

## Press Release

### **Piramal Enterprises Limited (PEL) and Tata Memorial Centre (TMC) forge alliance to advance understanding of cancer biology and develop tools for personalized medicine**

- *Focus on understanding disease biology and predicting response to treatment in preclinical models*
- *Address critical need of personalized medicine in cancer care*
- *Understand mechanism of drug action*

**April 1, 2013; Mumbai:** Piramal Enterprises Limited (PEL) and Tata Memorial Centre (TMC) today announced that they will collaborate to enable the development of valuable tools to better understand disease biology and predict responses to various treatments for cancer patients.

**The new alliance between the two organizations will focus on the development of preclinical cancer models to enhance the understanding of disease biology, treatment response/resistance and biomarkers as they relate to diagnosis, prognosis and response to drugs.** These models will be based on tumor tissues from cancer patients and are predicted to have better translational relevance than the currently used human cancer cell line models. Scientists at TMC and PEL hope to gain a better understanding of the mechanisms through which various drugs work on different cancers. This research could lead to new therapies and predict the medicine best suited to treat an individual cancer patient.

"Our collaboration with Piramal Enterprises addresses a critical need in cancer care, which is widely accessible and cost effective personalized medicine for cancer patients," said **Dr Rajendra Badwe, M.D., Director of Tata Memorial Centre.**

**Dr Swati Piramal, Vice Chairperson of Piramal Enterprises Ltd.** commenting on the development said, "We are excited to begin this collaboration with Tata Memorial Centre, which is India's leading centre associated with cancer treatment. We hope that the insights we gain from this alliance will ultimately lead to new treatment options for cancer patients."

The New Chemical Entity (NCE) Research division of Piramal Enterprises focuses on the discovery and development of innovative medicines to improve the lives of patients suffering from cancer, diabetes, metabolic disorders and inflammatory conditions. It has a state-of-the-art Research Centre in Mumbai and comprehensive capabilities spanning target identification all the way through clinical development.

For further information please visit: [www.piramalenterprises.com/nce](http://www.piramalenterprises.com/nce)

**About Piramal Enterprises Ltd:**

Piramal Enterprises is one of India's largest diversified companies, with a presence in pharmaceutical, financial services and information management sectors. Piramal Enterprises had consolidated revenues of \$ 500 million in FY2012. In the pharmaceutical space, PEL is one of leading custom manufacturing players globally, has presence in the global critical care segment with a portfolio of inhalation and injectible anesthetics, and its OTC business is ranked no. 7 in India. PEL is also engaged in drug discovery & research and has a strong pipeline of development products. In the financial services space, PEL has a real estate focused PE fund – Indiareit and a NBFC that is focused on lending to real estate and education sector. Recently, PEL has also entered the global information management industry through acquisition of a US based company - Decision Resources Group.

For further information please visit: [www.piramal.com](http://www.piramal.com)

**About Tata Memorial Centre:**

Tata Memorial Centre is the national comprehensive cancer centre for prevention, treatment, education and research in cancer and draws expertise from its team of highly qualified and dedicated world-class surgeons, oncologists, pathologists and allied health care professionals.

For further information please visit: <https://tmc.gov.in/>

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