

Press Release

Piramal Enterprises ropes in Sharman Joshi as brand ambassador for their latest OTC product offering - 'QuikKool'

Mumbai, October 27, 2014: Piramal's Consumer Product Division takes on the problem of painful mouth ulcers with their new **Quikkool** mouth ulcer gel. To promote the product the division has signed on the multi-faceted and well known Indian actor, Sharman Joshi. His work both on the silver screen and theatre has been well appreciated, earning him many fans and awards.

The mouth is one of the most sensitive areas of the body and ulcers can be extremely painful which may impair the quality of life. Severe ulcers could also result in facing socially awkward and challenging situations such as difficulty in eating, drinking or talking," said **Mr. Kedar Rajadnye, President & COO - Consumer Products Division, Piramal Enterprises.** Adding further he also said, "Through the launch of QuikKool, Piramal aims to improve the oral health and well-being of consumers by way of gifting a smile to every sufferer."

The QuikKool campaign also ropes in another very well respected ad guru, **Prasoon Joshi, Chairman Asia Pacific & CEO of McCann Worldgroup India.** Prasoon Joshi has gained fame over the years for his ground-breaking work in the advertisement world, award winning lyrics and film scripts.

Ad Guru Prasoon Joshi came up with the campaign title as "Chaale ko Dekhlunga" (which roughly means 'Ulcers - I will tackle you head-on!'). Prasoon Joshi drew from the insight that when we feel irritated, we wish to get back at the source of agony and comments that "the communication for QuikKool Mouth Ulcer Gel intends to resonate the 'irritated yet helpless' feeling that comes when you suffer with mouth ulcers. We have tried to colloquially express this feeling and hope the language of the brand will become part of the common parlance."

This particular advertisement was shot in Mumbai, against the setting of snow-capped mountains where Sharman plays the role of a Sherpa who rescues a man with mouth ulcer pain.

While expressing his happiness to be chosen as the brand ambassador for QuikKool, **Sharman Joshi** said, "I loved the concept of the ad which is a 'Sherpa'. It's very whacky and different." He further added, "I can imagine ulcers been very painful and it can throw you off your daily schedule but now I know the solution for mouth ulcers - QuikKool."

Quikkool is a unique mouth ulcer gel that provides instant relief from pain & burning sensation of mouth ulcers. It contains lignocaine which numbs the ulcer to provide instant pain relief and Choline Salicylate that soothes the burning sensation. The gel based formula enables quick healing.

Piramal Enterprises is one the leading players in the self-care domain, wherein, consumers take their own self care decisions to solve their health related problems that disrupts their routine. Mouth Ulcers' is one of those routine stopping' problems faced by consumers that need to be solved. Piramal Enterprises met lot of consumers to understand the intense pain they felt while eating and talking - caused due to Ulcers. They found out that there is currently no single

effective solution for mouth Ulcers, so they developed QuikKool a Pain Relieving Mouth Ulcer Gel that gives instant relief from pain as well as provides a cooling and comforting effect, thus enables the consumer to get on with one's life.

About Consumer Products:

The Consumer Product division is one of the fastest growing players in the Domestic Consumer Healthcare Market. The leading brand in the portfolio includes Lacto Calamine range (Moisturizer, Sun-Shield, Renue), I products (i-pill, i-sure, i-can), Saridon, Supractiv Complete, Polycrol, Tri-active, Itchmosol, Jungle Magic (Perfumes, Banditz, Sanitizer & Lunch Packz), Tetmosol, Caladryl etc. The distribution footprint has been expanded to cover all the 481+ one lakh plus population towns across the country to ensure that the products are available at the nearest Chemist/Cosmetic Outlet on time - in full.

About Piramal Enterprises:

Piramal Enterprises Limited (PEL) is one of India's largest diversified companies, with a presence in pharmaceuticals, healthcare information management and financial services. PEL's consolidated revenues were ~\$ 750 million in FY2014. In the pharmaceutical space, PEL is one of leading custom manufacturing player globally, has presence in the global critical care segment, an OTC business that is ranked no. 7 in India and has a drug discovery & research portfolio. PEL's information management business, Decision Resources Group, is a leading provider of information based services to the healthcare industry. In the financial services space, PEL, through Piramal Fund Management, provides comprehensive financing solutions to real estate companies. Its Structured Investments Group invests in various sectors, including infrastructure. PEL has also made long term equity investments in the Shriram Group, a leading financial conglomerate.

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