



**Procter & Gamble Hygiene  
and Health Care Limited**  
CIN: L24239MH1964PLC012971  
Registered Office:  
P&G Plaza  
Cardinal Gracias Road, Chakala  
Andheri (E), Mumbai 400 099  
Tel: (91-22) 2826 6000  
Fax: (91-22) 2826 7337  
Website: in.pg.com

September 22, 2023

To,  
The Corporate Relations Department  
The BSE Limited  
Department of Corporate Services  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai – 400001  
**Scrip Code: PGHH/500459**

To,  
The Listing Department  
The National Stock Exchange of India Limited  
Exchange Plaza, Plot No. C/1, G Block,  
Bandra Kurla Complex, Bandra (East),  
Mumbai – 400051

Dear Sir / Madam,

**Sub: Analysts/Institutional Investors – outcome – presentation and recording**

This has reference to the intimation dated September 05, 2023 with respect to the virtual connect with analysts/ institutional investors held today, Friday, September 22, 2023 at 9:00 a.m. (IST).

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is the presentation made at above meeting with analysts/ institutional investors.

Further, a link to the recording of the meeting is made available on the website of the Company at: <https://in.pg.com/india-investors/pghh/shareholder-info/info/#meetings>

This is for your record and appropriate dissemination.

Thanking you.

Yours faithfully,

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

**FLAVIA PETER**  
MACHADO  
Flavia Machado  
Authorized Signatory

Digitally signed by  
FLAVIA PETER MACHADO  
Date: 2023.09.22  
13:43:31 +05'30'



# Procter & Gamble Hygiene and Health Care Ltd.

Investor and Analyst Presentation  
22 September 2023

# Disclaimer

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This communication, except for the historical data, may contain forward-looking statements, including words, phrases, numbers that set forth anticipated results based on management's current plans and assumptions. Forward-looking statements are based on current expectations and assumptions, which are subject to risks and uncertainties that may cause results to differ materially from those expressed or implied in those statements. The Company cautions investors that any such forward-looking statements are not guarantees of future performance and that actual events or results may differ materially from those statements. Actual events or results may differ materially because of factors that affect international businesses and global economic conditions, as well as matters specific to the Company and the markets it serves. The Company undertakes no obligation to update these statements whether as a result of new information, future events or otherwise, except to the extent required by law.



**FORCE FOR  
GROWTH**



**FORCE FOR  
GOOD**

# INTEGRATED GROWTH STRATEGY

BRINGING CONSUMER CENTRICTY TO LIFE

| Baby           | Fem            | Family                         | Fabric                        | Home                                      | Hair                   | SPC                             | Grooming                     | Oral                                               | PHC |
|----------------|----------------|--------------------------------|-------------------------------|-------------------------------------------|------------------------|---------------------------------|------------------------------|----------------------------------------------------|-----|
| Pampers<br>WIP | always<br>SWAN | Downy<br>Pur<br>Lorox<br>Lorox | Dove<br>Afta<br>Afta<br>Lorox | SWAN<br>PANTENE<br>Afta<br>Afta<br>Secret | OLAY<br>Afta<br>Secret | SK-II<br>OLAY<br>Afta<br>Secret | Gillette<br>Veritas<br>BRAUN | Crest<br>Oral-B<br>NyQuil DayOut<br>Afta<br>Secret | PHC |

## PORTFOLIO

PERFORMANCE DRIVES BRAND CHOICE



## ORGANIZATION

EMPOWERED • AGILE ACCOUNTABLE



## SUPERIORITY

TO WIN WITH CONSUMERS



## CONSTRUCTIVE DISRUPTION

ACROSS OUR BUSINESS



## PRODUCTIVITY

TO FUEL INVESTMENTS





| Baby    | Fem    | Family  | Fabric | Home    | Hair             | SPC       | Grooming | Oral   | PHC            |
|---------|--------|---------|--------|---------|------------------|-----------|----------|--------|----------------|
| Pampers | always | Bounty  | Tide   | DAWN    | Head & Shoulders | SK-II     | Gillette | Crest  | VICKS          |
| Luvs    | TAMIX  | Charmin | Downy  | FAIRY   | PANTENE          | OLAY      | Venus    | Oral-B | NyQuil DayQuil |
|         |        | Puffs   | ARIEL  | esencia | Rejoice 飘柔       | Old Spice | BRAUN    |        | M&A            |
|         |        |         | Gain   | Febreze | elaborate        | Sesquid   |          |        | Pepito         |
|         |        |         | Lenor  | Savlon  | Secret           |           |          |        | Prilosec       |

