



Procter & Gamble Hygiene
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Procter & Gamble Hygiene and Health Care Ltd. Continues To Drive Sustained Margin Growth

Net Sales up 20%; PAT up 55% for quarter ended March 31, 2014

Mumbai, May 7, 2014 – Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its financial results for the quarter ended March 31, 2014. The Company continued to sustain growth momentum by delivering total Net Sales of Rs. 500 crores, up 20% versus year ago, driven by strong consumer-centric brand initiatives. Profit After Tax (PAT) stood at Rs. 81 crores, up a strong 55% versus year ago behind sustained focus on costs.

Both the Feminine Care and Health Care businesses continued to deliver robust double-digit growth in a competitive market environment behind superior consumer propositions, strong Initiatives and the strength of their portfolio. The launch of Old Spice is delivering in-line with expectations, adding incremental sales and share growth. Strong margin growth was the result of focus on productivity across the major cost pools.

About Procter & Gamble Hygiene and Health Care Ltd.

Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) 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. PGHHCL 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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