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CIN: L24230GJ1993PLC019050



FOR IMMEDIATE RELEASE

Sun Pharma Global Consumer Healthcare signs Indian cricket captain MS Dhoni as Revital H brand ambassador

MUMBAI – MARCH 8, 2016: Sun Pharma's Global Consumer Healthcare business today announced Indian cricket team captain M S Dhoni as the new brand ambassador of Revital H. MS Dhoni emerged as a popular choice basis a consumer research conducted by the company. MS Dhoni is a cricketer known for pushing limits and achieving more and a perfect combination of physical fitness, strategic thinking and decision making and fits well in the active lifestyle value proposition of Revital H brand.

MS Dhoni has been a successful captain of Indian cricket team for the last 10 years & has wide appeal across length and breadth of the country which is important for Revital H. The brand has a strong hold on North, Central & East part of India and seeks to strengthen its market presence in West & South India.

Twenty-five years following its launch in the Indian market, Revital H, India's leading health supplement gets a new makeover. Sun Pharma's Global Consumer Healthcare is repositioning its iconic brand for active lifestyle and being 'fit and active'. This repositioning follows a comprehensive research undertaken by the company to understand changing consumer needs. The Vitamin and Dietary Health Supplement market in India is estimated to be Rs 8,828 crore and growing at 12% with top 10 brands (of which Revital H is a part) in the category contributing almost 48% of the market revenues.

According to Subodh Marwah, Business Head - Sun Pharma Global Consumer Healthcare, *"The constant need to do more and get maximum out of every sphere of live is what's driving the increasing preferences for health supplements across India. Thus, in order to appeal to this emerging lifestyle context as well as the evolving consumption patterns in this category, we are repositioning Revital H for active lifestyles. This further builds upon its energy-building proposition. Basis our rich consumer understanding, the repositioning of Revital H from just physical energy to active lifestyle that requires physical energy as well as mental agility will enable the brand to become a holistic good health partner in everyday life."*

Commenting on this association, Indian cricket captain MS Dhoni said, *"Given the hectic and active lifestyle that we all live today, it becomes extremely important to ensure that our body is receiving the right amount of nutrition. Revital H fills the gap and helps stay healthy. Remaining fit and active is everybody's right and not just the sole domain of professional athletes. I strongly believe that the new brand positioning of Revital H will strongly resonate with the active generation of today's India and*

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become a part of their everyday life. I am very happy to be associated with this brand and look forward to working with them closely.”

Sun Pharma’s Global Consumer healthcare business is also planning to launch a new advertising campaign featuring MS Dhoni. Created by Lowe Lintas, the new Revital H TVC showcases a slice of M S Dhoni’s life and how he takes on physically demanding and mentally challenging activities easily with Revital H as his health partner. Whether it is cricket or strategy or on personal front M S Dhoni is ready to take on and give his best all the time. Revital H’s new brand campaign will go live during the most awaited and mega event ICC T20 World Cup. Sun Pharma plans to leverage TV, print and digital for the new campaign.

About Sun Pharma: (CIN - L24230GJ1993PLC019050)

Sun Pharma is world’s fifth largest specialty generic pharmaceutical company and India’s top pharmaceutical company. A vertically integrated business, economies of scale and an extremely skilled team enable us to deliver quality products in a timely manner at affordable prices. It provides high-quality, affordable medicines trusted by customers and patients in over 150 countries across the world. Sun Pharma’s global presence is supported by 49 manufacturing facilities spread across 6 continents, R&D centres across the globe and a multi-cultural workforce comprising over 50 nationalities. The consolidated revenues for 12 months ending March 2015 are approximately US\$ 4.5 billion, of which US contributes US\$ 2.2 billion. In India, the company enjoys leadership across 12 different classes of doctors with 30 brands featuring amongst top 300 pharmaceutical brands in India. Its footprint across emerging markets covers over 100 markets and 6 markets in Western Europe. Its Global Consumer Healthcare business is ranked amongst Top 10 across 4 global markets. Its API business footprint is strengthened through 14 world class API manufacturing facilities across the globe. Sun Pharma fosters excellence through innovation supported by strong R&D capabilities comprising about 2,000 scientists and R&D investments of over 7% of annual revenues.

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