



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

Registered Office  
P&G Plaza  
Cardinal Gracias Road, Chakala  
Andheri (E), Mumbai 400 099  
(91-22) 2826 6000 phone  
(91-22) 6693 9696 fax  
[www.pg.com](http://www.pg.com)

April 25, 2011

FAX NO.26598452/26598235

Mr. Hari  
National Stock Exchange of India Ltd.  
Exchange Plaza  
Plot No. C/1, G Block  
Bandra – Kurla Complex  
Bandra (East)  
Mumbai 400 051

Dear Sir,

We are pleased to inform you that at a meeting of the Board of Directors of the Company held today, the unaudited financial results for the quarter and nine months ended March 31, 2011 were taken on record and approved.

A copy of the results in the prescribed format along with a copy of the Press Release is enclosed herewith.

With regards,

Very truly yours,  
For Procter & Gamble Hygiene & Health Care Limited

  
Amit Vyas  
Company Secretary



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| UNAUDITED RESULTS FOR THE THREE/NINE MONTHS ENDED MARCH 31, 2011 |                                                                                                                                             |                                                                  |                                                                             |                                                              |                                                                               |                                                                           |
|------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------|---------------------------------------------------------------------------|
|                                                                  |                                                                                                                                             |                                                                  |                                                                             |                                                              |                                                                               | (Rs. in lakhs)                                                            |
| Sr. No.                                                          | PARTICULARS                                                                                                                                 | (1)<br>Three months<br>Ended<br>March 31,<br>2011<br>(Unaudited) | (2)<br>Corresponding<br>Three Months Ended<br>March 31, 2010<br>(Unaudited) | (3)<br>Nine months<br>Ended<br>March 31, 2011<br>(Unaudited) | (4)<br>Corresponding<br>Nine Months<br>Ended<br>March 31, 2010<br>(Unaudited) | (5)<br>Previous<br>Accounting<br>Year Ended<br>June 30, 2010<br>(Audited) |
| 1.                                                               | Gross Sales                                                                                                                                 | 24720                                                            | 20824                                                                       | 78828                                                        | 70829                                                                         | 91352                                                                     |
|                                                                  | Less: Excise Duty                                                                                                                           | 1281                                                             | 327                                                                         | 3264                                                         | 327                                                                           | 1065                                                                      |
|                                                                  | (a) Net Sales / Income from Operations                                                                                                      | 23439                                                            | 20497                                                                       | 75564                                                        | 70502                                                                         | 90287                                                                     |
|                                                                  | (b) Other Operating Income – Licence Fee                                                                                                    | 41                                                               | 38                                                                          | 120                                                          | 121                                                                           | 159                                                                       |
|                                                                  | Total                                                                                                                                       | 23480                                                            | 20535                                                                       | 75684                                                        | 70623                                                                         | 90446                                                                     |
| 2.                                                               | Expenditure                                                                                                                                 |                                                                  |                                                                             |                                                              |                                                                               |                                                                           |
|                                                                  | a. (Increase)/Decrease in stock in trade and Work-in-progress                                                                               | (3652)                                                           | (22)                                                                        | (407)                                                        | (245)                                                                         | 47                                                                        |
|                                                                  | b. Consumption of raw & packaging materials                                                                                                 | 9495                                                             | 4667                                                                        | 21487                                                        | 20067                                                                         | 23827                                                                     |
|                                                                  | c. Purchase of Finished Goods                                                                                                               | 2726                                                             | 1049                                                                        | 7571                                                         | 2271                                                                          | 4084                                                                      |
|                                                                  | d. Employee cost                                                                                                                            | 1392                                                             | 1461                                                                        | 3675                                                         | 3701                                                                          | 4346                                                                      |
|                                                                  | e. Advertising and Sales Promotion expenses                                                                                                 | 3796                                                             | 4413                                                                        | 13947                                                        | 11066                                                                         | 16148                                                                     |
|                                                                  | f. Royalty expenses                                                                                                                         | 693                                                              | 1155                                                                        | 3850                                                         | 4111                                                                          | 5252                                                                      |