**PORTFOLIO**  
PERFORMANCE DRIVES  
BRAND CHOICE



# FEMININE CARE



Choice Portfolio



Ultra Portfolio



Nights Portfolio

# HEALTH CARE



Throat Drops



Multi symptom relief



Vicks Rubs & Inhaler



Sleep

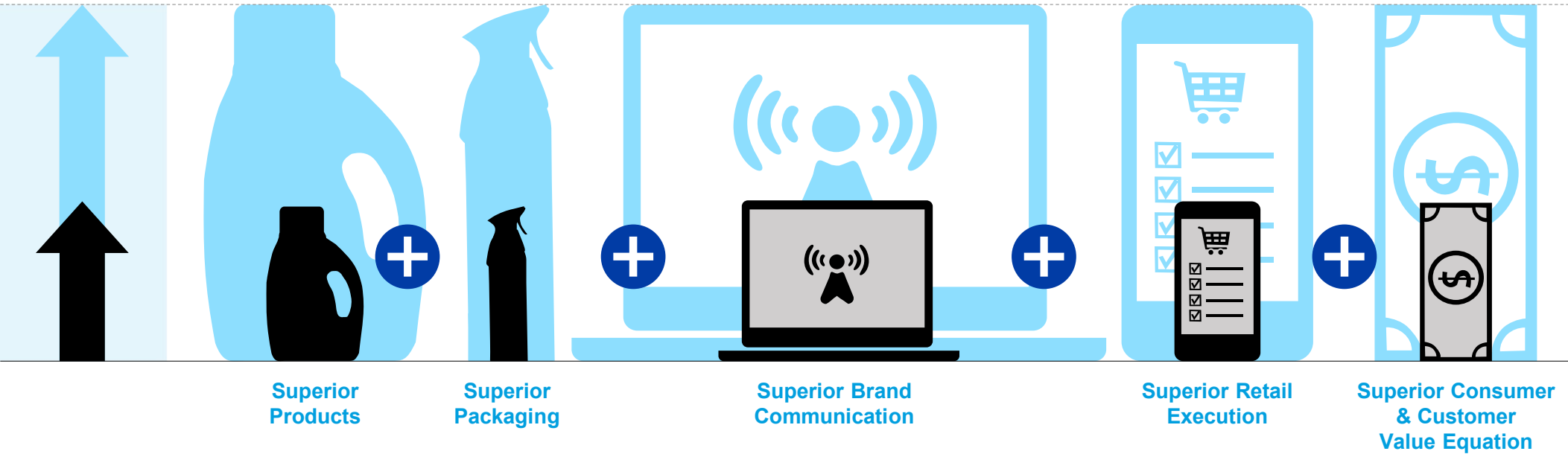


**SUPERIORITY**  
TO WIN WITH CONSUMERS



# SUPERIORITY TO WIN WITH CONSUMERS

*New Standard  
Of Excellence*





**SUPERIOR  
PRODUCTS**



**DELIVERING SUPERIOR CONSUMER EXPERIENCE THROUGH  
EVOLVED BENEFITS**





**SUPERIOR BRAND  
COMMUNICATION**



**एक  
VICKS  
असर**

**6**

हमेशा लेबल पढ़ें. निर्देश अनुसार ही इस्तेमाल करें. यदि लक्षण बने रहें,  
तो अपने डॉक्टर से संपर्क करें.

**VICKS**  
**VapoRub**  
RELIEVES COUGH & COLD SYMPTOMS

**COMMUNICATION THAT IS TARGETED,  
RELEVANT AND INSPIRING**



**SUPERIOR BRAND  
COMMUNICATION**



*whisper*  
choice

# नो डर, दिन भर

₹ 40\*\*

NEW  
*whisper*  
choice **XL**  
ULTRA  
4 TIMES  
SOAKING POWER  
WITH MAGIC GEL

UP TO 100% STAIN PROTECTION\*

6 PADS  
**XL**

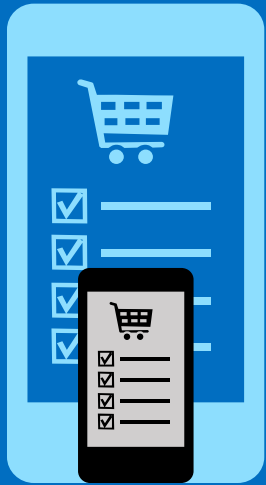
UP TO 100% STAIN PROTECTION\*

UP TO 100% STAIN PROTECTION\*

\*\*MRP में सभी टैक्स शामिल हैं

No fear, all day long. Whisper

**COMMUNICATION THAT BRINGS THE  
TECHNOLOGY TO LIFE**



**SUPERIOR RETAIL EXECUTION**





|                    |                                                                                    |                                                                                     |                                     |
|--------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------|
| LEAN<br>INNOVATION |  |  | BRAND<br>BUILDING                   |
| SUPPLY<br>CHAIN    |  |  | DIGITIZATION<br>& DATA<br>ANALYTICS |

**CONSTRUCTIVE  
DISRUPTION**  
TO FUTURE-PROOF  
BUSINESS



# DIGITAL TRANSFORMATION WITH AI/ML



**Cross-screen Media  
Planning basis  
consumer habit**



**Evolving Go-To-Market  
to serve customers  
and consumers better**



**Digitized Forecasting  
for Optimized Supply  
chain**

The P&G logo is displayed in white, italicized serif font inside a dark blue circular graphic that has a 3D effect with a lighter blue highlight on the top left.

