



**FOR IMMEDIATE RELEASE**

## **“Apni Body Ki Suno” says the latest campaign of Sun Pharma’s Revital H**

**Mumbai, India, October 14, 2022:** 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 launched a new campaign for its flagship consumer healthcare brand, Revital H. The new campaign features Bollywood superstar and one of the fittest actors in India, Akshay Kumar. The high decibel 360° campaign which has kicked off today will air in eight key languages across TV, digital platforms & print pan India. The campaign has been conceptualized by Wunderman Thompson Mumbai.

Today’s hectic lifestyle coupled with an incomplete diet is making fatigue and lack of stamina almost a daily concern among men. While most consumers feel that their diet is adequate, more often than not, that’s not the case. ‘Apni Body Ki Suno’ aims to educate consumers to recognize the signs of fatigue caused by inadequate diet and take action by supplementing their diet with Revital H. With its unique combination of Natural Ginseng, 10 Vitamins & 9 Minerals, Revital H helps boost energy and improves stamina, ensuring that your body is charged and energetic all day, every day.

**Commenting on the campaign, Vidhi Shanghvi, Head, Sun Pharma Consumer Healthcare** said, “Revital H has been the market leader in the multivitamin category in India, helping consumers live healthier, active lives for over three decades. It is trusted by millions in the country. The new campaign is aimed at building relevance for the brand in today’s lifestyle context by educating people to take charge of their health.”

**Speaking on his association with Revital H, actor Akshay Kumar** said, “I am proud to continue my association with Revital H for the last 4 years. ‘Apni Body ki Suno’ is a fresh take by Revital H with a clear call to everyone to recognize signs of lack of energy & stamina and take charge to stay energetic and fit.”

[Click Here](#) to watch the Revital H TVC

[Click Here](#) to see Akshay Kumar’s tweet

**Samarth Shrivastava, Sr. VP & Exec Business Director Wunderman Thompson Mumbai** commented, “We have recently partnered with Sun Pharma to build Revital H into a stronger brand. The new work of ‘Apni Body Ki Suno’ captures the guiding insight plus the consumer pain point in a relatable narrative with brand ambassador advocacy, and delivers a clear message in a light-hearted way to drive relevance to the prospective consumer.”



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

Sun Pharma is the world's fourth largest specialty generic pharmaceutical company and India's top pharmaceutical company. A vertically integrated business and a skilled team enables it to deliver high-quality products, trusted by customers and patients in over 100 countries across the world, at affordable prices. Its global presence is supported by manufacturing facilities spread across six continents and approved by multiple regulatory agencies, coupled with a multi-cultural workforce comprising over 50 nationalities. Sun Pharma fosters excellence through innovation supported by strong R&D capabilities across multiple R&D centers, with investments of approximately 6% of annual revenues in R&D. For further information, please visit [www.sunpharma.com](http://www.sunpharma.com) and follow us on Twitter @SunPharma\_Live.

**FOR FURTHER DETAILS PLEASE CONTACT**

**Media Contact**

**Sun Pharma**

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**

**Sun Pharma**

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)