

## **Piramal Enterprises' Consumer Product division ropes in Juhi Chawla as brand ambassador for their brand 'Jungle Magic'**

**Mumbai, 17 December, 2014:** Piramal Enterprises' Consumer Product division has roped in renowned actor Juhi Chawla as a brand ambassador to endorse their kid's well-being range- '**Jungle Magic**'.

Jungle Magic is the umbrella brand for kids' wellbeing products under the auspices of the Consumer Products division of Piramal Enterprises Limited. The core essence of the brand Jungle Magic is to provide parents with innovative solutions for day to day problems encountered in caring for their child's health & wellbeing. With a range of 'kid enchanting' wellbeing products across categories like anti mosquito bands and patches, hand sanitizers, perfumes and smart tiffins, for the 5-11 year olds, the Jungle Magic brand is soon becoming the brand of choice for kids and mothers alike.

**Mr. Kedar Rajadnye, President & COO - Consumer Products Division, Piramal Enterprises** said, "As mothers are very sensitive when selecting products for their child's personal care - a great deal of attention is given to ensure kids safety, efficacy and proof of action. The primary objective of the brand is in providing wellbeing solutions that personify wellness and fun. We are very happy to have Juhi Chawla as the brand ambassador for the Jungle Magic Brand. Being a loving, caring and most importantly an experienced mother herself, Juhi's association with the brand would go a long way in reaching out to parents who could well do with some friendly advice and tips with respect to caring for their child's health and wellbeing."

Speaking on her association actor **Juhi Chawla** said, "In today's day and age, despite the technological advancement in general healthcare and self-care awareness, kids across India most often than not still continue to fall prey to illnesses and health hazards the incidence of which could be highly reduced if not totally avoided. As a mother myself, it is easy for me to relate to the challenges that other mothers face in caring for their child's health and wellbeing on a day to day basis. I am delighted to be associated with the Jungle Magic, as the primary focus and objective of this brand is equip mothers with wellbeing solutions that are not just efficacious but endearing for the child as well."

Jungle Magic **Mosquito Banditz & Tattooz** are Jungle Magic Mosquito Banditz are slap-on mosquito repellent bands and stick patches medically coated with Citronella oil extract, a naturally occurring plant essential oil that acts as an effective & potent all natural mosquito repellent. With exciting character designs and options these bands are not just effective but stylish as well. The **Jungle Magic Fruity Perfumes** are available in a range of fancy animal shaped bottles. These perfumes contain elements of essential oils that help in making a child feel fresh and revitalized. **Jungle Magic Hand Sanitiz** is a hand sanitizer specially designed for kids. These sanitizers come packaged in a child friendly pack out available in three animal friend options. These hand sanitizers with their fruity fragrances don't just rid your hands of 99% germs but leave your hands smelling great as well. "Clean your hands", is what you tell your child before eating his meal. **Jungle Magic Lunchpackz** helps you achieve exactly this when your child is at school. This lunch-box has been designed in manner where the sanitizer bottle locks the lid of the box in place thus ensuring

that the child is reminded to sanitize his hands before his meals. Lunchpackz is available in three character options of Dino, Parry & Pandy that all kids will love.

**About Consumer Products:**

The Consumer Product division is one of the fastest growing players in the Domestic Consumer Healthcare Market. The leading brand in the portfolio includes Lacto Calamine range (Moisturizer, Sun-Shield, Renue), I products (i-pill, i-sure, i-can), Saridon, Supractiv Complete, Polycrol, Tri-active, 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 \$ 750 million in FY2014, 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. Its Structured Investments Division invests in various sectors including infrastructure. The total funds under management under these businesses is around USD 2 billion. The Company also has strategic alliances with top global pension funds like CPPIB Credit Investment Inc. and APG Asset Management. PEL has also made long term equity investments of around USD 1 billion 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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