**PRODUCTIVITY**  
TO FUEL INVESTMENTS



# PRODUCTIVITY INTEGRATED INTO THE STRATEGY

**MATERIALS**

**MANUFACTURING**

**OVERHEAD**

**AD SPEND &  
PROMOTION**

**WORKING  
CAPITAL**



**Delivering Savings of ~₹105 Crore**



**ORGANIZATION**  
EMPOWERED • AGILE  
ACCOUNTABLE



# WE ARE UNIQUE AND WE ARE UNITED: THE BUSINESS OF BELONGING.



## ORGANIZATION

EMPOWERED • AGILE  
ACCOUNTABLE



PEOPLE



BRANDS



COMMUNITIES



PARTNERS

# POSITIVELY IMPACTING THE WORKPLACE AND COMMUNITIES

P&G India rolls out initiative to support employees who are caregivers to children with disabilities, special needs

P&G to pay for infertility treatment expenses of employees

**On track.** P&G commits to digitally upskill 5 lakh women in five years

P&G India Is Fostering Inclusion For The LGBTQ+ Community

 **WE ARE UNIQUE AND WE ARE UNITED:  
THE BUSINESS OF BELONGING.**

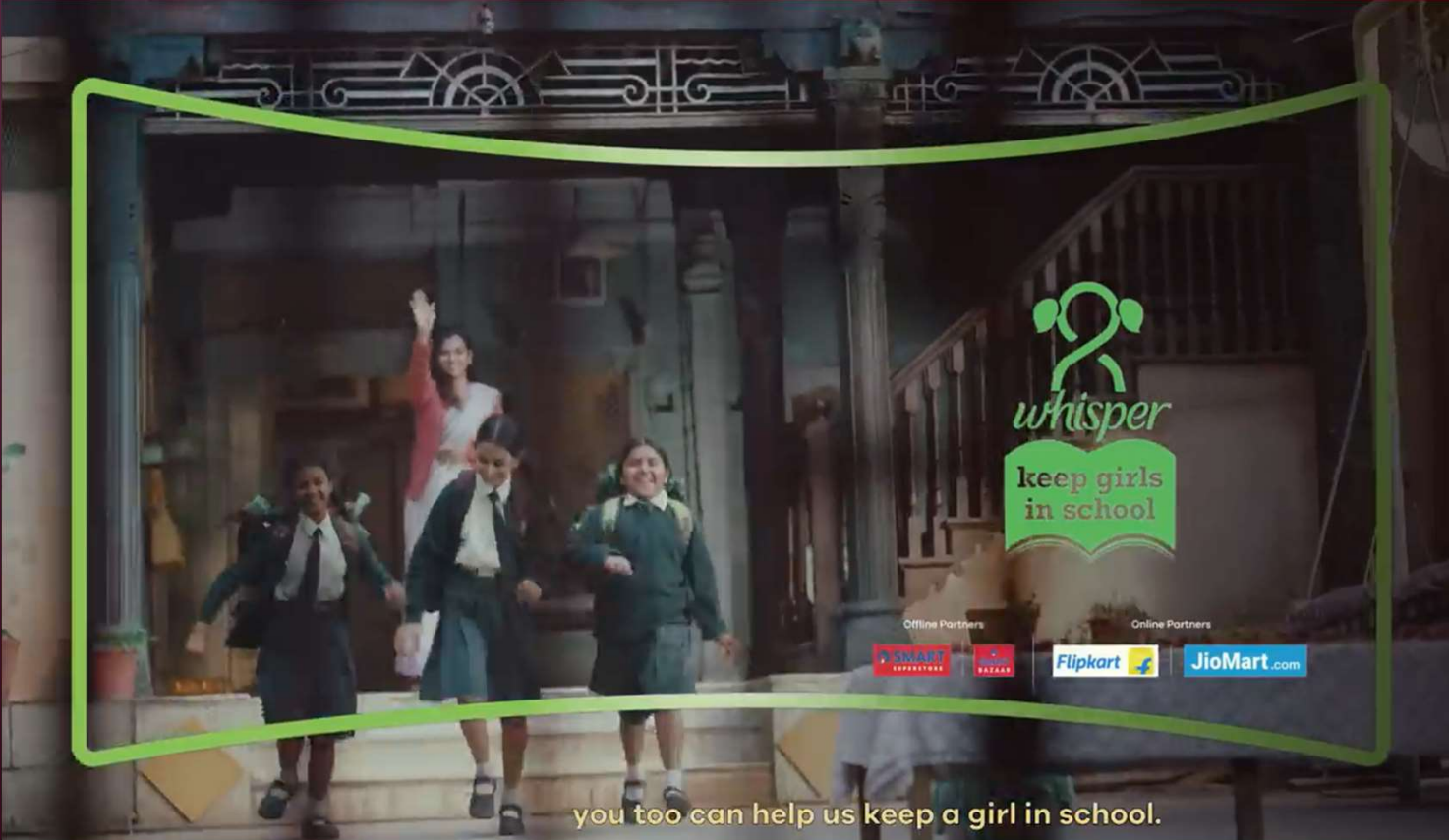


**P&G Whisper and UNESCO collaborate to launch 'Spotlight Red'**

Under the initiative #KeepGirlsInSchool, five teaching-learning modules were introduced to promote menstrual health and hygiene management.

**Procter & Gamble India Bolsters Its Mental Well-Being Program For Employees At Workplace**

# LEVERAGING THE VOICE OF OUR BRANDS TO EMPOWER AND ENABLE



The advertisement features a scene of three schoolgirls in uniform running happily down a set of stairs, with a woman in a white and red dress waving from the top. The scene is framed by a green border. In the bottom right corner, there is a logo for 'whisper' with the tagline 'keep girls in school' inside a green speech bubble. Below this, there are logos for 'Offline Partners' (SANTALINI and RELAXO) and 'Online Partners' (Flipkart and JioMart.com). At the bottom center, the text reads 'you too can help us keep a girl in school.'

