The problem of estimation of the population product for the current occasion based on the samples selected over two occasions has been considered. This estimator is obtained suitably combining two independent estimates of the population product. One estimate is derived from retained sample using a double-sampling estimator for the product of two means employing information on one auxiliary variable in the first occasion, while the other is an ordinary product estimate derived from the new sample. The expression for optimum estimator, its mean square error, the optimum matched proportion, the gain in efficiency of the proposed estimate over the direct estimate using no information gathered on the first occasion, have been computed. An empirical study is made to study the performance of the proposed strategy.