

## **Piramal Enterprises' expands its Jungle Magic portfolio with the launch of Banditz**

- Piramal Enterprises' OTC division expands its child care product portfolio through its Kids Wellbeing Division
- Jungle Magic is the umbrella brand for all child care products that are being launched by Piramal Enterprises
- Jungle Magic to be a Rs 100 crore brand over the next 5 to 7 years
- Jungle Magic to launch five to six unique products targeting 0 -12 age group in the next two years

**Mumbai, April 8, 2013:** Piramal Enterprises Ltd announces the launch of Jungle Magic's Banditz, a unique toy cum mosquito repellent band for children. Jungle Magic, Banditz is a revolutionary mosquito repellent to be introduced in India for the first time. With this launch Piramal Enterprises expands their children portfolio which is at present small .

"Mothers are very sensitive when selecting products for their child's personal and hygiene usage. After crossing 5 years the children have very limited scope to choose personal care products, either they are forced to choose products that parents use or kids variants of adult brands or they have to continue using infant products. The reason we launched Jungle Magic range is to bring in natural products that are safe and yet unique," said **Dr Swati Piramal, Vice Chairperson, Piramal Enterprises** at the launch of Banditz, the mosquito repellent band introduced for children in the age bracket of 5 to 11 years.

"The launch of Banditz demonstrates the commitment of Piramal's Consumer Products Division to kids' wellbeing. If you see the overall kids market is estimated to be above Rs.20,000 crore, which is spread across FMCG, apparel, toys, dental care, nutrition & food, gizmos etc. We are providing children with a personalized solution that suits their age. We see Jungle Magic as an umbrella brand that would touch over Rs 100 crore, and become one of our superbrands over the next 5 to 7 years," said **Ms. Nandini Piramal, Executive Director, Piramal Enterprises.**

The Jungle Magic product range today has children perfumes that provide aromatherapy benefits while the bottles look like unique personalized toys. It comes in fruity fragrances such as green apple, strawberry, grapes, pomegranate, lemon and orange with minimal alcohol content. The six variant fragrances also denote six unique characters called Crawlly (Caterpillar), Doggy (Dog), Catty (Cat), Owl (Owl) Duckky (Duck) and Penggy (Penguin).

The Jungle Magic mosquito bands are normal slap-on bands which is a rage among children. The wrist band contains 'citronella essence' which is 100% natural, non-

toxic and chemical free. It produces a fragrance that works as an effective and durable mosquito and insect repellent and provides outdoor protection to children. To make it appealing to children the Banditz variants denote four unique characters including Lizzy (lizard), Spidey (Spider), Froggy (Frog) and Batty (bat). The waterproof silicon anti allergy bands is safe for younger children and each band lasts for 15 days.

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**About Consumer Products:**

OTC division is one of the fastest growing players in domestic consumer healthcare market in India. The leading brand in the portfolio includes Lacto calamine, I products (i-pill, i-sure, i-can), Saridon, Supractive Complete, Polycrol, Tri-active, Itchmosol, Jungle Magic etc. The division has largest field force in the industry covering more than one lakh towns across the country more than 100,000 people, and currently service 400,000 chemists and general stores.

**About Piramal Enterprises:**

Piramal Enterprises Ltd is the flagship company of Piramal Group and is a world leader in the business verticals it is present in i.e. Healthcare, Lifesciences, Information management, Capital and Defense. It ranks among India's largest private sector companies, with a growth track record of 24% CAGR since 1988. In 2010, it completed pharmaceutical industry's most historic deal with Abbott, where the domestic formulations business was valued at an unprecedented 9x sales and approximately 30x EBITDA.

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