

Piramal Enterprises Introduces 'Paan' flavour for its Leading Antacid Brand 'Polycrol'; Ropes in Bollywood Actor Manoj Bajpayee as its Brand Ambassador

- *Polycrol Xpress Relief – Paan is a unique flavor that provides quick relief from acidity and freedom from the conventional chalky after-taste*

Mumbai, India, 25th April 2017: Piramal Enterprises' Consumer Products Division announces the launch of Paan flavored 'Polycrol', its leading antacid brand. The new Polycrol variant provides users with a pleasant after-taste while offering quick relief from acidity. The brand has also roped in Bollywood actor Manoj Bajpayee as its brand ambassador. Polycrol is one of the leading antacid brands in Eastern India and is known for its strong efficacy to solve acidity in minutes.

Commenting on the launch of the new flavor, Kedar Rajadnye, COO - Consumer Products Division, Piramal Enterprises said, "Piramal Consumer Products has been one of the fastest growing consumer products companies in India. The division focuses on combining science and consumer preferences to create relevant innovations in the market. Most of the brands in our portfolio are in the top two brands in their respective categories due to the positive response received from our consumers. Our philosophy of bringing innovative products based on consumer research has led us to introduce new Paan flavored Polycrol that caters to the nuanced palate of Indian consumers. In the next few months, we will be launching similar Indian flavors to cater to the growing needs of our consumers. Polycrol Paan is the first launch in this direction. It is tasty, non-chalky and an alternative to the pink mint based antacids existing in the market."

"We are very happy to have Manoj Bajpayee as the brand ambassador for Polycrol Paan across ___ India. Bajpayee is an acclaimed Bollywood actor who is known for classic roles in Indian cinema that are hugely relatable by the masses in India. This makes him an ideal fit for Polycrol Paan." He further added.

Speaking on his association with the Paan flavored Polycrol brand, Manoj Bajpayee said, "Despite advancements in general healthcare and self-care awareness, in today's fast-paced world of meeting deadlines and constant stress, we tend to overlook our health and ignore common lifestyle illnesses such as acidity. Since I come from a demanding profession, I can relate to the struggles that people go through trying to take care of their health. I am very happy to be associated with a company that believes in innovation and is backed with strong consumer research. Catering to the Indian audience by introducing unique flavors such as Paan is truly driving innovation in today's market. Polycrol 'Paan' is a flavor that every Indian will be able to relate with; just the way I did."

'**Polycrol**', a legacy brand with more than 40 years of history, has established itself as a trusted product among consumers to reduce symptoms of heartburn and acidity. Polycrol, one of the leading antacid brands in Eastern India, is now set to build a strong presence across the rest of India by launching new and traditionally significant flavors of antacids.

'**Polycrol**' contains activated dimethicone, magnesium hydroxide, aluminium hydroxide, and sorbitol (70%). Activated dimethicone eliminates gas entrapped in the stomach and intestine and the hydroxides help in neutralizing stomach acids. Polycrol Paan is available in **170 ml**. Priced at **INR.78.39**, it is available at all leading chemist outlets across India.

About Piramal Enterprises Limited:

Piramal Enterprises Limited (PEL) is one of India's large diversified companies, with a presence in Pharmaceuticals, Healthcare Information Management and Financial Services. PEL's consolidated revenues were around US\$1 billion in FY2016, with 61% of revenues from outside India.

In Pharmaceuticals, PEL is one of the leading players globally in CRAMS (custom research and manufacturing services) as well as in the critical care segment of inhalation and injectable anesthetics. It also has a strong presence in the OTC segment in India.

PEL's Healthcare Information Management business, Decision Resources Group, is amongst the top 20 US market research organizations which provide information services to the healthcare industry.

In Financial Services, PEL, through its Piramal Fund Management Division, provides comprehensive financing solutions to real estate companies. The Division's Structured Finance Group (SFG) also provides senior and mezzanine growth capital to various businesses across varied sectors that are integral part of India's growth story. The total funds under management under these businesses are US\$3.8 billion. The Company also has strategic alliances with top global funds such as CPPIB Credit Investment Inc., APG Asset Management and Bain Capital Credit. PEL also has long term equity investments worth over US\$700 million in Shriram Group, a leading financial conglomerate in India.

PEL is listed on the BSE Limited and the National Stock Exchange of India Limited in India.

About Consumer Products Business at Piramal Enterprises:

The Consumer Product Business is one of the fastest growing players in the Domestic Consumer Healthcare Market and is currently ranked 7th amongst all OTC players in India. The Business has a portfolio of brands like Saridon, Lacto Calamine, I range of Products (i-pill, i-know, i-can), Quik Kool, Polycrol, Jungle Magic, Tetmosol, Caladryl, Littles, Naturo lax, Lacto Bacil plus etc. and has six brands amongst the top 100 Indian OTC brands. Most of the brands in the portfolio are either No 1 or No 2 in their respective categories. The business has a strong distribution footprint and covers all the 20k+ population towns across the country.

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