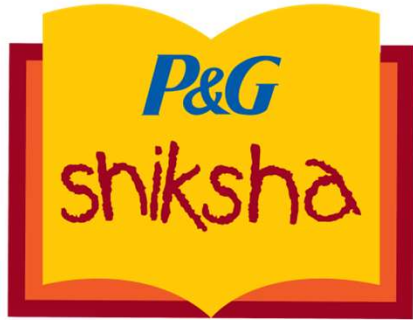
whisper  
keep girls  
in school

Offline Partners

Online Partners

SANTALINI RELAXO Flipkart JioMart.com

you too can help us keep a girl in school.



Since  
2005

Partners  
13

Impacting Children  
35+  
Lakh

1

Enhancing Learning Environment

2

Improving Learning Outcomes

3

Empowering Marginalized Communities



# INDIA-SUBCONTINENT ENVIRONMENTAL SUSTAINABILITY



Environmental sustainability is embedded in how we do business. It is core to our purpose of improving lives now and for generations to come

**AMBITION 2030**  
ENABLE AND INSPIRE  
POSITIVE IMPACT



**NET ZERO 2040**  
**IT'S OUR HOME**



**WATER POSITIVE FUTURE**



**Climate**



**Waste**



**Water**



**Nature**



## **PLASTIC PACKAGING WASTE COLLECTION**

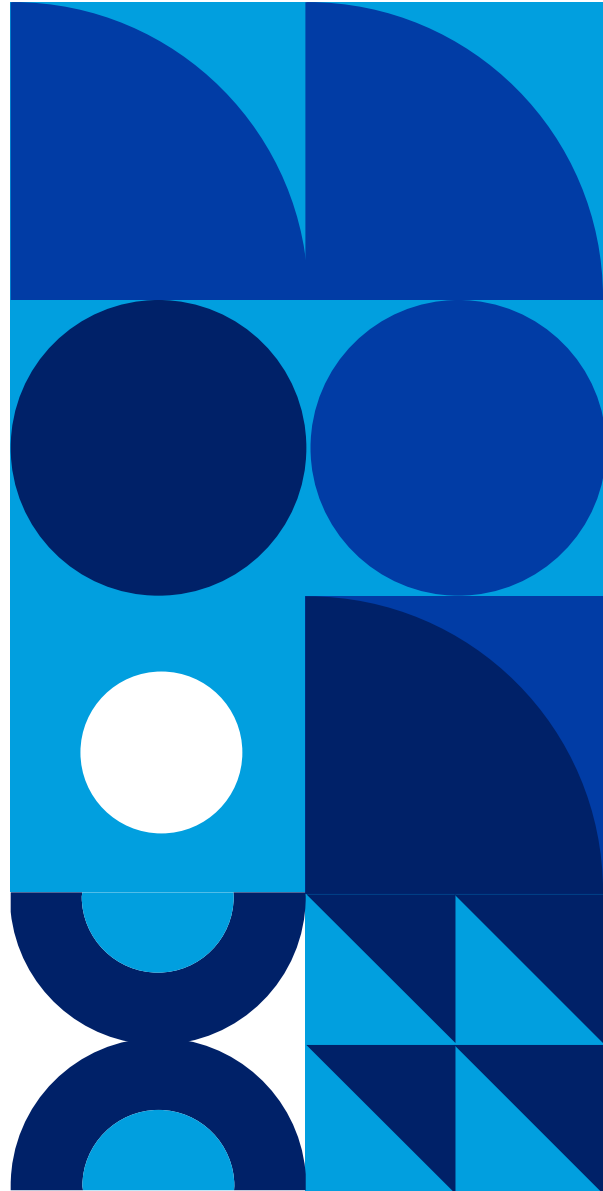
More than what we put out



