

7th May, 2024

BSE Limited

P.J. Towers, Dalal Street, Fort,
Mumbai- 400 001
BSE scrip code: 543635

National Stock Exchange of India Limited

Exchange Plaza, Bandra-Kurla Complex, Bandra
(East), Mumbai – 400 051
NSE symbol: PPLPHARMA

Sub: Press Release – Piramal Pharma Limited (PPL) launches new campaign for ‘Polycrol’ with Brand Ambassador Jisshu Sengupta

Dear Sir / Madam,

This is to inform you that the Company’s Consumer Products Division (CPD) announced the launch of its new digital campaign for 'Polycrol', it’s trusted antacid brand, featuring actor, Jisshu Sengupta as the brand ambassador.

A copy of Press Release in this regard is enclosed for your ready reference.

Kindly take the above on record.

Yours truly,

For **Piramal Pharma Limited**

Tanya Sanish
Company Secretary

Encl.: a/a

Piramal Pharma Limited

CIN: U24297MH2020PLC338592

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Piramal Pharma Limited (PPL) Launches New Campaign for 'Polycrol' with Brand Ambassador Jisshu Sengupta

Mumbai, India | May 7, 2024: Piramal Pharma Limited's Consumer Products Division (CPD) announced the launch of its new digital campaign for 'Polycrol,' its trusted antacid brand, featuring actor, Jisshu Sengupta as the brand ambassador. This collaboration marks a significant milestone in Polycrol's journey to redefine the narrative surrounding digestive wellness.

With a rich legacy spanning over four decades, Polycrol has earned the trust and confidence of millions, establishing itself as the go-to solution for those seeking quick and long lasting relief from acidity. Available in a mint and orange flavor, Polycrol is one of India's leading liquid antacid brands, and is amongst the top 3 in Eastern India, including West Bengal, Assam and Odisha. It is also available in chewable tablets form.

The campaign's central narrative revolves around a relatable scenario featuring Jisshu Sengupta as a corporate professional constantly prioritizing work over meals, leading to an inevitable encounter with acidity during a crucial presentation. In an era marked by fast-paced lifestyles and erratic eating habits, the campaign emphasizes the brand's reliability and effectiveness in providing timely relief, highlighting its role as a trusted companion in moments of need. Its high action formula starts action in 10 seconds and its highest ANP (Acid Neutralizing Potential) keeps a person relieved for long period of time.

Commenting on this collaboration, **Nitish Bajaj, CEO of Piramal Consumer Products Division** said, "We are pleased to welcome Jisshu Sengupta into the Polycrol family. His authentic connection with the people of Eastern India and his widespread appeal aligns perfectly with our brand's ethos of trust and reliability. Given his deep resonance with our objective, we look forward to an incredibly fulfilling association."

Jisshu Sengupta, Indian actor, producer, and television presenter, expressed, "As someone who understands the importance of balancing a hectic schedule with proper self-care, I am happy to represent Polycrol. The brand has made significant strides in its commitment to redefining digestive wellness, and I look forward to contributing to its journey of providing relief and comfort to millions across the region."

Aligned with its dedication to innovation and consumer satisfaction, the campaign aims to underscore the Polycrol's superior efficacy in providing quick and long-term relief from acidity and positions the brand as the ultimate solution for individuals leading busy lifestyles.

TVC Link - <https://www.youtube.com/watch?v=SHmj9qYpcTI>

About Piramal India Consumer Products Division: Piramal Pharma's India Consumer Products Division's portfolio comprises of over 30 OTC products with offerings spanning across multiple categories. It aims to be among the top three over the-counter (OTC) product companies in India. Over the last two years, the business has invested significantly in various growth levers. The Company's strategy of expanding the product portfolio and distribution network has worked well and the Consumer Products business is witnessing strong growth. For more information visit: [Piramal Pharma Limited – Consumer Products Division](#)

About Piramal Pharma Ltd: Piramal Pharma Limited (PPL, NSE: PPLPHARMA | BSE: 543635), offers a portfolio of differentiated products and services through its 17 global facilities which include end-to-end development and manufacturing capabilities and a global distribution network in over 100 countries. PPL includes Piramal Pharma Solutions (PPS), an integrated Contract Development and Manufacturing Organization; Piramal Critical Care (PCC), a Complex Hospital Generics business; and the India Consumer Healthcare business, selling over-the-counter products. In addition, one of PPL's associate companies, AbbVie Therapeutics India Private Limited (formerly Allergan India Pvt Ltd), a joint venture between AbbVie and PPL, has emerged as one of the market leaders in the ophthalmology therapy area. Further, PPL has a minority investment in Yapan Bio. In October 2020, PPL received 20% strategic growth investment from the Carlyle Group.

For more information, visit: <https://www.piramalpharma.com/>, [Facebook](#), [Twitter](#), [LinkedIn](#)

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