



Piramal Enterprises receives 'Silver Award' for iCan at the APPIES APAC Awards

September 19, 2016; Mumbai: Piramal Enterprises has been felicitated with the Silver Award for its iCan "FairSexFairSay" women's day campaign at the APPIES APAC Awards, at the National University of Singapore Society, Singapore.

APPIES, a highly acclaimed annual festival, showcases the most creative and inspirational ideas in marketing communications across Asia.

The iCan FairSexFairSay campaign, conceptualized by McCann World Group India has been awarded to Piramal Enterprises under the 'Social and Environment' category for APPIES APAC 2016. Spanning across a total of 73 cases from India, Japan, Malaysia, Singapore, Australia, Vietnam, Hong Kong, Indonesia, Thailand and China; Piramal Enterprises is among 20 companies to be awarded a medal. iCan has been making a remarkable impression since 2013, when it won the Bronze Award for the 'iCanhelp queries' at the INK Newspaper Awards.

#FairSexFairSay campaign focused on encouraging women to take charge of their lives and have equal say in contraception. The campaign was extremely successful and garnered recognition across all platforms.

Kedar Rajadnye, Chief Operating Officer – Consumer Products, Piramal Enterprises said, "The iCan FairSexFairPlay campaign win at APPIES is an important achievement for us. We would like to thank the jury for recognising this campaign which created very good traction in India. This campaign was conceptualised to give an equal voice to women in matters of contraception and conception. This campaign has further strengthened our brand positioning as women's intimate confidante. We launched I-Can in 2011 and has received great acceptance within our target group. The win at APPIES reassures our core values of Knowledge, Action and Care. At Piramal Consumer Products, with all our brands like Saridon, Lacto Calamine, I range of Products (i-pill, i-know, i-can), Caladryl, Littles, Naturo lax, Tetmosol, Tetmosol Total, Quik Kool, Polycrol, Jungle Magic & Lacto Bacil plus focus on health, wellness and self-care solutions for our consumers and are happy to see the consumers as well as the jury showing confidence in the work we do.

Also, speaking about the iCan win, **Prasoon Joshi, Chairman, McCann Worldgroup Asia Pacific,** said "It's always a joy to win awards, my sincere thanks to the APPIES jury on behalf of McCann team and the team at Piramal who have always believed in us and value long term relationship".

The campaign generated online debate of more than 1.3 million participants across the social media. It became No.1 trend on Twitter with 71 million impressions. It achieved 5.2 million impressions on Facebook. Campaign featured on popular digital portals like BUZZFEEDS and SCOOPWHOOP, generated ~1.1 million organic views on You tube and increased the traffic to website by 850%. Within 4 hours, it became the No.1 trending hash-tag in India 5 times, also remained top 10 trending for most part of the day. It clocked 27% engagement rate vs. industry benchmark of 1.5%. And finally, the "FairSex" in India got "Fair Say."

You tube Video Link: <https://youtu.be/fDIVUFbVYAU>

Facebook Video Link:

<https://www.facebook.com/icanhelpin/videos/vb.147822202046711/594242134071380/?type=2&theater>

Website: icanhelp.in



About Piramal Enterprises Limited

Piramal Enterprises Limited (PEL) is one of India's large diversified companies, with a presence in Healthcare, Healthcare Information Management and Financial Services. PEL's consolidated revenues were over \$ 830 million in FY2015, with approx. 70% of revenues from outside India.

In healthcare, PEL is one of the leading players globally in CRAMS (custom research and manufacturing services) as well as in the critical care segment of inhalation and injectable anaesthetics. It also has a strong presence in the OTC segment in India. The Molecular Imaging Division was formed in 2012 with presence in Europe and USA. PEL's healthcare information management business, Decision Resources Group, is amongst the top 20 US market research organizations which provide information services to the healthcare industry.

In financial services, PEL, through its Piramal Fund Management Division, provides comprehensive financing solutions to real estate companies. The Structured Investment Group ("SIG") provides long term patient mezzanine growth capital to capital intensive businesses which are integral part of India's growth story. The total funds under management under these businesses are over \$ 2.7 billion. The company also has strategic alliances with top global pension funds like CPPIB Credit Investment Inc. and APG Asset Management. PEL also has long term equity investments worth over \$ 700 million in Shriram Group, a leading financial conglomerate in India.

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

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 7th 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 6 brands amongst the top 100 Indian OTC brands. Most of the brands in the portfolio are either No 1 or No2 in their respective categories. The business has a strong distribution footprint and covers all the 20k+ population towns across the country.

For Media Queries:

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