## **BRANDS LEVERAGING PCR**

100% for Vicks Cough Drop Jars

# EXTERNAL RECOGNITION

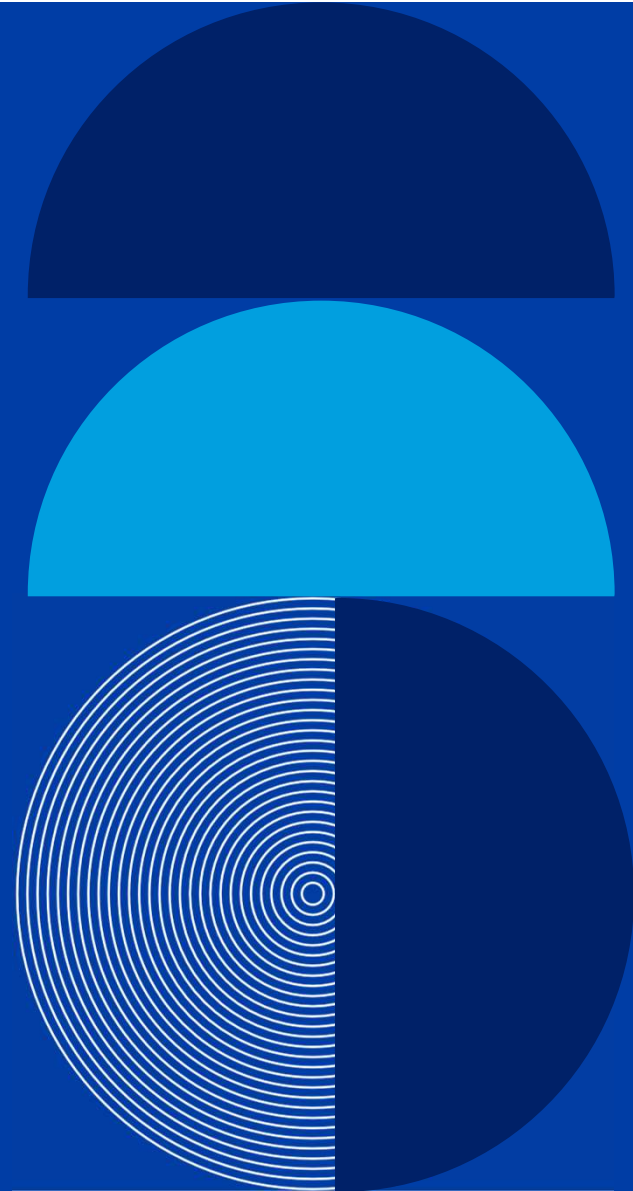


**FORCE FOR  
GROWTH**



**FORCE FOR  
GOOD**

# OUR RESULTS



# DELIVERED A RESILIENT YEAR

AMJ 2023 | Strongest Quarter in FY 23



Strong Growth across both Portfolios



Premiumization/ Pricing Advertising & Promotions optimization.



\*OTI – One Time Impacts

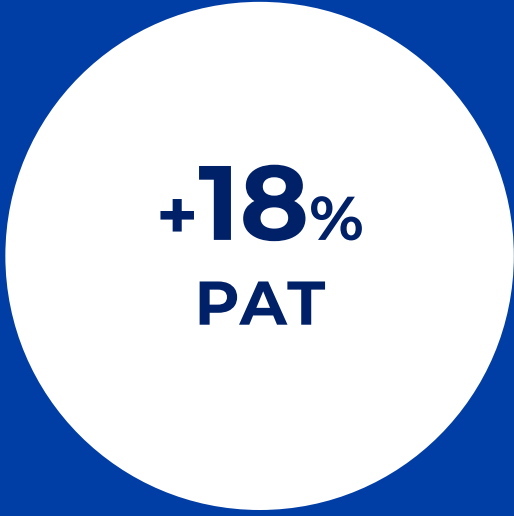
# DELIVERED A RESILIENT YEAR

FY 2022-23

Strong operational results despite challenging macro & demand situation while maintaining share leadership



Strong Growth across both Portfolios

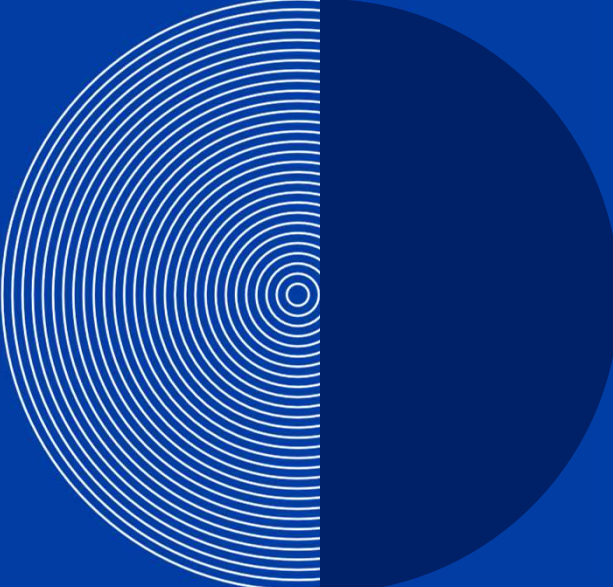


Operational Progress  
PAT up +10% ex. one-time tax impacts



\*OTI – One Time Impacts

**LANDSCAPE**



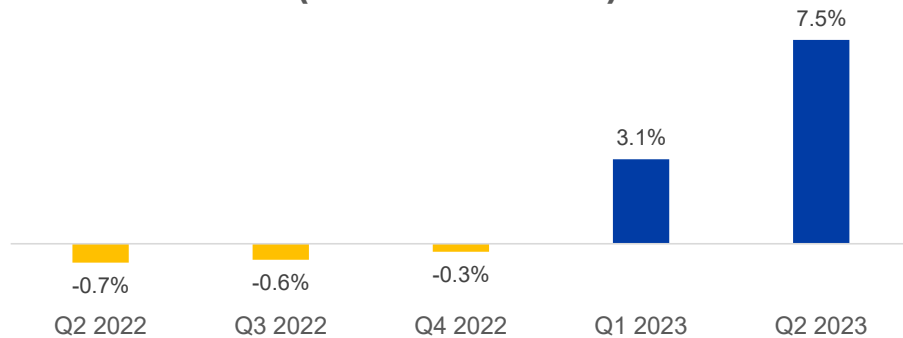
# AMJ'23 vs YA – FASTEST MARKET GROWTH IN 6 QUARTERS

