



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

Registered Office

P&G Plaza

Cardinal Gracia's Road, Chakala  
Andheri (E), Mumbai: 400 099  
(91-22) 2826 6000 phone  
(91-22) 6693 9696 fax  
www.pg.com

October 29, 2009

Bombay Stock Exchange Limited  
Department of Corporate Services  
Floor 1, Rotunda Building  
Dalal Street  
Mumbai 400 001

Dear Sir,

*Sub: Unaudited financial results for 1<sup>st</sup> quarter – September 30, 2009*


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 first quarter ended September 30, 2009 was 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.

Kindly take the above on record and acknowledge receipt.

Thank you.

Yours faithfully,

*For Procter & Gamble Hygiene and Health Care Limited*

  
Amit Vyas  
Company Secretary

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



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**UNAUDITED RESULTS FOR THE QUARTER ENDED SEPTEMBER 30, 2009**

Sr. No.	(Rs. in Lakhs)		
	(1) Three months Ended Sep 30, 2009 (Unaudited)	(2) Three Months Ended Sep 30, 2008 (Unaudited)	(3) Accounting Year Ended June 30, 2009 (Audited)
1.	(a) Sales – Net / Income from Operations	22546	18832
	(b) Other Operating Income – Licence Fee	33	52
2.	Expenditure		140
	a. Decrease/(Increase) in stock in trade and Work-in-progress	(90)	(233)
	b. Consumption of raw & packaging materials	7870	5863
	c. Purchase of Finished Goods	211	5
	d. Employee cost	891	1107
	e. Advertising and Sales Promotion expenses	2969	2372
	f. Royalty expenses	1367	1074
	g. Depreciation	599	319
	h. Other expenditure	2396	2890
	i. Total expenditure	16213	13397
3.	Profit from Operations before Other Income, Interest and Exceptional Items (1-2)	6366	5487
4.	Other Income	505	610
5.	Profit before Interest and Exceptional Items (3+4)	6871	6097
6.	Interest	-	-
7.	Profit after interest but before Exceptional Items (5-6)	6871	6097
8.	Exceptional Items	-	-
9.	Profit (+)/Loss (-) from Ordinary Activities before tax (7+8)	6871	6097
10.	Tax Expense	1723	1181
11.	Net Profit (+)/Loss (-) from Ordinary Activities after tax (9-10)	5148	4916
12.	Extraordinary Items (Net of Tax Expense)	-	-
13.	Net Profit (+) / Loss (-) for the period (11-12)	5148	4916
14.	Paid up Equity Share Capital (Face Value Rs.10 per equity share)	3246	3246
15.	Reserves excluding revaluation reserves as per Balance sheet of previous accounting year		40758
16.	Earnings Per Share (EPS) – Basic and Diluted EPS before extraordinary items for the period (not annualized) and for the previous year (Rs.)	15.86	15.14

Contd.

Sr. No.	(1) Three months Ended Sep 30, 2009 (Unaudited)	(2) Three Months Ended Sep 30, 2008 (Unaudited)	(3) Accounting Year Ended June 30, 2009 (Audited)
17.	<b>Public shareholding</b>		
-	9530963	10150646	10150646
-	29.36	31.27	31.27
18.	<b>Promoters and promoter group shareholder</b>		
a.	<b>Pledged/Encumbered</b>		
-	No. of shares		
-	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.	<b>Non-encumbered</b>		
-	22929773		22310090
-	100		100
-	70.64		68.73

**Notes:**

- The above results have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on October 29, 2009.
- Tax Expense comprises of the current tax and deferred tax (previous year/quarter inclusive of fringes benefit tax).
- Information on Investor complaints for the quarter ended September 30, 2009 - (Nos) Opening: NIL, New: 33, Disposed: 33, Closing: NIL.
- The Malabar Company – a Delaware Corporation, an overseas corporate body (OCB) has merged with Rosemount LLC, a P&G group company with effect from August 20, 2009. As a result, the overall shareholding of The Procter & Gamble Company, USA stands increased from 68.73% to 70.64%.
- This being the first quarter, the cumulative year to date figures are same as quarter results.
- The members of the Company at their Annual General Meeting held on October 15, 2009 have approved the payment of dividend for the year ended June 30, 2009 at Rs.22.50 per equity shares (nominal value Rs.10 per equity share) aggregating to Rs. 7304 lakhs and the same has been paid on October 22, 2009.
- 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.

Place: Mumbai  
Date : October 29, 2009

For Procter & Gamble Hygiene and Health Care Limited  
sd.  
Shantanu Khosla  
Managing Director



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## **MEDIA RELEASE**

### **PGHH ANNOUNCES Q1 Results Sales up by 20% and PBT by 13%**

**Mumbai, October 29, 2009:** Procter & Gamble Hygiene and Health Care Ltd. (PGHH) today announced its unaudited financial results for the first quarter ended September 30, 2009. The Company's sales at Rs. 225.4 crores grew by 20% when compared to Rs.188.3 crores in the corresponding period last year. PBT grew by 13% and PAT by 5% compared to the corresponding quarter of last year.

Continuing to maintain the growth momentum, Company's Health Care sales at Rs. 97.3 crores were up by 7% (Rs. 91.3 crores in the corresponding period last year), led by strong growth of VICKS Action 500, VICKS Cough Drops and VICKS Inhaler.

The Feminine Hygiene business has registered an excellent growth. WHISPER sales at Rs. 128.2 crores grew by 32% as against Rs. 97 crores in the corresponding period last year. This growth is ascribed to the strong performance of WHISPER Choice (grown by 61%), and WHISPER Ultra (grown by 22%).

Sharing his perspective on the results, **Mr. Shantanu Khosla, Managing Director PGHH** said, "The first quarter performance is driven by a strong growth in both our Feminine Hygiene and Health Care businesses. The growth was possible through our sustained efforts to delight our consumers with superior quality products, innovative communication campaigns and distribution strategies. Going forward, our focus will continue on building business fundamentals such as innovative advertising, building strong partnerships with our customers to achieve deeper distribution, driving cost out of the system, strong trade plans and investment in capability building to sustain our growth momentum which we hope to maintain through the rest of this fiscal."

#### **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:**

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