



**Procter & Gamble Hygiene
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MEDIA RELEASE

PROCTER & GAMBLE HYGIENE AND HEALTHCARE LTD. MAINTAINS GROWTH MOMENTUM IN Q2 Sales up 17%, PAT up 2%

Mumbai, January 29, 2009: Procter & Gamble Hygiene and Health Care Ltd. (PGHH) today announced its unaudited financial results for the second quarter ended December 31, 2008. Net Sales of Rs. 226.1 crores grew by 17% vs. Rs. 194.1 crores in the corresponding quarter of last year. Profit After Tax (PAT) at Rs. 47.1 crores registered a growth of 2% over the corresponding quarter of last year. Profit Before Tax (PBT) at Rs 60.5 crores though is lower as against Rs 65.3 crores in the corresponding period last year. This was on account of both incurring one time costs as well as other costs that had timing impact across quarters.

Continuing to maintain growth momentum, the Company's Health Care business scaled up by 15% at Rs. 124.2 crores (Rs.108 crores in the corresponding period last year), led by strong growth of VICKS Action 500, VICKS Cough Drops and VICKS Inhaler.

The Feminine Hygiene business also registered excellent growth with an 18% increase in sales of WHISPER at Rs. 101.4 crores (Rs. 85.6 crores in the corresponding period last year). This growth came from the strong performance of WHISPER Choice, and WHISPER Ultra.

Sales for the 6 month period July-December 2008 stood at Rs. 415 crores registering excellent 20% growth over the corresponding period of last year. This was contributed by both Healthcare that grew at 17%, and Feminine Hygiene that grew 24%. PAT for the same period stood at Rs. 96.3 crores registering a s growth of 19% over the corresponding period of last year in line with the topline growth.

Sharing his perspective on the results, Mr. Bharat V. Patel, Chairman, PGHH said, "We are pleased that our Company's Health Care and Feminine Hygiene businesses continue on strong double-digit growth trends. This stands testimony to our relentless focus on understanding and meeting the needs of both the consumer & trade customer. Whisper Choice, Whisper Ultra, Vicks Action 500, Vicks Inhaler, and Vicks Cough Drops are leading this growth momentum which we hope to maintain through the second half of this fiscal. . Profits for the quarter though are lower primarily due to contracted input cost inflation, weakening rupee and impact of one time extra ordinary charges; we expect this to be corrected in the second half of the year subject to macro-economic environment not deteriorating substantially."

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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