

## PRESS RELEASE

### **Tollywood superstar and Polycrol Brand Ambassador, Prosenjit Chatterjee celebrates Maha Ashtami with his fans**

- *The actor urges his fans to enjoy Durga Pujo and its feasts, while staying acidity-free*

**Kolkata, 28th September 2017, Kolkata:** On the occasion of Maha Ashtami, Kolkata's favourite Tollywood superstar and brand ambassador of Polycrol Antacid, Prosenjit Chatterjee, visited the Kolkata Pouro Karmachari Sarbojanin Durgotsab Samity Pandal in Hazra Park (Jatin Das Park) to celebrate Durga Pujo with his fans.

**Addressing his fans present at the Pandal, Prosenjit said,** "Durga Pujo is actually the celebration of 'life' and it is the most anticipated time of the year for many of us. This has also been a hectic time for me professionally, with the release and recent success of my film, 'Yeti Obhijaan'. Yet, I haven't shied away from gorging on some of my favourite Pujo delicacies like Kosha Mangsho, Fish Kobiraji, Shingara and some spicy Puchkas. But on the downside, a combination of heavy, spicy foods, irregular meals and lack of sleep can often aggravate my acidity, for which I use an effective antacid like Polycrol."

**A product by Piramal Healthcare, Polycrol** has helped relieve acidity for millions of consumers, since the past 50 years. Irregular eating patterns, fasting and then enjoying the rich and spicy festive cuisine, as it happens during festivals such as Durga Pujo, may often lead to acidity. Polycrol contains activated dimethicone, magnesium hydroxide and aluminium hydroxide, all of which work collectively to neutralise stomach acids and release entrapped gases in the stomach, providing express relief..

Keeping Indian palates and preferences in mind, Piramal Healthcare launched a new, refreshing, Paan flavoured variant of Polycrol earlier this year. Going forward, there are plans for more such variants.

"Polycrol has been a part of my household and it has truly been a saviour for me. I carry a bottle of Polycrol with me wherever I go, so I can eat what I want without worrying about acidity. This Durga Pujo, I would urge all my fans to enjoy the festivities, and eat to their heart's content. I wish everyone a Shubho Maha Ashtami!" added Prosenjit.

**On October 1st, Prosenjit's fans will also have the chance to interact with the superstar online, via Facebook Live. Follow Polycrol's Facebook page, Piramal.Polycrol, for updates.**

----- Ends-----

#### **About Piramal Enterprises Limited:**

**Piramal Enterprises Limited (PEL)** is one of India's large diversified companies, with a presence in Pharmaceuticals, Healthcare Insights & Analytics, and Financial Services. PEL's consolidated revenues were over US\$1.3 billion in FY2017, with 51% of revenues generated from outside 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, is the premier provider of healthcare analytics, data & insight products and services to the world's leading pharma, biotech and medical technology companies and enable them to take informed business decisions.

**Piramal Finance Limited**, is the financial services arm of Piramal Enterprises, the flagship company of the Piramal Group. Piramal Finance provides both wholesale and retail funding opportunities within real estate and non-real estate sectors. Within real estate, the platform is capable of providing financing solutions across the entire capital stack ranging from early stage private equity, structured debt, senior secured debt, construction finance as well as Flexi Lease Rental Discounting (within real estate). Apart from real estate, the wholesale business also includes a separate vertical, called the Corporate Finance Group, which aims to provide customized funding solutions to companies across sectors such as infrastructure, renewable energy, roads, industrials and auto components. The total funds under management under these businesses are US\$ 5 billion. Piramal Fund Management Private Limited acts as a fiduciary, advising institutional and retail investors alike, through customized strategies such as the Mumbai Redevelopment Fund focused on slum rehabilitation and the Apartment Fund focused on bulk buying individual units as well as larger separate account mandates through its partnerships with leading global pension funds such as APG Asset Management, Bain Capital Credit, CPPIB Credit Investment Inc., and Ivanhoe Cambridge.

Given the size, scale and market relevance of the wholesale lending business, it was a natural progression to assess opportunities within the retail lending space. Piramal Finance has recently received a license from the National Housing Bank (NHB) to operate a retail housing finance vertical. Piramal Housing Finance Private Limited, a subsidiary of Piramal Finance Limited, offers home loans as well as loans against property and construction finance for small developers. At the same time, the platform has also piloted an expansion into lending towards Small and Medium Enterprises (SMEs) with the formation of an Emerging Corporate Lending group. This will enable access to smaller corporates who are typically not covered by traditional wholesale lending channels. With both of these endeavors, the platform will further diversify and extend its services across the entire spectrum of financing and establish a blueprint for further growth.

**Piramal Housing Finance**, a subsidiary of Piramal Finance Limited, enables a natural progression towards the retail segment i.e. home loans, loans against property and construction finance for smaller developers. By relying on the wholesale finance and fiduciary business which caters to the entire life cycle of a real estate project right from early stage equity to senior secured debt and construction finance, Piramal Housing Finance is able to leverage existing relationships with multiple stakeholders (developers, distributors), a sharper focus on the end customer, substantially reduced TATs in both credit scoring and disbursement, use of technology as an enabler and a unique set of differentiators to propel growth within the home finance segment.

PEL also has long term equity investments worth over US\$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 in India.

#### **For Media Queries:**

#### **PIRAMAL ENTERPRISES LIMITED, CORPORATE COMMUNICATIONS:**

Name: Dimple Kapur/Rohan Sharma

Tel: +91 22 3351 4083/4094

Email: [dimple.kapur@piramal.com](mailto:dimple.kapur@piramal.com); [rohan.sharma@piramal.com](mailto:rohan.sharma@piramal.com)

#### **PUBLIC RELATIONS CONSULTANT, GENESIS BURSON-MARSTELLER**

Name: