



## Procter & Gamble Health Announces First Quarter Results

Sales up 3% for the quarter ended September 30, 2023

**Friday, November 3, 2023:** Procter & Gamble Health Limited (PGHL) announced today its financial results for the quarter ended September 30, 2023. The Company delivered resilient growth during the quarter with sales of ₹300.20 crore, up 3% vs a year ago despite significant category challenges. The Company reported Profit After Tax (PAT) at ₹65.6 crores, up 3% vs a year ago behind productivity initiatives and better product mix partially offset by one-time employee costs. Excluding this one-time impact, operational Profit After Tax (PAT) was up 20% vs a year ago.

**Mr. Milind Thatte, Managing Director, P&G Health India**, said, *“The team delivered a resilient quarter amidst significant industry headwinds. In an external environment of low category demand and a tough competitive landscape, we remained focused on our integrated strategy which comprises a **portfolio** of quality, trusted and highly recommended healthcare products where performance drives brand choice; with superiority across product, package, brand communication, retail execution, and value; productivity; constructive disruption; and an agile, empowered organization. We believe these are the right strategies to help us navigate our short and mid-term challenges and help us deliver balanced growth.”*

*He added, “We continue to invest towards consumer awareness programs across therapy areas. The company also invested towards increasing customer reach and market penetration, all while combining breakthrough science with deep consumer and patient understanding.”*

The company’s brand campaign ‘Livogen’s Na Na Anemia’ continued addressing the need for treating Iron Deficiency Anemia by driving awareness towards timely diagnosis. The campaign, a joint initiative with FOGSI (The Federation of Obstetric and Gynaecological Societies of India), was executed across 21 cities using the bus yatra format. The brand Polybion conducted an engaging campaign towards raising awareness among consumers on the importance of micronutrients during the National Nutrition Week.

This quarter also witnessed the company’s continued consumer awareness efforts being recognised at prestigious forums such as e4m Health and Wellness Marketing Awards, PRMoment India and Fulcrum Awards.

### About Procter & Gamble Health Limited:

Procter & Gamble Health Limited is one of India’s largest VMS companies manufacturing and marketing vitamins, minerals, and supplements products for a healthy lifestyle and improved quality of life, including Neurobion, Livogen, SevenSeas, Evion, Polybion and Nasivion. Please visit [www.pghealthindia.com](http://www.pghealthindia.com) for the latest news and information about Procter & Gamble Health Limited and its brands.

### About Procter & Gamble:

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Ambi Pur®, Ariel®, Gillette®, Head & Shoulders®, Olay®, Oral-B®, Pampers®, Pantene®, Tide®, Vicks®, and Whisper®. The P&G operates in approximately 70 countries worldwide.

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