



**Procter & Gamble Hygiene
and Health Care Limited**

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**Procter & Gamble Hygiene and Health Care Ltd delivers strong growth in Quarter 1
Net sales up at 33% for the quarter ended 30 September, 2011**

Mumbai, November 09, 2011 – Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its unaudited financial results for the 1st quarter ended September 30, 2011. The Company's Net Sales registered a 33% increase at ₹302 crores from ₹228 crores over the corresponding quarter last year.

Procter & Gamble Hygiene and Health Care Ltd. Grew sales in Feminine Care by posting +33% sales growth and 48% volume growth this quarter. Growth in this category was driven by high levels of promotional & marketing initiatives amidst new category entrants. The Health care category witnessed +19% sales growth and +17% volume growth this quarter led by Vicks Vaporub, Action 500 and Vicks Cough Drops. Vicks and Whisper continue to be the market leaders in their respective categories.

Profit Before Tax (PBT) stood constant at ₹41 crores for the quarter ended September 30, 2011 compared with ₹40 crores for the corresponding quarter last year. The decline in earnings is due to the high costs of promotional products, increase in commodity prices as well as higher outlays in advertising. Profit After Tax (PAT) stood at ₹43 crores compared with ₹31 crores in the corresponding quarter due to a one time tax help of ₹13 crores accounted this quarter.

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 September 30, 2011. PGHHCL is committed to effectively leveraging its value propositions and innovation leadership to achieve long-term growth. We continue to invest in our core businesses in order to touch and improve the lives of many more Indian consumers, now and generations to come."

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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