



**Procter & Gamble Hygiene
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PRESS RELEASE

Procter & Gamble Hygiene and Health Care Ltd. announces Q2 Results Sales up 19%, PBT up 19%, PAT up 54%.

Mumbai, January 30, 2008: Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its unaudited financial results for the second quarter ended December 31, 2007. The company achieved total sales of Rs. 197.5 crores, which grew by 19% over the corresponding period last year (Rs.166.6 crores). This strong growth has been driven by outstanding performance of the Feminine Hygiene business with sales of Rs. 85.6 crores registering a growth of 23% (Rs.69.6) and Health Care sales of Rs.111.4 crores achieving a 15% growth versus Q 2 last year (Rs.96.5 crores)

The Profit Before Tax (PBT) at Rs. 65.3 crores is up 19% (Rs.55.0 crore). The Profit After Tax (PAT) at Rs. 46.3 crores is up by 54% versus the corresponding quarter last year (Rs.30.1 crores). The PAT for the period is not comparable with that of the corresponding period last year's as prior years' tax adjustment of Rs.10.72 crores was added in the previous year. Without this adjustment PAT still grew by strong 20% versus same quarter previous year.

Mr. Bharat V. Patel, Chairman (PGHHCL) said, *"Our robust double digit growth in both Feminine Hygiene and Health Care is a vote of confidence from our consumers. Impactful marketing and 100% localization of Femcare production which resulted in full range store availability of Femcare products, have all contributed to this growth. We will continue to stay focused on creating clutter breaking and consumer meaningful marketing programs while investing in enhanced organization capabilities that help deliver these plans."*

In the six-month period ended December, 2007, the Company's sales at Rs. 353.1 crores represents a growth of 17% over the same period last year. The PBT for the six month period at Rs.114.9 crores registered a growth of 26% over the same period last year, while PAT grew by 45% at Rs.80.8 crores, taking into account the above stated previous year's tax adjustments.

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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