



**Procter & Gamble Hygiene  
and Health Care Limited**  
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## **Procter & Gamble Hygiene and Health Care Ltd. announces fourth quarter and fiscal results** *Sales up 7% for Fiscal ended June 30, 2024*

**Mumbai, August 28, 2024:** Procter & Gamble Hygiene and Health Care Ltd. today announced its financial results for the fiscal and quarter ended June 30, 2024. Despite a continually challenging operating and competitive environment, the Company reported sales of ₹4192 crore, up 7% versus year ago owing to innovation, premiumization and driving category growth in the feminine hygiene category. For the fiscal, Profit After Tax (PAT) was ₹675 crores, flat versus year ago driven by significant impact of one-time tax related items both in the base period and current period. Operational profit, excluding these one-time impacts, was ₹809 crore, up 19% versus year ago.

These results were achieved with a quarter that reported strong sales growth at ₹927 crore, up 9% versus year ago. Profit After Tax (PAT) for the quarter was ₹81 crore, with increase in spending for demand generation to support innovation in healthcare and feminine care.

**V Kumar, Managing Director, Procter & Gamble Hygiene and Health Care Ltd.** shared, *“Even in a challenging operating environment, we delivered a balanced growth this year, while continuing to drive category growth through innovations that delight our consumers. These results are a testament to our teams’ execution of the integrated growth strategy, which we remain committed to – a focused product portfolio of daily use categories where performance drives brand choice, superiority (of product performance, packaging, brand communication, retail execution and consumer and customer value), productivity, constructive disruption, and an agile and accountable organization – all aimed at delivering sustainable, balanced growth and value creation.”*

The Company’s business continues to grow behind a strong product portfolio, superior consumer communication and a continuous stream of product innovations. This includes **Vicks Cough Drops Double Power** that deliver a more effective and longer lasting relief from sore throat\*, the new **Whisper Ultra XL for Heavy Flow** that provides leakage & stain prevention, and comfort during heavy flow period days with a first of its kind cushion core technology and cotton like soft top layer. We also introduced **Vicks VapoRub Steam Pods**, an easy-to-use and on-the-go solution for relieving headache – **Vicks Roll On, Whisper Period Panties**, and much more.

Whisper continued to drive its efforts to #KeepGirlsInSchool (KGIS) movement, focused on creating awareness around the early onset of periods in girls as young as 8 years. With this, Whisper aims to educate young girls on menstruation, and equip their ecosystem including classmates, parents, educators with the right knowledge on menstruation in an engaging way, growing the category and positively impacting communities. The company also continued the ‘Whisper Menstrual Health & Hygiene Program’ – India’s biggest single-source menstrual education school program, which has educated 10 crore girls and mothers on puberty and hygiene till date.

During the year, the Company continued to contribute to flagship CSR program of the P&G group, P&G Shiksha and positively impact communities it serves and operates in. P&G Shiksha has continued to support thousands of schools and communities, impacting more than 45 lakh children since its inception. Over the years P&G Shiksha has evolved into a 360-degree educational intervention addressing three critical barriers to achieving universal education – access to education infrastructure, inequity in access to education and gap in learning.

\* Compared to Vicks Cough Drops 1.8g.



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The directors have recommended a final dividend of ₹ 95 per Equity Share for the Financial Year ended June 30, 2024, subject to the approval of Shareholders of the company at the ensuing 60<sup>th</sup> Annual General Meeting.

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

Procter & Gamble Hygiene and Health Care Ltd. (the Company) is one of India's leading FMCG companies that has in its portfolio Whisper – India's leading Feminine Hygiene brand, and VICKS – India's No. 1 Health Care brand and Old Spice. The company has carved a reputation for delivering high quality, value-added products to meet the needs of consumers. The Company is committed to making every day better in the lives of Indian consumers through superior value propositions. The Company's brands take pride in being socially conscious via their participation in P&G Shiksha, P&G India's flagship CSR program that supports the education of underprivileged children in India. Please visit [in.pg.com](http://in.pg.com) for the latest news.

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