|                                                                  | g. Depreciation                                                                                                                             | 573                                                              | 445                                                                         | 1595                                                         | 1503                                                                          | 2503                                                                      |
|                                                                  | h. Other expenditure                                                                                                                        | 4398                                                             | 3444                                                                        | 11725                                                        | 8617                                                                          | 13739                                                                     |
|                                                                  | i. Total expenditure                                                                                                                        | 19421                                                            | 16612                                                                       | 63443                                                        | 51091                                                                         | 69946                                                                     |
| 3.                                                               | Profit from Operations before Other Income, Interest and Exceptional Items (1-2)                                                            | 4059                                                             | 3923                                                                        | 12241                                                        | 19532                                                                         | 20500                                                                     |
| 4.                                                               | Other Income                                                                                                                                | 837                                                              | 1694                                                                        | 2492                                                         | 2756                                                                          | 2865                                                                      |
| 5.                                                               | Profit before Interest and Exceptional Items (3+4)                                                                                          | 4896                                                             | 5617                                                                        | 14733                                                        | 22288                                                                         | 23365                                                                     |
| 6.                                                               | Interest                                                                                                                                    | -                                                                | 1                                                                           | 1                                                            | 2                                                                             | 2                                                                         |
| 7.                                                               | Profit after interest but before Exceptional Items (5-6)                                                                                    | 4896                                                             | 5616                                                                        | 14732                                                        | 22286                                                                         | 23363                                                                     |
| 8.                                                               | Exceptional Items                                                                                                                           | -                                                                | -                                                                           | -                                                            | -                                                                             | -                                                                         |
| 9.                                                               | Profit (+)/Loss (-) from Ordinary Activities before tax (7+8)                                                                               | 4896                                                             | 5616                                                                        | 14732                                                        | 22286                                                                         | 23363                                                                     |
| 10.                                                              | Tax Expense                                                                                                                                 | 1002                                                             | 1250                                                                        | 3207                                                         | 5320                                                                          | 5387                                                                      |
| 11.                                                              | Net Profit (+)/Loss (-) from Ordinary Activities after tax (9-10)                                                                           | 3894                                                             | 4366                                                                        | 11525                                                        | 16966                                                                         | 17976                                                                     |
| 12.                                                              | Extraordinary Items (Net of Tax Expense)                                                                                                    | -                                                                | -                                                                           | -                                                            | -                                                                             | -                                                                         |
| 13.                                                              | Net Profit (+) / Loss (-) for the period (11-12)                                                                                            | 3894                                                             | 4366                                                                        | 11525                                                        | 16966                                                                         | 17976                                                                     |
| 14.                                                              | Paid up Equity Share Capital (Face Value Rs.10 per equity share)                                                                            | 3246                                                             | 3246                                                                        | 3246                                                         | 3246                                                                          | 3246                                                                      |
| 15.                                                              | Reserves excluding revaluation reserves as per Balance sheet of previous accounting year                                                    |                                                                  |                                                                             |                                                              |                                                                               | 50218                                                                     |
| 16.                                                              | Earnings Per Share (EPS) – Basic and Diluted EPS before extraordinary items for the period (not annualized) and for the previous year (Rs.) | 11.99                                                            | 13.45                                                                       | 35.50                                                        | 52.27                                                                         | 55.38                                                                     |

