



Procter & Gamble Hygiene
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Procter & Gamble Hygiene & Health Care Ltd. Delivers Sustained Growth

Net Sales up 21%; PAT up 42% for quarter ended December 31, 2013

Mumbai, February 3, 2014 – Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its financial results for the quarter ended December 31, 2013. The company maintained its growth momentum by delivering total Net Sales of Rs. 571 crores, up +21% versus year ago, through a focus on core brand fundamentals and strong financial discipline. Profit After Tax (PAT) stood at Rs. 77 crores, up a very strong +42% versus a year ago.

Both the Feminine Care and Health Care businesses posted double digit and broad based sales growth via meaningful consumer propositions and strong marketing programs. Health Care results were also helped by a very strong respiratory season. The recent launch of Old Spice is progressing per plans, adding incremental sales and share growth in a highly competitive category. Strong margin growth was enabled by a favorable Health Care mix, pricing and productivity focus across all cost measures.

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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