



Procter & Gamble Hygiene
and Health Care Limited

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**Procter & Gamble Hygiene and Health Care Ltd. Delivers
Double Digit Growth in Second Quarter
Net Sales Up 33%; PAT Up 5% for Quarter Ended Dec 31, 2012**

Mumbai, February 06, 2013 – Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its unaudited financial results for the 2nd quarter ended December 31, 2012. The company registered total sales of Rs. 471 crores, up by 33% versus Rs. 354 crores in the corresponding quarter last year. Sales growth was driven by category expansion, Consumer initiatives and pricing combined with a weak base period.

Feminine Care posted double digit gross sales growth of +45%. Sales were driven by category growth, pricing to recover inflation and consumer insights like "one second absorbency". In addition, we have benefited from lower promotion spending than base period. Market share for Whisper stands at a strong 55.2%. The Personal Health Care segment also delivered strong growth, with Sales up 19% driven by commercial and product innovations across brand forms.

Profit Before Tax (PBT) stood at Rs 73 crores for the quarter ended December 31, 2012 vs Rs 67 crores for the corresponding quarter last year. Earnings after Tax are impacted by high inflation, diesel prices, distribution expenses, unrealized foreign exchange losses and a one-time contract termination charge of Rs. 7 crores. Profit After Tax (PAT) for the quarter ended December 31, 2012 stood at Rs 54 crores vs Rs 51 crores in the corresponding quarter last year.

Sharing perspective on the results, Mr. Shantanu Khosla Managing Director, Procter & Gamble Hygiene and Health Care Limited (PGHHCL) said, "Procter & Gamble Hygiene and Health Care Ltd. has sustained & improved the past quarter's strong growth momentum. We have registered robust sales and volume growth for the quarter ended December 31, 2012, as we implement our proven business model of delivering value to the consumers combined with effective pricing and productivity which is helping deliver consistent top and bottom-line growth."

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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