



Piramal Healthcare launches Stop AllerG in the allergy segment

Developed by Piramal Healthcare Innovation Lab, this is the first OTC anti-allergy product in India

Ahmedabad, 11 August, 2015: Piramal Healthcare, one of the largest and fastest growing players in the domestic consumer healthcare market has today launched '**Stop AllerG**', an anti-allergy OTC brand in Ahmedabad. **Stop AllerG** is a non-drowsy formula that provides relief in minutes and helps consumers stay active even when they suffer from symptoms such as watery eyes, watery nose, rapid sneezing and itchy throat. **Stop AllerG** is available at MRP of Rs. 60 for 5 tablets.

The Central Pollution Board recently launched an Air Quality Index to help people monitor the air quality by measuring the particulate matter in air. The particulate matter in air is made up of a number of components, including acids (such as nitrates and sulphates), organic chemicals, metals, soil or dust particles, and fragments of pollen or mould spores. The National Ambient Air Quality Standard for PM10 for residential, industrial and rural areas is 60 ug/m³. However, the same level for Ahmedabad was found to be higher, at 67ug/m³.

Particulate Matter Level in Ahmedabad

City/station	PM10 ug/m³
National Standard	60
Ahmedabad	67

Source: Ambient (outdoor) air pollution in cities database 2014

Exposure to particulate matter can cause symptoms even in healthy people such as irritation of the eyes, nose, and throat; coughing; phlegm; chest tightness; and shortness of breath. There is also a direct link between the size of particles and their potential for causing health problems. While the larger particles can irritate eyes, nose and throat ; it's the small particles which are less than 10 micrometres in diameter which pose more problems. Longer exposure to bad air lead to itchy eyes, troubled breathing, and other symptoms which are synonymous with Allergies. Allergy is a hypersensitivity disorder of the immune system of our body. Allergic reactions occur when a person's immune system reacts abnormally to normally harmless substances, present in the environment. Studies have proven that 20-30% of the Indian population suffers from at least one allergic disease, with 3.5% citizens suffering from allergic rhinitis*.

Mr. Kedar Rajadnye, COO – Consumer Products Division, Piramal Enterprises said "Increasing industrialisation and reducing natural habitats has made combating pollution a common consequence for all of us. Breathing air with high Particulate matter brings its own problems and hence today a large set of consumers face respiratory disorders. Symptoms such as watery eyes, watery nose, rapid sneezing and itchy throat are quite common and can severely impact the normal routine for an individual.

Understanding this necessity, we in Piramal Healthcare Innovation Lab have developed **Stop AllerG. Stop AllerG is a non-drowsy formulation, which can provide relief in minutes** from the symptoms of allergy. We believe this is the product will helps consumers bounce back to their life quite fast”

A recent independent survey conducted in Ahmedabad indicates that, 1 out of 3 people surveyed suffer from runny nose, watery eyes, sneezing and itchy throat every month. Almost 50% people feel that their daily work gets affected due to these symptoms. 41% of people surveyed were not aware that these symptoms could be because of allergy. While almost 2 out of 3 people either identified dust, pollution or pollen as the cause of allergy, yet they did not differentiate cold from allergy. Of those who took self-medication, 1 out of 3 take common cold medicines for symptoms like runny nose, watery eyes, sneezing and itchy throat. Variations in climatic conditions and pollution could be the triggers for such symptoms.

*Source: Indian J Chest Dis Allied Sci 2013; 55:7-8

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-know, i-can), Saridon, Supractiv Complete, Polycrol, 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 Limited

Piramal Enterprises Limited (PEL) is one of India’s large diversified companies, with a presence in healthcare, healthcare information management and financial services. PEL’s consolidated revenues were over \$ 830 million in FY2015, with approx. 70% of revenues from outside India.

In healthcare, 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 anaesthetics. It also has a strong presence in the OTC segment in India. The Molecular Imaging Division was formed in 2012 with presence in Europe and USA.

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. Its Structured Investments Division invests in various sectors including infrastructure. The total funds under management under these businesses are around \$ 2 billion. The company also has strategic alliances with top global pension funds like CPPIB Credit Investment Inc. and APG Asset Management. PEL also has long term equity investments worth over \$ 700 million in Shriram Group, a leading financial conglomerate in India.

PEL is listed on the Bombay Stock Exchange and the National Stock Exchange in India.

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