



Procter & Gamble Hygiene
and Health Care Limited

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Procter & Gamble Hygiene and HealthCare Ltd. Delivers Growth in Quarter 3 Net Sales Up 28% for Quarter Ended Mar 31, 2013

Mumbai, April 26, 2013 – Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its unaudited financial results for the 3rd quarter ended March 31, 2013. The company has registered total sales of Rs. 422 crores, up by 29% versus Rs. 329 crores in the corresponding quarter last year. The growth in sales was driven by category growth, pricing and strong marketing initiatives.

Feminine Care posted gross sales growth of +39%. Sales and record value share in this category were driven by meaningful consumer innovations like "five equals one" and "one second absorbency". Market share stands at an all time high of 57%. The Health Care segment recorded flat growth. The Old Spice business recorded healthy gross sales of Rs 15 crores in its first month after takeover.

Profit Before Tax (PBT) stood at Rs 73 crores for the quarter ended March 31, 2013 vs Rs 68 crores for the corresponding quarter last year. The increase in earnings is driven by strategic cost optimization measures, despite a change in product mix.

Profit After Tax (PAT) for the quarter ended Mar 31, 2013 stood flat at Rs 52 crores vs the corresponding quarter last year due to an increase in the tax liability.

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 March 31, 2013, and re-launched the Old Spice brand directly, 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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