



Procter & Gamble Hygiene
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**Procter & Gamble Hygiene and Health Care Limited delivers strong growth in Quarter 3
PAT up by 34%; Gross sales up 33% for the quarter ended March 31, 2012**

Mumbai, April 30, 2012 – Procter & Gamble Hygiene and Health Care Limited (PGHHCL) today announced its Unaudited Financial Results for the third quarter ended March 31, 2012. The Company's Gross Sales registered 33% increase at Rs.329 crores from Rs.247 crores over the corresponding quarter last year.

Procter & Gamble Hygiene and Health Care Limited continued to grow in Feminine Care by posting gross sales growth of +30%. Growth in this category was driven by consumer meaningful initiatives that grew the category and served more consumers. The Health Care category witnessed +37% sales growth vs. year ago, driven by the commercial and product innovations across product categories. Vicks and Whisper continue to be the market leaders in their respective categories.

Profit Before Tax (PBT) increased from Rs. 68 crores for the quarter ended March 31, 2012 compared with Rs.49 crores for the corresponding quarter last year. The increase in earnings is due to strategic cost optimization measures. Profit After Tax (PAT) stood at Rs.52 crores compared with Rs.39 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 Limited has registered robust sales and volume growth for the quarter ended March 31, 2012. PGHHCL is committed to delighting its consumers with superior product propositions and innovations such as the New Whisper Maxi and the expansion in the Whisper Ultra product range. In addition, Vicks further consolidated its market position behind new initiatives like the launch of Vicks Vapocool and strengthened distribution presence. We continue to invest behind our purpose of touching and improving the lives of more consumers, in more parts of India, more completely."*

About Procter & Gamble Hygiene and Health Care Limited

Procter & Gamble Hygiene and Health Care Limited (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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