

Sun Pharmaceutical Industries Ltd
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CIN: L24230GJ1993PLC019050



Sun Pharma Consumer Healthcare Business enhances presence in digestive care

First novel product launched in consumer healthcare post-merger
Antacids to be engine of growth for consumer healthcare business

Begins rolling-out pioneering mouth-melt antacid in India

- *Expands portfolio with novel ayurvedic digestive offering*
- *Antacid with dual relief benefits for Acidity & Heartburn*

Sun Pharma is stepping up its focus towards the Global Consumer Healthcare business by expanding its product portfolio with novel offerings. One of the key priorities of this ramp-up is to build the company's presence in digestive remedies category. As part of this business direction, Sun Pharma's Consumer Healthcare business is rolling out a pioneering ayurvedic digestive care product called Pempelt. It is the first novel offering rolled-out in Consumer Healthcare business following the historic merger in 2015. For Sun Pharma, consumer healthcare business is a strategic strength which it plans to leverage for establishing a global OTC business.

Pempelt is an innovative product in pioneering & novel mouth-melt granules format. This new offering from Sun Pharma Consumer Healthcare synergizes the powerful effects of herbal ingredients with the modern mouth dissolving technology. Based on age-old tradition of Ayurveda, Pempelt contains pure Khatika Churna, extracted from nature in its purest form. Khatika Churna has been mentioned in Ayurvedic textbooks as a very potent antacid that manages heartburn effectively while providing relief for acidity and heartburn.

Antacids is an important category for Sun Pharma's consumer healthcare business. In India, this category has been growing at 21%. Following the launch of its new innovative mouth-melt offering, the company has meaningfully enhanced its digestive care portfolio with an aim to be a significant influence on overall category expansion. Following the launch of Pempelt in India, Sun Pharma's Consumer Healthcare digestive portfolio has products in three distinct formats – water dissolving Pepfiz Effervescent Tablet & Pepfiz Antacid (effervescent powder) and the newly introduced Pempelt Antacid (melt-in-mouth granules).

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Pepmelt offers a distinctive ease of consumption. Nearly all antacid products currently in the market are either available in tablet, liquid or effervescent powder form creating a large hindrance for anytime anywhere consumption due to compounding need of either water or glass to have these products. The mouth-melting micro granules of Pepmelt ensure that this novel antacid offering is not only easy-to-carry but also convenient- to-consume, giving instant relief anywhere anytime.

A significant part of the Rs 1,180 crore (Source: Nielsen Retail Index Dec 2015 MAT) antacid market in India is dominated by ayurvedic or herbal products. While powder based products (which includes water dissolving powder and mouth-melt granules formats) contributes 50% of the antacid market revenues, it is also the fastest growing format. This is primarily on account of evolving lifestyles and work patterns where consumers are continuously on the move and multi-tasking and therefore requires quick relief solution. As a result, powders have become a preferred consumer choice.

Moreover, most antacids have been focused on providing relief for acidity while heartburn has been largely ignored. Believing that heartburn is as common and as problematic occurrence amongst consumers, Sun Pharma's consumer healthcare's digestive care innovation and novel introduction, Pepmelt, offers dual benefits by providing relief from acidity as well as heartburn.

According to Subodh Marwah, Vice President & Business Head – Global Consumer Healthcare, Sun Pharma says, *“The pioneering innovation of a mouth-melt antacid arose from a big need gap our market research indicated. Consumers today lead a very hectic life, eat out a lot and are always on the move. Thus, an easy-to-carry and convenient to use mouth-melt antacid makes Pepmelt extremely relevant to our consumers’ needs. Moreover, the idea of enjoying food without any fear is a key distinction for Pepmelt’s positioning in the antacid category. So far, most of the category offerings have been focused on providing relief for indigestion post heavy-eating. The mouth-melt format, dual action & instant relief of Pepmelt is a novel proposition for the category itself. We expect our novel digestive care product to create great resonance & acceptance with Indian consumers especially food lovers.”*

Sun Pharma's consumer healthcare business is rolling out Pepmelt in two tasty flavours - Lemon & Orange. These two flavours are amongst the top selling flavours in powder antacid category. The company has plans to roll out more differentiated flavours during the next few months. It is rolling out Pepmelt across India in metro, mini- metro as well as Class I and II towns.

EMERGING CONSUMER TRENDS

Consumer segmentation is increasingly becoming important for Sun Pharma's consumer business strategy in order to identify consumer needs and market potential. As consumers become more aware and demanding, Sun Pharma's consumer business seeks to introduce more specialized offerings to meet specific requirements. Moreover, consumers are showing increasing willingness towards health and wellness against a background of fast-paced lifestyles. Sun Pharma's consumer business aims to

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leverage this consumer need through targeted introductions in various categories. Thus, products providing value adds or niche benefits are being launched in the market.

About Sun Pharma: (CIN - L24230GJ1993PLC019050)

Sun Pharma is the world's fifth largest specialty generic pharmaceutical company and India's top pharmaceutical company. A vertically integrated business, economies of scale and an extremely skilled team enable us to deliver quality products in a timely manner at affordable prices. It provides high-quality, affordable medicines trusted by customers and patients in over 150 countries across the world. Sun Pharma's global presence is supported by 49 manufacturing facilities spread across 6 continents, R&D centres across the globe and a multi-cultural workforce comprising over 50 nationalities. The consolidated revenues for 12 months ending March 2015 are approximately US\$ 4.5 billion, of which US contributes US\$ 2.2 billion. In India, the company enjoys leadership across 12 different classes of doctors with 30 brands featuring amongst top 300 pharmaceutical brands in India. Its footprint across emerging markets covers over 100 markets and 6 markets in Western Europe. Its Global Consumer Healthcare business is ranked amongst Top 10 across 4 global markets. Its API business footprint is strengthened through 14 world class API manufacturing facilities across the globe. Sun Pharma fosters excellence through innovation supported by strong R&D capabilities comprising about 2,000 scientists and R&D investments of over 7% of annual revenues.

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