



Piramal Enterprises Partners with Indian Pharmaceutical Association to Educate Stakeholders on Responsible Self-Care

Mumbai, India; 19th April 2017: Piramal Enterprises' Consumer Products business has partnered with the Indian Pharmaceutical Association (IPA), to promote responsible self-care to over 5,000 chemists in India, starting in the Eastern region. In line with Piramal Group's values of Knowledge, Action, Care and Impact, the initiative has been undertaken to provide educational information and spread awareness to pharmacists and the public on responsible self-care. IPA is the national professional body of pharmacists engaged in various facets of pharmacy.

Piramal Enterprises is committed to promoting the highest professional and ethical standards in pharmacies. The focus of the partnership is to establish pharmacists as competent healthcare professionals. As part of the activity, Piramal Enterprises and IPA jointly will organize Chemist Awareness Programmes (CAP) in different locations across India. This programme will focus on 'responsible self-care', and chemists will be certified by IPA based on their performance. Through this partnership, both Piramal Enterprises and IPA will host an array of speaker series where professionals from the industry will discuss on various aspects of self-care.

Self-medication is a common practice in India. Through this programme, Piramal Enterprises will work towards increasing awareness on the adverse side-effects of self-medication. This partnership will equip pharmacists' to distinguish between ailments that require the doctor's attention and need treatment with prescription medicines, versus minor ailments that can be treated with over the counter solutions.

Kedar Rajadnye, Chief Operating Officer - Consumer Products, Piramal Enterprises said, "At Piramal, our objective is to empower consumers to treat their needs causes that can disrupt their daily routines, at their convenience. The first step towards achieving this is by educating chemists on responsible self-care. In India, consumers are unaware of the side effects of self-medication and depend on chemists for advice. This association with the IPA, is a testament to Piramal Enterprises' vision of educating consumers with dedicated and legitimate information on responsible self-care."

Manjiri Gharat, Vice-President and Chairperson, Community Pharmacy Division of Indian Pharmaceutical Association (IPA) said, "We are delighted and privileged to be associated with Piramal Enterprises, since the collaboration plans to work towards educating consumers on the right aspects of self-medication by training of community pharmacists who are the first point of contact for the consumers/patients. This activity will highlight pharmacists as a source for primary care. They can advise, and increase awareness on the correct use of medications, based on their knowledge of medicine, and their effect on the body."

The partnership series will kick off with a session in Kolkata on April 19, 2017, followed by dedicated sessions in Guwahati (May 2017), and Bhubaneswar (June 2017). For more information, please visit www.piramal.com

About Piramal Enterprises Limited

Piramal Enterprises Limited (PEL) is one of India's large diversified companies, with a presence in Pharma, Healthcare Information Management and Financial Services. PEL's consolidated revenues were around US\$1 billion in FY2016, with 61% of revenues from outside India.



In Pharma, 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 anesthetics. It also has a strong presence in the OTC segment in India. 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 Division's Structured Finance Group (SFG) also provides senior and mezzanine growth capital to various businesses across varied sectors that are integral part of India's growth story. The total funds under management under these businesses are US\$4.4 billion. The Company also has strategic alliances with top global funds such as APG Asset Management, Bain Capital Credit and CPPIB Credit Investment Inc. 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.

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 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.

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