



Procter & Gamble Hygiene
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Procter & Gamble Hygiene and Health Care Ltd Delivers Robust Growth

Net Sales growth of +32%; PAT up 21% for quarter ended September 30, 2013

Mumbai, November 1, 2013 – Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its financial results for the quarter ended September 30, 2013. The company maintained its growth momentum, delivering Net Sales of Rs. 494 crores versus Rs. 375 crores in the previous year. Profit After Tax (PAT) stood at Rs. 55 crores, up by 21%.

Growth was broad-based with both Feminine Care and Health Care posting robust double digit results. Strong sales were driven by providing meaningful consumer propositions, strong marketing programs and a high consumption season. The Old Spice launch is adding incremental growth in line with expectations. Profit growth is driven via cost discipline and pricing up to recover inflation and devaluation. The company margins continued to be impacted by faster growth of Feminine Care, and within that, the value tier Choice franchise, where we are also witnessing new competition emerge. This quarter also contains a one time interest income of Rs. 7 crores on past litigations.

Sharing perspective on the results for the quarter ended September 30, 2013, Mr. Shantanu Khosla, Managing Director – Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) said, "In an evolving business environment, the company has yet again delivered robust growth this quarter, through innovations in product and marketing. This was spearheaded by the Health Care and the Feminine Hygiene categories, with Vicks and Whisper delivering sales momentum and growing market share. We remain committed to delivering sustained growth and profitability through value creation and operational excellence, as we focus on touching and improving the lives of our consumers through superior quality product propositions, innovative initiatives and social responsibility programs."

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. 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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