## Driven by softening inflation & pick-up in rural consumption

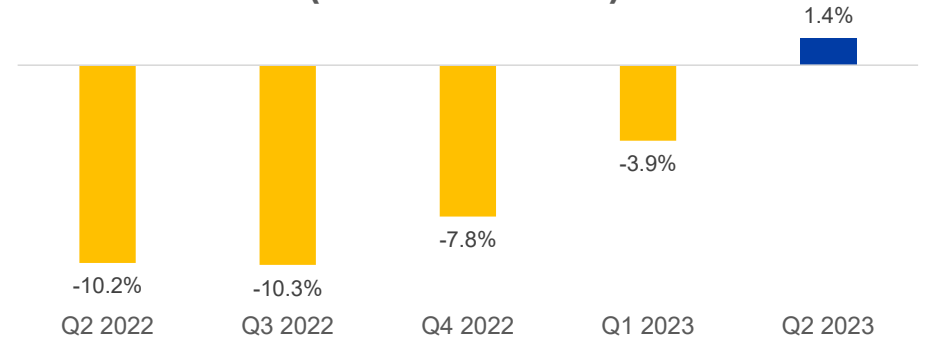
12% value growth driven by 7.5% consumption growth

Rural growth inflecting now – Growing vs YA (negative P2Y CAGR)

Consumption Drives FMCG Growth during AMJ  
(% Volume Growth)



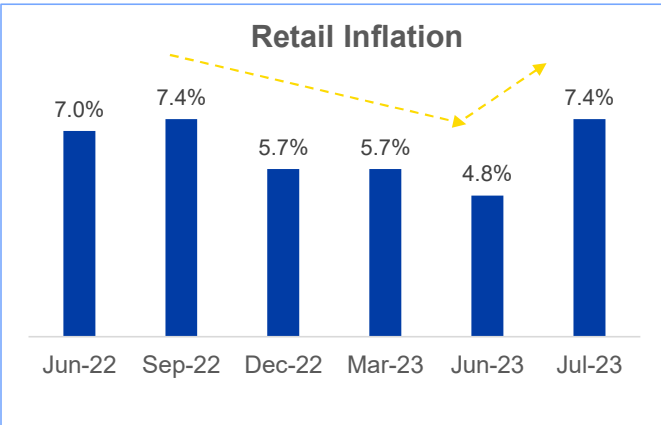
Non Food Demand Revives in Rural Markets  
(% Volume Growth)



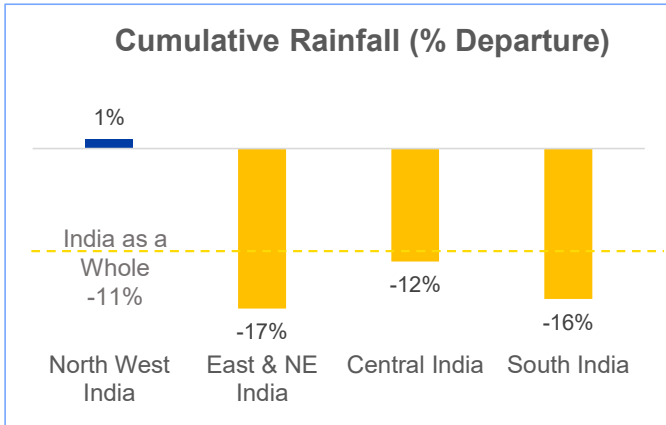
# MARKET GROWTH OUTLOOK – CAUTIOUSLY OPTIMISTIC

## Near Term Risks to Rural Demand Revival

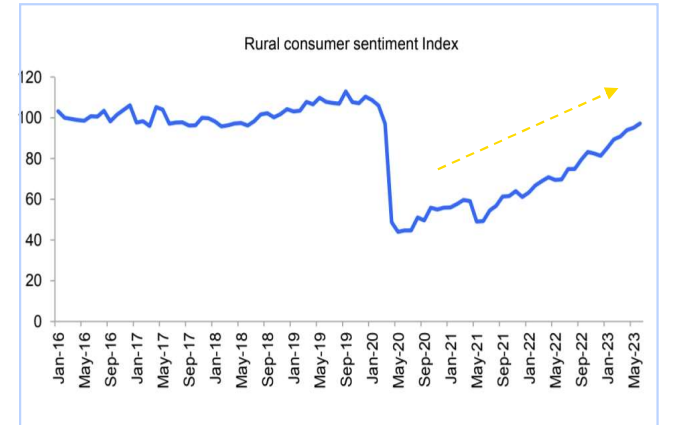
Pick up in retail inflation after sequential decline...



... and below average monsoons in August risking crop sowing..



