

Sun Pharmaceutical Industries Limited

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FOR IMMEDIATE RELEASE

Sun Pharma forays into Nutrition Bar segment with the launch of Revital NXT

India's first nutrition bar with the goodness of Natural Ginseng, 16 vitamins & minerals and triple blend protein

Mumbai, September 08, 2021: Sun Pharma Consumer Healthcare, a division of Sun Pharmaceutical Industries Limited (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE: SUNPHARMA, BSE: 524715, "Sun Pharma" or the "Company" including its Indian subsidiaries) announced its foray into the nutrition bar segment in India with the launch of Revital NXT. The product is a brand extension of Revital H, India's leading and most trusted health supplement for over three decades*. The product has been launched in two different variants, Revital Energy NXT and Revital Protein NXT. The market for nutrition bars in India is growing rapidly with Millennials and Generation Z's increasing focus on fitness for a healthy lifestyle.

Revital NXT is India's first nutrition bar with the goodness of Natural Ginseng, 16 vitamins & minerals and triple blend protein. The nutrition bar has been launched on Amazon and it will also be made available on other e-commerce platforms. Through this range of Protein and Energy bars, Revital H aims to give consumers the perks of high quality protein, from building or maintaining muscle mass to helping satisfy hunger, in an easy, on-the-go option. Powered with Natural Ginseng, Revital NXT provides an energy boost helping one to power through every task.

Vidhi Shanghvi, Head, Sun Pharma Consumer Healthcare said, "Revital H has been the bellwether of the nutritional supplement segment, helping consumers live stronger, healthier lives for over three decades. With increasing health-consciousness and active lifestyles, there has been rising demand for on-the-go nutrition. Our newest product – Revital NXT bar, powered with Natural Ginseng - the same core ingredient that fuels Revital H, helps you stay active and ace life's demands on the go."

Revital Energy NXT is available in a pack size of 35 grams each in Choco Almond & Yogurt Berry flavours while Revital Protein NXT is available in a pack size of 50 grams each in Choco Almond and Coffee Hazelnut flavours. The product portfolio targets diverse consumer needs around breakfast, snacking and pre/post workouts. Apart from the great nutritional value, all variants of the Revital NXT bar have a unique flavour and delicious taste.

**As per IQVIA, TSA DATA MAT SEP'20, REVITAL H is India's No. 1 brand in oral solid food supplement*

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About Sun Pharmaceutical Industries Limited (CIN - L24230GJ1993PLC019050):

Sun Pharma is the world's fourth largest specialty generic pharmaceutical company and India's top pharmaceutical company. A vertically integrated business and a skilled team enables it to deliver high-quality products, trusted by customers and patients in over 100 countries across the world, at affordable prices. Its global presence is supported by manufacturing facilities spread across 6 continents and approved by multiple regulatory agencies, coupled with a multi-cultural workforce comprising over 50 nationalities. Sun Pharma fosters excellence through innovation supported by strong R&D capabilities across multiple R&D centers, with investments of approximately 6-7% of annual revenues in R&D. For further information, please visit www.sunpharma.com & follow us on Twitter @SunPharma_Live

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