



**Procter & Gamble Hygiene
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MEDIA RELEASE

**Procter & Gamble Hygiene and Health Care declares results for the 2nd Quarter ended 31st
December 2010**

Volume Growth up 15%, Gross Sales up 12% vs corresponding period last year, PAT margin at 15%

Mumbai, January 28, 2011: Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its unaudited financial results for the 2nd quarter ended December 31, 2010. The company's Gross sales grew to Rs.308 crores from Rs.275 crores over the same period last year. The company during the period registered robust 15% increase in volume growth.

Both the Feminine Hygiene business and Health Care business achieved growth in sales during this quarter, which was driven by Whisper Ultra, Whisper Choice and Vicks. The company made significant investments in building awareness of each of these brands. In addition, Whisper grew value share.

The PBT for the current quarter stood at Rs.58 crores vs `Rs.98 crores in the corresponding quarter last year. The PAT for the current quarter stood at Rs.45 crores vs Rs.75 crores in the corresponding quarter last year. Earnings are down for the quarter vs the same period last year due to strategic investments in accelerating category growth and an increase in excise duty on the feminine hygiene business. The company during the review period, also continued to make investments towards expanding distribution coverage.

Sharing perspective on the results for the quarter ended December, 2010, Mr. Shantanu Khosla Managing Director, Procter & Gamble Hygiene and Health Care Limited (PGHHCL) said, *"PGHHCL is committed to touching and improving the lives of more consumers, more completely. We are driven by a strong focus on delighting our consumers via providing superior product propositions and leveraging innovation. A great example of this is the launch of Whisper Ultra Choice, which empowers our middle income consumer with the superior protection of high quality sanitary napkins at more affordable prices. Likewise, Vicks continued to reach more and more consumers across the country, in keeping with its over 50-year old legacy of delighting consumers in India. This quarter, we have continued making significant investments in building capabilities, expanding distribution coverage and towards reaching out to more and more consumers.*

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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