Contd.

| Sr. No. | PARTICULARS                                                                                         | (1)<br>Three months<br>Ended<br>March 31,<br>2011<br>(Unaudited) | (2)<br>Corresponding<br>Three Months<br>Ended<br>March 31, 2010<br>(Unaudited) | (3)<br>Nine months Ended<br>March 31, 2011<br>(Unaudited) | (4)<br>Corresponding<br>Nine Months<br>Ended<br>March 31, 2010<br>(Unaudited) | (5)<br>Previous<br>Accounting Year<br>Ended June 30,<br>2010<br>(Audited) |
|---------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| 17.     | Public shareholding                                                                                 |                                                                  |                                                                                |                                                           |                                                                               |                                                                           |
| -       | No. of shares                                                                                       | 9530963                                                          | 9530963                                                                        | 9530963                                                   | 9530963                                                                       | 9530963                                                                   |
| -       | Percentage of shareholding                                                                          | 29.36                                                            | 29.36                                                                          | 29.36                                                     | 29.36                                                                         | 29.36                                                                     |
| 18.     | Promoters and promoter group shareholding                                                           |                                                                  |                                                                                |                                                           |                                                                               |                                                                           |
| a.      | Pledged/Encumbered                                                                                  |                                                                  |                                                                                |                                                           |                                                                               |                                                                           |
| -       | No. of shares                                                                                       | NIL                                                              | NIL                                                                            | NIL                                                       | NIL                                                                           | NIL                                                                       |
| -       | Percentage of shares (as a percentage of the total shareholding of the promoter and promoter group) |                                                                  |                                                                                |                                                           |                                                                               |                                                                           |
| -       | Percentage of shares (as a percentage of the total share capital of the Company)                    |                                                                  |                                                                                |                                                           |                                                                               |                                                                           |
| b.      | Non-encumbered                                                                                      |                                                                  |                                                                                |                                                           |                                                                               |                                                                           |
| -       | No. of shares                                                                                       | 22929773                                                         | 22929773                                                                       | 22929773                                                  | 22929773                                                                      | 22929773                                                                  |
| -       | Percentage of shares (as a percentage of the total shareholding of the promoter and promoter group) | 100                                                              | 100                                                                            | 100                                                       | 100                                                                           | 100                                                                       |
| -       | Percentage of shares (as a percentage of the total share capital of the Company)                    | 70.64                                                            | 70.64                                                                          | 70.64                                                     | 70.64                                                                         | 70.64                                                                     |

**Notes :**

- The above results have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on April 25, 2011.
- Tax expense comprises current tax (under Minimum Alternate Tax provision) and deferred tax.
- Information on investor complaints for the quarter ended March 31, 2011-(Nos) Opening: NIL, New: 8, Disposed:8 , Closing Balance: NIL
- The Company operates in a single reportable business segment i.e. Manufacturing and Marketing of Health and Hygiene Products and one reportable Geographical segment i.e within India.
- Previous period's/year's figures have been regrouped/rearranged wherever considered necessary.

For and on behalf of the Board of Directors of  
Procter & Gamble Hygiene and Health Care Limited

Place: Mumbai  
Date : April 25, 2011

sd.  
Shantanu Khosla  
Managing Director



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## MEDIA RELEASE

**Procter & Gamble Hygiene and Healthcare Ltd. declares results  
for the 3rd Quarter ending March 31, 2011  
*Gross Sales up 19% and volume growth up 21% vs. corresponding quarter last year***

**Mumbai, April 25, 2011:** Procter & Gamble Hygiene and Health Care Ltd. (PGHHCL) today announced its unaudited financial results for the third quarter ended March 31, 2011. Gross sales grew by 19% and stood at Rs 247 crores vs. Rs 208 crores in the corresponding quarter last year. The company during the period registered a robust 21% increase in volume growth, increasing its market share in the feminine hygiene business.

Feminine Hygiene posted 23% gross sales growth, driven by growth of Whisper Choice and Ultra. Health Care category sales were up by 11% largely driven by growth in Vicks Cough drops of 28% and Vicks Inhaler of 24%.

The PBT for the current quarter stood at Rs. 49 crores vs. Rs. 56 crores in the corresponding quarter last year. The PAT for the current quarter stood at Rs. 39 crores vs. Rs. 44 crores in the corresponding quarter last year. Earnings are down for the quarter due to shift in product mix and increase in commodity costs. Profit After Tax margin continues to be strong at 17%.

**Sharing perspective on the results for the quarter ended March 31, 2011, Mr. Shantanu Khosla Managing Director, Procter & Gamble Hygiene and Health Care Limited (PGHHCL) said, "At PGHHCL, we are committed towards delighting our consumers via providing superior and innovative product propositions. We will continue to focus on leveraging our strong core capabilities to touch and improve the lives of more and more Indian consumers, now and for generations to come.**

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](http://www.pg.com) for the latest news and in-depth information about P&G and its brands.

### For details contact:

Rhea D'Souza +91 9820123887; [rhea@corvoshandwick.co.in](mailto:rhea@corvoshandwick.co.in)

Lina Gokarn +91 99203 21565; [lina@corvoshandwick.co.in](mailto:lina@corvoshandwick.co.in)