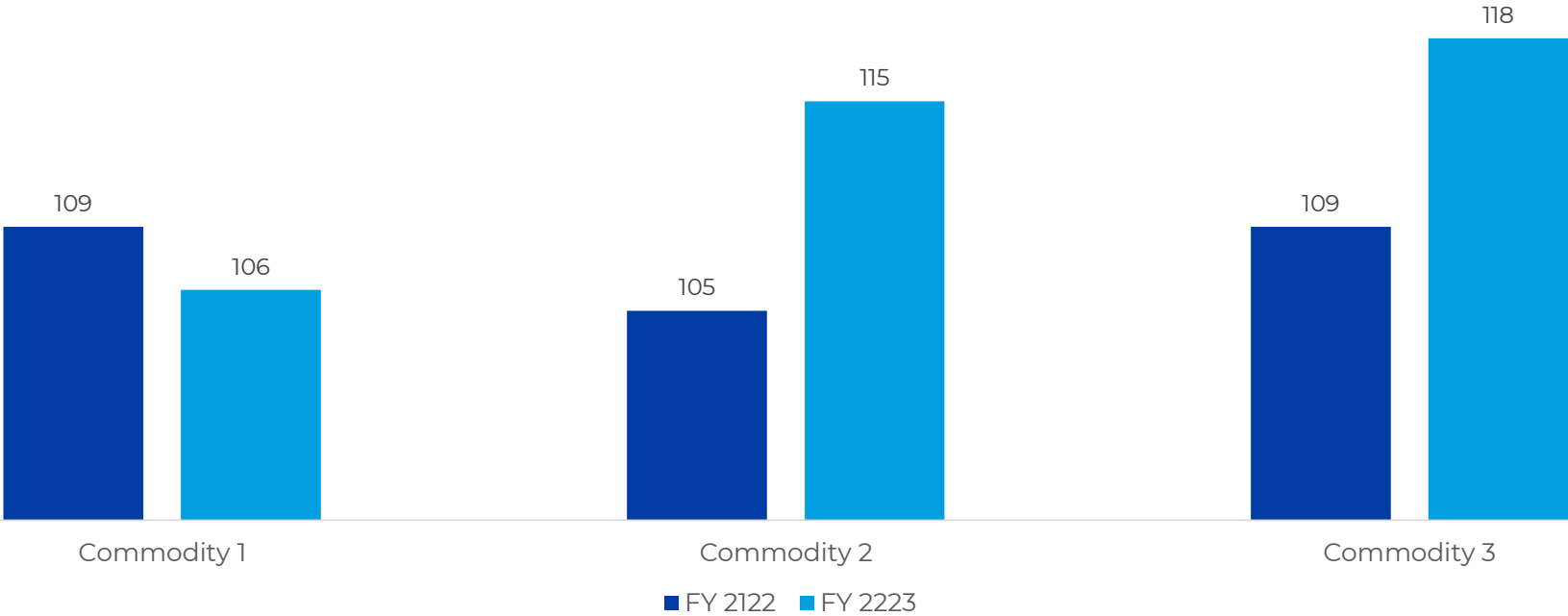
.. Presenting a risk to improving rural sentiments



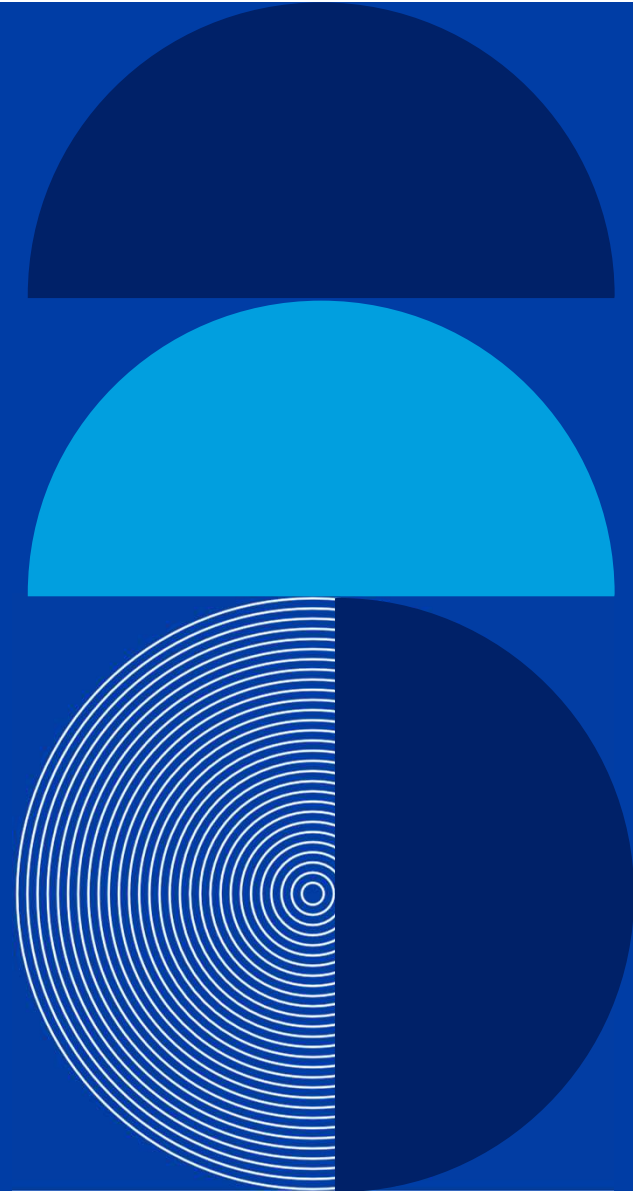
Source: Analyst Reports; IMD Data; News Articles

# COMMODITY PRICES REMAIN ELEVATED

Commodity Inflation (Average Cost vs. Year Ago)



