



FOR IMMEDIATE RELEASE

Sun Pharma CHC enters anti-fungal powder OTC category with ABZORB

ABZORB will be co-promoted as a prescription & over-the-counter (OTC) product

Lowe Lintas conceptualises a first-of-its-kind film in the category

ABZORB is the trusted choice of doctors for over two decades and the No. 1 choice of skin specialists*.

Mumbai, April 30, 2018: Sun Pharma Consumer Healthcare (CHC), a division of Sun Pharmaceutical Industries Ltd (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE: SUNPHARMA, BSE: 524715, “Sun Pharma” including its subsidiaries and/or associate companies) announced its entry into the anti-fungal powder OTC category with ABZORB. The brand will be co-promoted across prescription & OTC channels in India to drive growth. Sun Pharma CHC has launched a 360° marketing campaign comprising TV, print & digital to expand consumer outreach.

ABZORB’s unique combination of talc & starch ensures superior sweat absorption and clotrimazole, one of the best-in-class anti-fungal, helps treat infection & prevents its recurrence. The new packaging design, with an angular dispensing nozzle, enhances consumer experience through targeted application. The new pack makes it easier to apply the product on difficult to reach areas thereby reducing wastage. The product is available in 100 g & 50 g packaging.

Commenting on the development, Vidhi Salgaocar, Head, Consumer Healthcare, Sun Pharma said, *“We are excited to offer consumers the Brand of Choice by dermatologists – ABZORB. Fungal infections are a common occurrence and are often left untreated because of the associated social stigma. The intent of the 360° marketing campaign is to raise consumer awareness regarding fungal infections and empower them to treat the infection and lead a healthier life.”*

The new campaign by Lowe Lintas, Mumbai uses an interesting character to convey the brand message, ***“You are not yourself when itch strikes you” or “Jab khujli sataye aap aap na reh payien.”*** Consumer research has shown that most people are uncomfortable discussing fungal infections (especially itching) with anyone (not even with their doctors sometimes). They will suffer incessant itching, irritation, pain and burning silently. Itch attacks cause a lot of embarrassment especially in the middle of a meeting or any other occasions. The sensation to itch is severe and impossible to control. The new TVC conveys the message in an interesting & engaging way and explains the product’s functionality.

Watch ABZORB TVC – [Click here](#)

Madhu Noorani, President, Lowe Lintas, adds *“We met a lot of sufferers who told us how, when an itch comes, it takes over everything... it doesn’t matter whether you are at work, out with*



family or friends, riding a bike, or driving a car, whether you are on the sports field, at a meeting, or even at that all important date... all you can think of is running to the washroom to scratch in private and get relief. That's where we got the idea of 'Jab khujali sataye, aap aap na rehe paye', where through a visual dramatization we create empathy around how an itch brings out a 'paagal' beast in you... and are able to talk about this seemingly taboo conversation in a direct yet charming way. The sign off 'Khujali nahin, Abzorb karo' is a short sticky way to make this a daily habit and keep the problem and brand intrinsic to the ad."

The anti-fungal powder category is estimated to be over Rs. 100 crore in India (IMS MAT August 2017) and ABZORB is a key player in the segment. Inconsistent weather conditions with increasing instances of high temperatures and unexpected rain has increased the incidence of fungal infections, with the category growing at over 15% every year.

* SMSRC MAT August 2017

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 41 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 12 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 & follow us on Twitter @SunPharma_Live.

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

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