



**Procter & Gamble Hygiene
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PROCTER & GAMBLE HYGIENE AND HEALTHCARE LTD. ANNOUNCES Q1 RESULTS

Sales up 16%; PBT up 38% and PAT by 35%

Mumbai, October 31, 2007: Procter & Gamble Hygiene and Health Care Ltd. (PGHH) today announced its unaudited financial results for the first quarter ended September 30, 2007. The Company achieved Sales of Rs. 155.1 crores during the quarter and has registered a strong growth of 16% over Sales of Rs. 133.9 crores for the corresponding quarter of last year.

Profit Before Tax (PBT) at Rs.49.6 crores for the quarter has grown by 38%. Similarly, Profit After Tax at Rs. 34.5 crores has gone up by 35%. However, profits of this quarter are higher than the profits of corresponding quarter of last year which included higher advertising spend on annualized basis versus actual advertising spend of this quarter.

The sales of the Health Care Category at Rs. 80.2 crores were up by a significant 15%, while the Feminine Hygiene products at Rs.75 crores grew by an excellent 17%. The Feminine Hygiene growth is ascribed to the strong performance of WHISPER Choice and to continuing growth of WHISPER Ultra. Health Care sales have been behind good growth of VICKS VAPORUB, VICKS Cough Drops and VICKS Inhaler.

Sharing perspective on the results for the first quarter, Mr. Bharat V. Patel, Chairman of Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) said, *"Both our core Health Care and Feminine Hygiene categories have had consistent double-digit revenue growth this quarter. This can be attributed to various factors including good monsoons,, effective advertising coupled with increased sales distribution. Our superior performing Whisper Ultra, and consumer preferred Whisper Choice, Vicks VapoRub and Vicks Cough Drops are driving the healthy growth, and we hope to maintain this momentum throughout the fiscal."*

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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 takes pride in being consistently voted among India's Best Employers, and is committed to making every day in the lives of its stakeholders 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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