# LONG TERM TRENDS



# SUPERIOR AND SUSTAINED EXECUTION OVER P10Y

**+9%**  
CAGR  
Net Sales

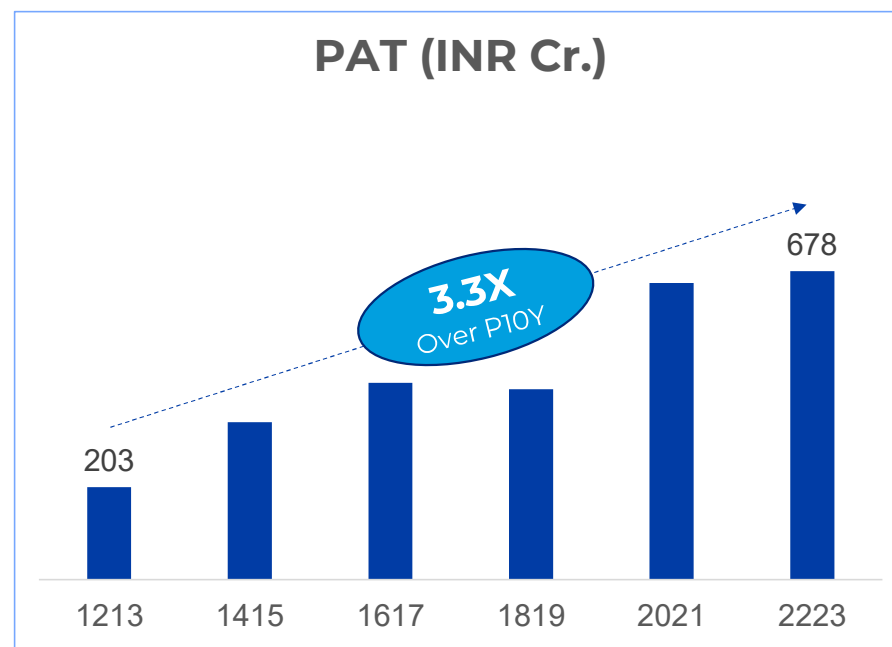
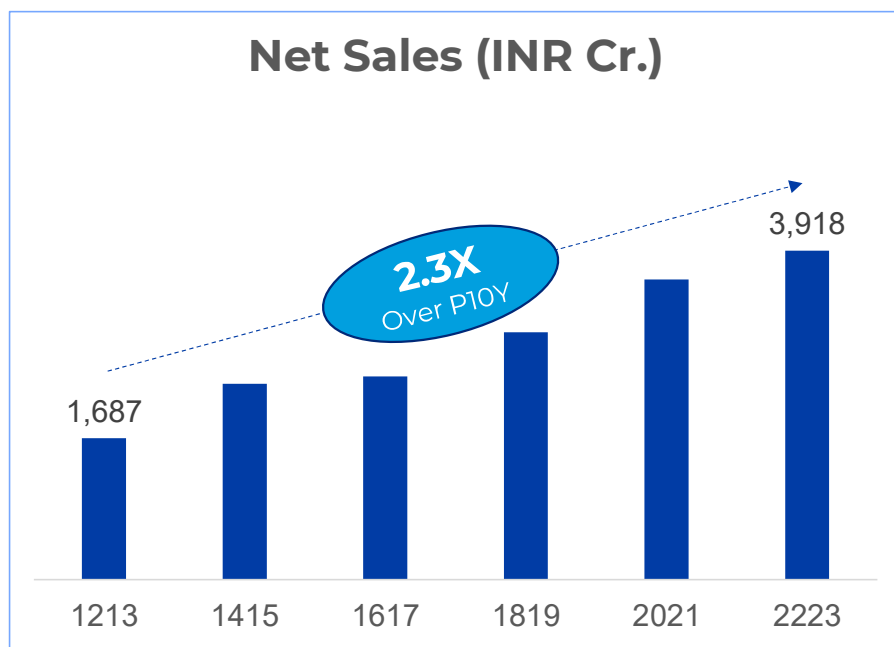
**+13%**  
CAGR  
PAT

**+54%**  
Increase  
In ROE



Note: 1) Basis Published results; 2) Net Sales refers to revenue from operations; 3) PAT Excluding OCI; 4) ROE = PAT/ Avg. Equity

# SUPERIOR AND SUSTAINED EXECUTION OVER P10Y



Note: 1) Basis Published results; 2) Net Sales refers to revenue from operations; 3) PAT Excluding OCI; 4) PAT – Profit After Tax; OCI – Other Comprehensive Income

# CREATING SIGNIFICANT SHAREHOLDER VALUE

- 20% CAGR in Stock Price over Past 10 Years vs. 12% for Nifty FMCG Index
- Consistent Dividend Payout Since Past ~3 Decades



Source: NSE; Yahoo Finance

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BRINGING CONSUMER CENTRICTY TO LIFE

| Baby           | Fem            | Family                     | Fabric                  | Home                                   | Hair                         | SPC                                   | Grooming                     | Oral                             | PHC                                    |
|----------------|----------------|----------------------------|-------------------------|----------------------------------------|------------------------------|---------------------------------------|------------------------------|----------------------------------|----------------------------------------|
| Pampers<br>WIP | always<br>SWAN | Downy<br>Pampers<br>Lorona | DOLBY<br>MIEL<br>Lorona | FAW<br>PANTENE<br>Aftershave<br>Secret | OLAY<br>Aftershave<br>Secret | SK-II<br>OLAY<br>Aftershave<br>Secret | Gillette<br>Veritas<br>BRAUN | Crest<br>Oral-B<br>NyQuil DayOut | Oral-B<br>NyQuil DayOut<br>Pain Relief |

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# Q&A

