Sun Pharma Brings Back Its #SecondBirthDate Campaign on National Doctors' Day

Para-athlete, Sumit Antil, Padma Shri & Khel Ratna Awardee, Five-Time Gold Medallist, and World-Record-Holder Joins the Initiative to Thank Doctors

Mumbai, India, July 1, 2025: Sun Pharma, India's largest pharmaceutical company, is proud to bring back its award-winning initiative, #SecondBirthDate this National Doctors' Day - a heartfelt tribute to the life-saving role doctors play in our lives. Joining the initiative this year is Javelin para-athlete, Sumit Antil, Padma Shri & Khel Ratna awardee, five-time gold medallist, and world-record-holder, who pays tribute to the doctors who stood by him and helped him rebuild his life after a life-altering accident.

Born in Sonipat, Haryana, Sumit started off as a promising young wrestler with aspirations of representing India. But in January 2015, at just 17, a tragic accident led to the amputation of his leg. Sumit Antil said, "National Doctors' Day is a moment to pause and honour our real-life heroes—doctors who work selflessly to heal and uplift others and I'm proud to be a part of Sun Pharma's #SecondBirthDate initiative. After my accident, my life was completely shattered. I had two dreams: to either join the army or become a wrestler. Both were lost in an instant. But it was the doctors who stood by me and helped me recover and rebuild my life. May 26, 2015 is a date I will never forget. It's the day I began chasing a new dream. That's why I call it my #SecondBirthDate". Sumit is set to represent India at the upcoming World Para Athletics Championship in Delhi in September 2025.

Watch Sumit Antil's story - https://bit.ly/44vU3Bb

Kirti Ganorkar, CEO – India Business, Sun Pharma, said, "#SecondBirthDate is our tribute to doctors who give people a second chance at life. What began three years ago as a humble initiative to celebrate the life of healthcare professionals has grown into a national movement, powered by countless personal stories of hope, courage, and gratitude. We are truly honoured to have Sumit Antil join the initiative this year. His resilience and determination to make a meaningful impact reflects the same spirit that drives our doctors — a shared commitment to making a difference in society".

Since its launch, #SecondBirthDate has struck a deep emotional chord with audiences across India. In 2024, actor, Sushmita Sen shared her experience of surviving a heart attack and expressed heartfelt gratitude to the doctors who helped her recover. In 2023, cricketer, Rishabh Pant reflected on his near-fatal car accident, paying tribute to the healthcare professionals who supported him through his journey to recovery.

Anurag Agnihotri, Chief Creative Officer, Ogilvy India (West) said, "For Sun Pharma, #SecondBirthDate has grown into a truly special property over the last two years. This year, we wanted to take it a step further—creating a platform that's bigger and gives more people the chance to express their gratitude to the doctors who've changed their lives. Sumit's story is a testament to resilience, purpose, and the incredible role doctors play in helping people rediscover life. This campaign is both a tribute and a call for many more stories of second chances to be told".

This year, alongside Sumit, Indian Idol winner, Pawandeep Rajan spoke about surviving a life-threatening accident, while popular social media influencer, Himani Guher also shared her personal journey of recovery and resilience.

As India gears up to celebrate National Doctors' Day, Sun Pharma's #SecondBirthDate campaign continues to grow into a powerful nationwide tribute to the unwavering dedication of doctors and the many lives they touch and transform every day. The company has rolled out a high-impact media

campaign spanning print and an extensive digital push supported by familiar voices like Sushmita Sen, who championed the cause last year and cricketer, Harmanpreet Kaur.

Visit www.secondbirthdate.com to download and send a personalised 'Thank You Card' to your doctor.

About Sun Pharmaceutical Industries Limited (CIN - L24230GJ1993PLC019050):

Sun Pharma is the world's leading specialty generics company with a presence in specialty, generics and consumer healthcare products. It is the largest pharmaceutical company in India and is a leading generic company in the U.S. as well as global emerging markets. Sun Pharma'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 multicultural workforce drawn from over 50 nations. For further information, please visit www.sunpharma.com and follow us on LinkedIn.

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Contacts

Investors		Media	
Dr. Abhishek Sharma		Gaurav Chugh	
Tel	+91 22 4324 4324, Xtn 2929	Tel	+91 22 4324 4324, Xtn 5373
Tel (D)	+91 22 4324 2929	Tel (D)	+91 22 4324 5373
Mobile	+91 98196 86016	Mobile	+91 98104 71414
E mail	abhi.sharma@sunpharma.com	E mail	gaurav.chugh@sunpharma.com

Adfactors PR

Arzoo Chhabra Mobile +91 95044 32768

Email arzoo.chhabra@adfactorspr.com