

Sun Pharmaceutical Industries Limited
SUN HOUSE, Plot No. 201 B/1,
Western Express Highway, Goregaon (E),
Mumbai 400063, India
Tel.: (91-22) 4324 4324 Fax.: (91-22) 4324 4343
Website: www.sunpharma.com
Email: secretarial@sunpharma.com
CIN: L24230GJ1993PLC019050



Sun Pharma launches ‘#SeeBeyondSugar’ campaign on World Diabetes Day: A nation-wide initiative to raise awareness about Diabetic Retinopathy

Initiative supported by Vitreo Retinal Society of India (VRSI)

Mumbai, November 14, 2025: Sun Pharmaceutical Industries Limited (Sun Pharma), India’s No. 1 pharmaceutical company by revenues and prescriptions¹, today announced the launch of its #SeeBeyondSugar campaign, a nationwide awareness and education initiative on Diabetic Retinopathy, one of the leading causes of preventable blindness among adults with diabetes. The campaign is rooted in the insight that while most people with diabetes focus primarily on controlling blood sugar, they often overlook the fact that diabetes can also lead to serious complications affecting the eyes.

India is home to over 100 million² people living with diabetes. The prevalence of Diabetic Retinopathy stands at around 12.5%, with nearly 4% affected by vision-threatening Diabetic Retinopathy³.

Kirti Ganorkar, Managing Director, Sun Pharma said, “Diabetic Retinopathy is one of the serious complications faced by people living with diabetes, yet awareness about this condition remains alarmingly low. As a leader in diabetes care, we believe it is our responsibility to raise awareness about this disease. Through the #SeeBeyondSugar campaign, our objective is to reframe the conversation by reminding patients and caregivers that diabetes management extends beyond blood sugar control and to promote early detection that can help save vision and transform lives”.

The multi-platform campaign spans digital, social media, OTT and CTV along with on-ground activations and screening camps. The digital film, available in nine languages, emphasizes how early detection of Diabetic Retinopathy can help prevent irreversible vision loss and improve long-term health outcomes.

Watch the DVC – click [here](#)

Prof. Vishali Gupta, President, Vitreo Retinal Society of India said, “Diabetic Retinopathy is one of the most common but often overlooked complications of diabetes. As per clinical guidelines, every person with diabetes should undergo an eye examination once a year to screen for this condition, yet awareness about it remains very low. There is an urgent need to educate patients about this disease, and we are happy to support Sun Pharma in this noble cause to raise awareness and encourage early detection”.

Sun Pharma will organise around 300 screening camps across hospitals and clinics in 28 cities targeting people living with diabetes. Screenings will be conducted using a non-invasive AI-powered Fundus on Phone device which aids in quick diagnosis without dilating the eye or discomforting the patient.

Sun Pharmaceutical Industries Limited
SUN HOUSE, Plot No. 201 B/1,
Western Express Highway, Goregaon (E),
Mumbai 400063, India
Tel.: (91-22) 4324 4324 Fax.: (91-22) 4324 4343
Website: www.sunpharma.com
Email: secretarial@sunpharma.com
CIN: L24230GJ1993PLC019050



The campaign has been crafted by Ogilvy & Mather, Mumbai. Talking about the thought behind the narrative, Anurag Agnihotri, Chief Creative Officer, Ogilvy India (West) said, "With this film, we wanted to show the human side of diabetes and how it touches lives beyond medicine. Through the story of a visually challenged daughter and her mother, we've captured quiet strength and love. It's a reminder that a yearly eye check-up can save more than vision and protect the moments that make life meaningful and help them #SeeBeyondSugar."

Disclaimer Statements in this "Document" describing the Company's objectives, projections, estimates, expectations, plans or predictions or industry conditions or events may be "forward looking statements" within the meaning of applicable securities laws and regulations. Actual results, performance or achievements could differ materially from those expressed or implied. The Company undertakes no obligation to update or revise forward looking statements to reflect developments or circumstances that arise or to reflect the occurrence of unanticipated developments/circumstances after the date hereof

About Sun Pharmaceutical Industries Limited (CIN - L24230GJ1993PLC019050):

Sun Pharma is the world's leading specialty generics company with a presence in Innovative Medicines, 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 Innovative Medicines portfolio spans innovative products in dermatology, ophthalmology, and onco-dermatology and accounts for about 20% 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](#) (Formerly Twitter).

Sun Pharmaceutical Industries Limited

SUN HOUSE, Plot No. 201 B/1,
Western Express Highway, Goregaon (E),
Mumbai 400063, India
Tel.: (91-22) 4324 4324 Fax.: (91-22) 4324 4343
Website: www.sunpharma.com
Email: secretarial@sunpharma.com
CIN: L24230GJ1993PLC019050



References:

¹ SMSRC (July-Sept 2025)

² Anjana RM et al. Lancet Diabetes Endocrinol. 2023 Jul;11(7):474-489

³ Agarwal M et al. Int J Diabetes Dev Ctries.2024; **44**: 32–39.

Contacts: Sun Pharma

Investors:

Dr. Abhishek Sharma
Tel + 91 22 4324 4324, Ext 2929
Tel Direct + 91 22 4324 2929
Mobile + 91 98196 86016
E-mail abhi.sharma@sunpharma.com

Media:

Gaurav Chugh
Tel +91 22 4324 4324, Ext 5373
Tel Direct +91 22 4324 5373
Mobile +91 98104 71414
E-mail gaurav.chugh@sunpharma.com

Contacts: Adfactors PR

Oorja Mehta
Mobile - +91 8879419001
E-mail - oorja.mehta@adfactorspr.com