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Sun Pharma Launches #SecondBirthDate 2.0 Initiative with Sushmita Sen on National Doctors' Day: Celebrating Real-life Heroes

Sushmita Sen pays tribute to her doctors who gave her a second chance at life

Mumbai, July 01, 2024 - Continuing its inspiring, award-winning initiative to celebrate and honour the invaluable contributions of doctors in our lives, Sun Pharma, India's largest pharmaceutical company unveiled its #SecondBirthDate 2.0 campaign on National Doctors' Day. This year's initiative features acclaimed actress, Sushmita Sen, who has joined the movement to express her heartfelt gratitude to the real-life heroes who give us a second chance at life.

Sushmita Sen's story – <https://youtu.be/cEM611MSddo>

Building on the success of last year's campaign featuring Rishabh Pant and Mahima Chaudhry, #SecondBirthDate returns with an even greater impact this year. This year, Sushmita Sen led the charge by updating her social media handle with her Second Birth Date on June 28, 2024 and today she shared her second birth certificate with her doctors.

Commenting on the initiative, **Sushmita Sen**, said, "I am glad to be a part of this Doctors' Day initiative by Sun Pharma. Today is a day of gratitude. My doctors have given me a second chance at life, and I want to thank them from the top, middle and bottom of my heart 😊."

Kirti Ganorkar, CEO – India Business, Sun Pharma, said, "Doctors are our real-life heroes who work tirelessly to save lives, providing hope to millions. With this campaign, we want to celebrate these incredible individuals and shine a light on their selfless service. This initiative is a heartfelt thank you to doctors for their relentless dedication and devotion to improving lives."

The campaign is garnering interest from people across India, from all walks of life, including several celebrities and influencers, who have joined the movement by updating their Second Birth Date and sharing their personal stories. Film actor, Manisha Koirala, travel content creator, Ankita Kumar and gaming influencer, Sujan Mistri have all come forward to express gratitude to the doctors who have profoundly impacted their lives. View their stories here:

Manisha Koirala: <https://youtu.be/j7WHihPazbU>

Ankita Kumar: https://youtu.be/Lu_V0cAJeDI

Sujan Mistri: <https://youtu.be/lagR1gSFV5I>

"Regarding the campaign concept, **Rohit Devgun, Executive Creative Director & Arun Ganesh, Group Creative Director, Ogilvy India** said, "We can never thank doctors enough for all that they do. Last year's success encouraged us to build #SecondBirthDate into a bigger, more enduring platform - one where more people come forward and express their heartfelt gratitude to doctors. This year we flagged off this initiative by Sun Pharma with Sushmita Sen's story"

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Shekhar Banerjee, Chief Client Officer & Office Head – West, North & East, Wavemaker India said, *“The #SecondBirthDate 2.0 initiative carries on the tradition of celebrating the selfless contributions of doctors in our lives. This year's involvement of Sushmita Sen amplifies some real-life stories of gratitude and hope that doctors bring to countless individuals. It's an extraordinary initiative that casts a light on the invaluable role of doctors in our society. We are incredibly proud to be a part of such a campaign and contribute to the same.”*

Visit www.secondbirthdate.com to download and send a personalised certificate of gratitude to your doctor.

[Sushmita Sen's Instagram handle](#)



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About Sun Pharmaceutical Industries Limited (CIN - L24230GJ1993PLC019050)

Sun Pharma is a leading global specialty generics company with presence in Innovative products, Generics and Consumer Healthcare products. It is the largest pharmaceutical company in India and is a leading generic company in the US as well as Global Emerging Markets. Sun's high growth Global Specialty portfolio spans innovative products in dermatology, ophthalmology, and onco-dermatology and accounts for over 18% of company sales. The company's vertically integrated operations deliver high-quality medicines, trusted by physicians and consumers in over 100 countries. Its manufacturing facilities are spread across six continents. Sun Pharma is proud of its multi-cultural workforce drawn from over 50 nations. For further information, please visit www.sunpharma.com and follow us on [LinkedIn](#) & "X" [@SunPharma_Live](#).

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