



**FOR IMMEDIATE RELEASE**

## **Sun Pharma launches Volini Maxx, India's Strongest Pain Relief Spray\***

**Virat Kohli on board as new Brand Ambassador**

**Mumbai, India, August 29, 2018:** Sun Pharma Consumer Healthcare, a division of Sun Pharmaceutical Industries Ltd (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE: SUNPHARMA, BSE: 524715, "Sun Pharma" or the "Company" including its Indian subsidiaries) today announced the launch of Volini Maxx, India's strongest pain relief spray\*. The company has signed Virat Kohli, Captain of Indian Cricket Team as the new brand ambassador of Volini. A 360° marketing campaign featuring Virat Kohli goes live today.

**Speaking about his association with Volini, Virat Kohli said,** "I'm happy to partner with Volini and announce the launch of Volini Maxx - India's strongest pain relief spray\*. Athletes are required to push through pain on a regular basis, and Volini has been my trusted pain relief partner for decades. With its instant pain relief formulation, I am able to focus on my game and not the pain."

Volini Maxx is a new variant of Sun Pharma's popular brand, Volini - the No.1 pain relief spray in India#. Its unique formulation of 2% diclofenac makes it 100% stronger than the existing 1% diclofenac sprays available in the Indian market. Volini Maxx is targeted for severe pains including musculoskeletal, joint and low back. Its 360° technology ensures standardised drug delivery at all angles.

"Volini has been a trusted pain relief partner for over two decades. We are happy to introduce Volini Maxx spray which is stronger than any other topical pain relief spray available in India\*. It will provide effective relief to people suffering from back and joint pain & also in sports injuries," said **Kal Sundaram, CEO – India, Emerging Markets & Consumer Healthcare, Sun Pharma.** "Known for pushing the limits of physical endurance, Virat echoes the brand vision of constantly improving performance and not letting pain come in the way of going that extra mile," **he added.**

**Madhu Noorani, President, Lowe Lintas, said,** "Virat Kohli headlines more than every cricket match he plays. He is celebrated for his consistent performance and unmatched levels of fitness. Unstoppable, he is always seen firing on all cylinders on the field. However, this does not come easy in today's demanding competitive cricket world. A sports person's life, more than anyone else's, is liberally sprinkled with injuries and when you are knocked down, what matters most is how quickly you can come back to the game. In the Advert, Virat Kohli is seen pushing himself to the max. And while doing so he comes to a grinding halt because of pain. That's when Volini Maxx steps in to put him back on his feet. This is the central theme of the campaign...don't let pain stop you as you push your limits."



The overall topical analgesic market in India is valued at Rs. 3380 crores growing at 11% (AC Nielsen MAT June 18). Out of this, the spray category is around Rs. 356 crores growing at 18% (AC Nielsen MAT June 18).

**\* In pressurised delivery mechanism spray category, compared to other pressurised Diclofenac containing pain relief topical sprays (2% Diclofenac vs 1% Diclofenac).**

**# Source: AC Nielsen MAT June 18**

About Sun Pharmaceutical Industries Ltd. (CIN - L24230GJ1993PLC019050):

Sun Pharma is the 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 42 manufacturing facilities spread across 6 continents, R&D centres across the globe and a multi-cultural workforce comprising over 50 nationalities. In India, the company enjoys leadership across 13 different classes of doctors with 32 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 3 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 approximately 8% of annual revenues. For further information, please visit [www.sunpharma.com](http://www.sunpharma.com) & follow us on Twitter @SunPharma\_Live.

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## **FOR FURTHER DETAILS PLEASE CONTACT**

### **Media Contact**

Gaurav Chugh  
Tel : +91 22 4324 4324, Ext 5373  
Tel Direct : +91 22 43245373  
Mobile : +91 98104 71414  
E mail : [gaurav.chugh@sunpharma.com](mailto:gaurav.chugh@sunpharma.com)

### **Investors Contact**

Nimish Desai  
Tel : +91 22 4324 4324, Ext 2778  
Tel Direct : +91 22 43242778  
Mobile : +91 98203 30182  
E mail: [nimish.desai@sunpharma.com](mailto:nimish.desai@sunpharma.com)