

# ***Tide* creates India's Longest Clothesline**

## **Enters Limca Book of Records with demonstration of Tide's Superior Value**

**Hyderabad, June 15, 2007:** *Tide* has created India's Longest Clothesline to illustrate the superior value that *Tide* offers consumers. A first ever, India's longest clothesline ran around the famous Necklace Road on the perimeter of the historical Hussein Sagar lake. The clothesline ran for 5kms and had 2400 clothes on it. This is a unique demonstration of the unrivalled value that Tide offer's India's homemakers, and a unique Limca Book Record.

**Celebrity Homemaker and Actor Ramya Krishnan** said, *"The Tide India's Longest Clothesline brings to life what I as a consumer experience everyday. As a homemaker, I find Tide a great fit for my budget. I urge homemakers across Andhra Pradesh to experience the great savings by using Tide daily."*

**Ms. Vidya Murthy, Brand Manager, Home and Personal Care, P&G India** said, *"Our Consumer Research indicated that the homemaker's primary concern is her family's well-being, and thus she believes that one of the ways she can contribute to the family is by making the most of her budget. She wants maximal value from her brands and the Tide India's Longest Clothesline is proof of the economic efficiency that Tide offers."*

In India, *Tide* is available at Rs. 53/- for a 1 kg. pack, Rs. 27/- for 500 gm., Rs. 20/- for

370 gm. and Re. 1/- for a sachet. *Tide* has set the gold standard for detergents in delivering whiteness. Its **anti-re-deposition technology** traps the molecules of dirt within the water and prevents them from settling back on to your clothes. It further improves washing experience through its pleasant “lemon” perfume that lingers on clothes for hours after washing.

*Tide* was introduced with Procter & Gamble’s mission to improve the way the world laundered. Soap was used to clean clothes for nearly 2000 years, but it had many disadvantages including poor performance in hard water. Homemakers in the immediate pre-Tide era understood soap’s shortcomings. Tide then triggered the detergent revolution in the world in 1946 and has been present for over 50 years with leading market-shares in 23 countries. Tide has set the gold standard for detergents in delivering whiteness and cleaning-benefits unmatched by other detergents. **Tide is one of the P&G’s largest brands in the world, with annual sales of US\$ 5 Billion. (The biggest is Pampers, I believe)** Tide was the **World’s First Synthetic Detergent**, after the bar. It uses leading global technology to deliver superior whiteness and keeps clothes looking bright white and prevents them from turning yellow.

Procter & Gamble Home Products has in its portfolio in India other leading brands such as Ariel, Pantene, Head & Shoulders, Rejoice and Pampers.

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#### **About Procter & Gamble**

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®,

Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella, Gillette®, and Braun. The P&G community consists of over 135,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

***For further information, please contact:***

Abhijit Dutta	Christopher Samuel / Fiero Fernandes	Mr. Ramchandram
Procter & Gamble	Madison Public Relations	Solus Media
+91 22 2826 7463	+91 22 6654 8318	+91 40 2324
1484		

HYPERLINK "mailto:dutta.a.2@pg.com" [dutta.a.2@pg.com](mailto:dutta.a.2@pg.com)  
fiero@fort.madisonindia.com [solusmedia@yahoo.com](mailto:solusmedia@yahoo.com)