



**Procter & Gamble Hygiene
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MEDIA RELEASE

PROCTER & GAMBLE HYGIENE AND HEALTHCARE LTD. ANNOUNCES Q1 RESULTS

Sales up by 21% and PAT up by 43%

Health Care and Feminine Hygiene Businesses witness sharp growth

Mumbai, October 31, 2008: Procter & Gamble Hygiene and Health Care Ltd. (PGHH) today announced its unaudited financial results for the first quarter ended September 30, 2008. Company's sales grew by 21% to Rs. 188.3 crores (Rs. 155.1 crores in the corresponding period last year). PBT grew by 23% and PAT by 43% compared to the corresponding quarter of last year.

Continuing to maintain growth momentum, company's Health Care business scaled up by 14% at Rs. 91.3 crores (Rs. 80.2 crores in the corresponding period last year), led by strong growth of VICKS VapoRub, VICKS Cough Drops and VICKS Inhaler.

The WHISPER Feminine Hygiene business has registered excellent growth with a 32% increase in sales at Rs. 97 crores (Rs. 74.9 crores in the corresponding period last year). This growth is ascribed to the strong performance of WHISPER Choice (grown by 50%), and WHISPER Ultra (grown by 34%).

Sharing his perspective on the results, Mr. Bharat V. Patel, Chairman, PGHH said, *"The first quarter performance is driven by a solid growth in both our Feminine Hygiene and Health Care businesses. Going forward, our focus will continue on building business fundamentals such as 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 subject of course to the growth of Indian economy not substantially getting affected by the current global financial crisis."*

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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