

PRESS RELEASE

Piramal Enterprises Consumer Products Division Launches Garden Sciencz by Jungle Magic

- Garden Sciencz, a new botany-based educational game by the Piramal Consumer Products Division, aims to stimulate child learning and development in a fun way
- The kit looks to enable holistic growth of children by developing their Social, Thinking, Emotional and Physical (STEP) skills

Mumbai Oct 9, 2017: Piramal Enterprises Consumer Products Division today announced the launch of Jungle Magic's Garden Sciencz, an innovative, educational game to nurture learning through creativity for children between the ages of 7 and 11. Developed in the Piramal Innovation Laboratory, Garden Sciencz provides a wide expanse of practical learning for children to explore, question and gain all-round development by focussing on India's geography and vegetation diversity.

Jungle Magic, conceptualised in 2009, caters to the well-being of children by providing 'wellbeing through enchantment.'

Commenting on the launch, Mr. Kedar Rajadnye, Chief Operating Officer, Consumer Products Division, Piramal Enterprises Ltd. said, "In recent years, education and knowledge sharing has undergone a significant change, with hands-on learning being replaced by the virtual space. Through the launch of Jungle Magic's Garden Sciencz, Piramal Enterprises seeks to revive the crucial role of hands-on learning in the lives of younger children by making learning fun. We believe in holistic growth of children across four crucial skills -viz Social, Thinking, Emotional as well as Physical. We call this a STEP approach and all our products are built to develop these skills in Children".

Jungle Magic is present across multiple categories including kids perfume, sanitizer, lunch packs, mosquito bands & Tattooz. In line with its brand core, Jungle Magic will be introducing new educational games for kids in the age group of 4-14yrs.

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About Consumer Products Business at Piramal Enterprises:

The Consumer Product Business is one of the fastest growing players in the Domestic Consumer Healthcare Market and is currently ranked 5th amongst all OTC players in India. The Business has a portfolio of brands like Saridon, Lacto Calamine, I range of Products (i-pill, i-know, i-can), Quik Kool, Polycrol, Jungle Magic, Tetmosol, Caladryl, Littles, Naturo lax, Lacto Bacil plus etc. and has six brands amongst the top 100 Indian OTC brands. Most of the brands in the portfolio are either No 1 or No 2 in their respective categories. The business has a strong distribution footprint and covers all the 20k+ population towns across the country.

About Piramal Enterprises Limited

Piramal Enterprises Limited (PEL) is one of India's large diversified companies, with a presence in Financial Services, Pharmaceuticals and Healthcare Insights & Analytics. PEL's consolidated revenues were over US\$1.3 billion in FY2017, with 51% of revenues generated from outside India.

In Financial Services, PEL provides comprehensive financing solutions to real estate companies. The division's Corporate Finance Group (CFG) also provides senior and mezzanine growth capital to various businesses across varied sectors that are integral part of India's growth story. The Division has also launched Distressed Asset Investing platform that will invest in equity and/or debt in assets across sectors (other than real estate) to drive restructuring with active participation in turnaround. The total funds under management under all these businesses are over US\$5.5 billion. The Company has recently launched a retail housing finance vertical. The Company also has strategic alliances with top global funds such as APG Asset Management, Bain Capital Credit, CPPIB Credit Investment Inc. and Ivanhoé Cambridge (CDPQ). PEL also has long term equity investments worth ~US\$1 billion in Shriram Group, a leading financial conglomerate in India.



In Pharma, through an end-to-end manufacturing capabilities across 13 global facilities and a large global distribution network to over 100 countries, PEL sells a portfolio of niche differentiated pharma products and provides an entire pool of pharma services (including in the areas of injectable, HPAPI etc.). The Company is also strengthening its presence in the Consumer Product segment in India.

PEL's Healthcare Insights & Analytics business, Decision Resources Group, is the premier provider of healthcare analytics, data & insight products and services to the world's leading pharma, biotech and medical technology companies and enables them to take informed business decisions.

PEL is listed on the BSE Limited and the National Stock Exchange of India Limited in India.

For more information:

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