

"Thank you,
mom"



Moms of Indian Olympic Athletes join P&G to wish "Good Luck" to their children

- *Mothers of Ashwini Ponnappa, Deepika Kumari, Sandeep Singh and Yogeshwar Dutt join hands with P&G to wish "Good Luck" to Indian Olympic Athletes*

Mumbai, July 21, 2012 – "Behind every athlete is a loving mom." P&G, a company that is committed to helping moms make the most of their everyday, today invited the moms of the Olympic athletes to wish their children good luck, as they go out and prove their mettle in the world's largest sporting event. P&G through its "Thank You Mom" campaign is celebrating that special person in the lives of everyone who supports their child selflessly to help them succeed. This campaign is in conjunction with P&G's Global partnership with the Olympic Movement to sponsor the next 5 Olympic Games till 2020. The company's purpose is to make small but meaningful differences to the lives of the people who use their products every day, both in the India and around the world, such as Pampers, Ariel, Tide, Whisper, Olay, Oral-B, and Whisper amongst several others. P&G took this opportunity to also announce that they are committed to promote youth sports and consumers can help the company in its endeavour simply by buying P&G products during the months of July, August and September, and help build playground for children*

P&G recognises the silent sacrifices that each mom makes in raising an Olympian and every mom wants to see their kids achieve their dreams at the Olympic Games. To celebrate this spirit, moms of notable sports icons from various fields like badminton - Ashwini Ponnappa, archer - Deepika Kumari, hockey - Sandeep Singh and wrestler - Yogeshwar Dutt joined hands with P&G to extend their best wishes to the entire Indian Olympic contingent. 'The Good Luck' squad comprising of moms to wish well for their children was led by none other than the gorgeous Bollywood actor Neha Dhupia. She is cheering for team India, and extended her support for the "Good Luck!" campaign by being present at the event with her source of inspiration and motivation – her mom! Not only this, she also showed her support to the Indian team by writing her good luck message on the flag that had been signed and collected by P&G from all across the country. 2000 good luck wishes had been collected for the team India which encompasses spirit, solidarity and goodwill of millions of Indian moms supporting the Indian athletes participating in The Olympic Games. On this occasion; P&G honoured and thanked each mom of the Olympic athletes who have sacrificed their lives in doing whatever it takes to make their child's life the best it can be.

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Neha Dhupia said, "I'm honored to be partnering with P&G in their association at the 2012 London Olympic Games this year. I am proud to extend my association to this wonderful initiative – Thank You Mom. My mom has been my biggest inspiration and the key motivation behind me joining Bollywood and becoming an actress. I am sure moms play a similar role in other people's day-to-day life too. Through this good luck campaign, I offer warmest congratulations to each of the athletes who have been chosen to represent our country. We know that you will compete with ability, resolve, and sportsmanship."

"P&G has entered into a global partnership with the Olympic Movement to sponsor the next five Olympic Games till 2020. In the spirit of this partnership, we are here to celebrate and express our best wishes to the Indian athletes representing India in the London 2012 Olympic Games. This collaboration is about bringing together our purpose of touching and improving lives and the Olympic Games' purpose of building a better world through sports. It is also about supporting athletes and serving moms and families as a company through our brands. Through the campaign, we aim to promote youth sports in the country and consumers can help us in building playgrounds for children in the country simply by buying P&G products in the month of July till September" said Sharat Verma, Country Marketing Manager at Procter & Gamble

Akham Kom, mother of five times world champion woman boxer Mary Kom said, "I wish Mary good luck as she prepares herself for the world's most celebrated sporting event. I am very thankful to P&G for facilitating my visit to London, and this will be the very first time that I will get a chance to see Mary perform at The Olympic Games."

Actress and mother Sharmila Tagore said, "I wish all the athletes the best of luck. They are flying the flag for India. I know that they have worked very hard in the run up to the games, and I hope all their efforts pay off and they achieve the success they deserve."

P&G's purpose is to make small but meaningful differences to the lives of the people who use their products every day - both in the India and around the world. These include brands such as Pampers, Ariel, Tide, Whisper, Olay, Oral-B, and Whisper amongst several others.

To learn more, consumers can visit www.pg.com

* donations upon purchase of specific P&G products brought between July 1st and September 30th

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About P&G

P&G is one of the largest and amongst the fastest growing consumer products companies in India. Its presence spans across the Beauty & Grooming segment, the Household Care segment as well as the Health & Well Being segment, with trusted brands that are household names across India. These include Vicks, Ariel, Tide, Whisper, Olay, Gillette, Ambipur, Pampers, Pantene, Oral-B, Head & Shoulders, Wella and Duracell. P&G operates under three entities in India, two listed entities 'Procter & Gamble Hygiene & Health care Limited' and 'Gillette India Limited', as well as one 100% subsidiary of the parent company in the U.S. called 'Procter & Gamble Home Products'. Please visit www.pg-india.com for further details.

Media Contact

Name: Shreysi Chandra | Kirti Khemchandani
Company: Corporate Voice| Weber Shandwick
Telephone: +91 22 40311233 | +91 22 40311246
Mobile: +91 9820201386 | +91 9820550976
E-mail: shreysi@corvoshandwick.co.in ; kirti@corvoshandwick.co.in

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