Gamble Hygiene and Healthcare Ltd. declares results  
for the 3rd Quarter ending March 31, 2011  
Gross Sales up 19% and volume growth up 21% vs. corresponding quarter last year**

**Mumbai, April 25, 2011:** Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its unaudited financial results for the third quarter ended March 31, 2011. Gross sales grew by 19% and stood at Rs 247 crores vs. Rs 208 crores in the corresponding quarter last year. The company during the period registered a robust 21% increase in volume growth, increasing its market share in the feminine hygiene business.

Feminine Hygiene posted 23% gross sales growth, driven by growth of Whisper Choice and Ultra. Health Care category sales were up by 11% largely driven by growth in Vicks Cough drops of 28% and Vicks Inhaler of 24%.

The PBT for the current quarter stood at Rs. 49 crores vs. Rs. 56 crores in the corresponding quarter last year. The PAT for the current quarter stood at Rs. 39 crores vs. Rs. 44 crores in the corresponding quarter last year. Earnings are down for the quarter due to shift in product mix and increase in commodity costs. Profit After Tax margin continues to be strong at 17%.

**Sharing perspective on the results for the quarter ended March 31, 2011, Mr. Shantanu Khosla Managing Director, Procter & Gamble Hygiene and Health Care Limited (PGHHCL) said, "At PGHHCL, we are committed towards delighting our consumers via providing superior and innovative product propositions. We will continue to focus on leveraging our strong core capabilities to touch and improve the lives of more and more Indian consumers, 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](http://www.pg.com) for the latest news and in-depth information about P&G and its brands.

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