



Procter & Gamble Hygiene
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**Procter & Gamble Hygiene and Health Care Limited delivers strong growth in Quarter 2
Net sales up at 19 %, Earnings up +14% for the quarter ended 31 December, 2011**

Mumbai, February 02, 2012 – Procter & Gamble Hygiene and Health Care Limited. (PGHHCL) today announced its unaudited financial results for the 2nd quarter ended December 31, 2011. The Company's Net Sales registered 19% increase at Rs.355 crores from Rs.299 crores over the corresponding quarter last year.

Procter & Gamble Hygiene and Health Care Limited grew sales in Feminine Care by posting gross sales growth of +24%. Growth in this category was driven by high levels of promotional & marketing initiatives amidst new category entrants. The Health care category witnessed +7% sales growth vs. year ago, driven by the launch of Vicks VapoCool in the Q4 quarter. Vicks and Whisper continue to be the market leaders in their respective categories.

Profit Before Tax (PBT) stood constant at Rs.67 crores for the quarter ended December 31, 2011 compared with Rs.58 crores for the corresponding quarter last year. Profit After Tax (PAT) stood at Rs.51 crores compared with Rs.44 crores in the corresponding quarter last year, an increase of +14%. Earnings are driven by continued focus on cost control.

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 registered robust sales and volume growth for the quarter ended December 31, 2011. PGHHCL is committed to serving the consumer through superior value propositions and technological innovations, such as the recently introduced Vicks VapoCool, which further drive leadership of our brands. We remain committed to sustainable growth in India, and will continue to invest behind our purpose of touching and improving the lives of more Indian consumers, now and generations to come."*

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-india.com for the latest news and in-depth information about P&G and its brands.

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