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CIN: L24230GJ1993PLC019050



FOR IMMEDIATE RELEASE

Sun Pharma Global Consumer Healthcare announces digital launch of Pepmelt antacid campaign

Pepmelt antacid TVC goes viral across digital mediums

MUMBAI – MARCH 11, 2016: Sun Pharma Global Consumer Healthcare business today announced the digital launch of Pepmelt campaigns across various social and digital mediums. This is part of the company's strategy to leverage new age media to create awareness about its novel antacid product launched across India. Additionally, the Pepmelt TVC is scheduled to go on air across leading television channels in March 2016.

Created by Lowe Lintas, Pepmelt's new advertising campaign follows the disruptive quotient of its novel brand proposition. The campaign aims to bring forth the usage and benefit of instant relief anywhere, anytime. It beautifully captures Pepmelt brand idea to establish benefit of a novel product that also offers immediate relief from heartburn & acidity.

According to Subodh Marwah, Business Head, Sun Pharma Global Consumer Healthcare business, *"There was a need for disruptive & powerful idea for Pepmelt campaign. This became our starting point in developing the advertising campaign idea. A category defining innovation like Pepmelt which is also a category disruptive introduction needs a distinct and refreshing insight. The campaign idea stems from the insight of offering food to someone who's suffering from heartburn and acidity. This insight is fused into India's socio-cultural context to create a potentially powerful and progressive brand idea for Pepmelt."*

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.

Pepmelt is an innovative product in pioneering mouth-melt granules format. This new offering from Sun Pharma Consumer Healthcare synergizes the powerful effects of herbal

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ingredients with the modern mouth dissolving technology. Based on age-old tradition of Ayurveda, Pepmelt 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 gas and indigestion.

About Sun Pharma: (CIN - L24230GJ1993PLC019050)

Sun Pharma is 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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