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FOR IMMEDIATE RELEASE

Revital Brings a Fresh Perspective to India's Conversation Around Everyday Fatigue

Integrated campaign explores the role of modern lifestyles in shaping everyday energy, encouraging consumers to look beyond physical fatigue alone

Mumbai, July 15, 2026: Revital, one of India's most trusted multivitamin brands from Sun Pharmaceutical Industries Limited, has unveiled its latest integrated campaign featuring Bollywood actor Vicky Kaushal. The campaign introduces a fresh perspective on everyday fatigue, encouraging consumers to recognize that feeling low on energy may not always stem from physical exertion alone.

In today's always-on world, long workdays, constant connectivity, family responsibilities, and the mental load of everyday life can leave people feeling drained, even without significant physical activity.

Research suggests that chronic stress can influence the body's metabolism and energy balance over time. These stress-related changes may contribute to a drop in energy levels and feelings of fatigue. Building on these insights, Revital's latest campaign encourages consumers to take a broader view of everyday energy while highlighting the role of scientifically formulated nutrition in supporting everyday energy.

Actor Vicky Kaushal fronts the campaign, bringing Revital's message to life through a relatable portrayal of everyday life.

Watch the campaign film: [Revital: Stress Kam. Energy Hardam](#)

Vidhi Shanghvi, Executive Director, Sun Pharma, said, "Consumers today are navigating a fundamentally different reality, where mental demands and everyday stress are becoming just as significant as physical exertion in shaping energy levels. This shift presents an opportunity to redefine the conversation around everyday fatigue and foster a more holistic understanding of energy and well-being. At Revital, we are committed to staying ahead of evolving consumer needs through science-led innovation and trusted nutritional solutions that help people meet the demands of modern life and maintain everyday vitality."

Akshay Seth, Senior Executive Creative Director, Ogilvy India, said, "We wanted to tell a story that feels instantly familiar, but still makes people pause and rethink what they know. The multivitamin category has usually spoken about fatigue through the lens of nutrition or age. As category leaders, we saw an opportunity to shift the conversation towards another everyday reality: the impact of stress. The gym setting allowed us to contrast what people expect with what many actually experience, making the insight feel both surprising and relatable."

The integrated campaign will be rolled out across television, digital platforms, connected TV (CTV), OTT and social media, bringing Revital's message to consumers across multiple touchpoints.

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Backed by a formulation of 20 essential nutrients, including Natural Ginseng, Revital is clinically tested to reduce stress by 50% and increase energy by 30% in 30 days*. By combining a scientifically formulated nutritional solution with a relevant consumer insight, Revital continues to support people in meeting the demands of increasingly busy lifestyles while staying true to its trusted role in supporting everyday energy.

**Based on study on Revital H evaluating fatigue, tiredness, and improvement in energy.
Reference: Rabasa C. and Dickson S. L., "Impact of stress on metabolism and energy balance,"
Current Opinion in Behavioral Sciences, Volume 9, June 2016, Pages 71-77.*

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 Global Innovative Medicines portfolio spans innovative products in dermatology, ophthalmology, and oncology and accounts for about 22% 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 five 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)."

About Revital

Revital is one of India's leading nutrition and wellness brands from Sun Pharmaceutical Industries Ltd. Its flagship multivitamin is formulated with 20 essential nutrients, including Natural Ginseng, to help bridge nutritional gaps and support everyday energy needs. The brand has expanded its portfolio with specialized wellness solutions, including Revital Magnesium, Revital Biotin, Revital Omega, and Revital Recharge ORS. Trusted by millions of consumers, Revital remains committed to delivering scientifically formulated nutritional solutions that support active and healthy lifestyles.

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