

Press Release

Piramal Enterprises launches India's first ever Benzocaine based throat spray* - Throatsil

- Throatsil is a sore throat pain relief product
- The product's USP is its 3 in 1 Action i.e. relief from throat pain, fights throat infection and soothes cough.
- It comes in a unique spray format which helps reach back of the throat
- Simple packaging makes it handy for traveling purpose

Chennai / Coimbatore, 1st March 2016: Piramal Enterprises Consumer Products division recently announced the launch of India's first ever Benzocaine based throat spray – '**Throatsil**', a sore throat pain relief product. It is currently launched in two markets of Southern India namely – Chennai & Coimbatore. Throatsil comes in a unique spray format which helps reach back of the throat. It has a 3 in 1 Action that gives relief from throat pain, fights throat infection and soothes cough. The product contains Amylmetacresol BP & 2 and 4-dichlorobenzyl alcohol which helps reduce infection in the throat and Benzocaine which is like a local anesthetic commonly used as a topical pain reliever or in cough drops.

Kedar Rajadnye – President & Chief Operating Officer, Consumer Products Division, Piramal Enterprises said "We have always believed that the consumer is empowered to take his/her own decision. Our products in the OTC category essentially target the problem solving space and help the consumer solve problems that disrupts their day-to-day lives. Our recent launch – Throatsil caters to the unmet need for sore throat relief in the self-care space. Environmental changes, pollution and contamination of air have led to frequent throat infections. Throatsil will help consumers achieve quick recovery and return to their regular lifestyle."

**Increasing levels of air pollution and spread of infections in an urban lifestyle are known to be some of the main reasons for various respiratory infections. Exposure to particulate matter can cause sore throat pain, which causes irritation, and can cause mild discomfort to severe pain in throat. The National Ambient Air Quality Standard for PM10 for residential, industrial and rural areas is 55 ug/m³. However, the same level for Chennai and Coimbatore was found to be higher, at 67. 72 ug/m³. This study and research has led to the test launch of Throatsil in these cities.

"Our study and research shows that Tamil Nadu is second largest state in India affected with throat infections. Hence, we have chosen two cities in the state – Chennai and Coimbatore to conduct our test launch." added Kedar.

Throatsil's simple packaging i.e. spray format and light weight bottle makes it handy for traveling purpose. Throatsil is available at an **MRP 149 for 45ml** in menthol flavour.

About Consumer Products Division:

The Consumer Products division of Piramal Enterprises is one of the fastest growing players in the Domestic Consumer Healthcare Market. The leading brands in the portfolio includes Lacto Calamine range (Moisturizer, Sun-Shield, Renue), I products (i-pill, i-know, i-can), Saridon, Supractiv Complete, Polycrol, Itchmosol, Jungle Magic (Perfumes, Banditz, Sanitizer & Lunch Packz), Tetmosol, Caladryl etc. The distribution footprint has been expanded to cover all the 481+ one lakh plus population towns across the country to ensure that the products are available at the nearest Chemist/Cosmetic Outlet on time - in full.

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 Bombay Stock Exchange and the National Stock Exchange in India.

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