

## PRESS RELEASE

### **Piramal Pharma Consumer Products Division's Tri-Activ Disinfectant Spray For Multi-Surfaces is 99.9% Effective Against the Covid-19 Virus in 1 Minute**

**Mumbai, India | October 27, 2020:** Piramal Pharma Limited's Consumer Products Division today announced that its Tri-Activ Disinfectant Spray for multi-surfaces is **"99.9% effective against the Covid-19 virus in 1 minute"**. This spray has been tested and proven for efficacy as well as fast action on the Covid-19 virus by an independent accredited US-based lab.

The Tri-Activ Disinfectant Spray can be used to disinfect a variety of hard and soft surfaces including delivery parcels, non-leather car interiors and shoes, glass table tops, door handles and knobs, lift buttons, children's toys and cycles, and non-satin clothes, sofas, curtains and mattresses. Its regular usage also keeps fungus and mould away from high touch surfaces. This spray is available in 3 pack sizes – 100ml (convenient to carry), 230ml (medium) and 500ml (large) at affordable prices.

**Nandini Piramal, Director, Piramal Pharma Limited** said, "With the threat of Covid-19 and the uncertainty around it, the demand for sanitization and disinfectant products is on a significant rise as personal hygiene and environment sanitization is of paramount importance. Piramal's Consumer Products Division launched the Tri-Active range of products with an aim to provide complete protection to its consumers by catering to their various personal and household needs. Our Tri-Activ Disinfectant Spray is tested and proven to be 99.9% effective against the corona virus in 1 minute. Committed to our purpose of Doing Well and Doing Good, we're now enabling more consumers to make their world 'Tri-Activ' safe."

Piramal's Consumer Products Division recently launched its disinfectant product portfolio under the brand name Tri-Activ in Q1 FY2021. The products under this portfolio offer customers a complete range of protection from virus, bacteria and other germs. In addition to having adopted a WHO approved hand sanitizer liquid, this range comprises a variety of products including disinfectant spray, hand sanitizer gel, multi-purpose disinfectant liquid, as well as a 6-layer protective face mask with an anti-virus coating.

Adopting an e-commerce first strategy, the complete Tri-Activ range of products is available across all major sales channels including general trade, modern trade and leading e-commerce platforms. Tri-Activ sprays and sanitizers are available at 50,000+ outlets in 177 towns in India across chemist and non-chemist channels. Currently, ~3,000 Tri-Activ range products are sold daily over e-commerce, contributing to ~50% of the range's total sales.

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**About Piramal India Consumer Products Division:**

Piramal Pharma's India Consumer Products Division's portfolio comprises 20 brands with offerings spanning across multiple categories. It aims to be among the top three over-the-counter (OTC) product companies in India. Over the last two years, the business has invested significantly in various growth levers. The Company's strategy of expanding the product portfolio and distribution network has worked well and the Consumer Products business is evolving into a strong player in India's OTC market.

For more information visit: [Piramal Pharma Limited – Consumer Products Division](#)

**About Piramal Enterprises Ltd:**

Piramal Enterprises Limited (PEL), a publicly listed company in India, has diversified business interests in Financial Services and Pharmaceuticals. PEL's consolidated revenues were ~US\$1.7 billion in FY2020, with ~34% of revenues generated from outside India.

Piramal Pharma Limited (PPL), a subsidiary of PEL, offers a portfolio of differentiated products and services through end-to-end manufacturing capabilities across 14 global facilities and a global distribution network in over 100 countries. PPL includes: Pharma Solutions, an integrated contract development and manufacturing (CDMO) business; Critical Care, a complex hospital generics business and the Consumer Healthcare business, selling over-the-counter products in India. In addition, it has a joint venture with Allergan, a leader in ophthalmology in the Indian formulations market. In October 2020, PPL received 20% strategic growth investment from the Carlyle Group.

In Financial Services, the Company offers a wide range of financial products and solutions, with exposure across both wholesale and retail financing. The wholesale lending business provides financing to real estate developers, as well as corporate clients in non-real estate sectors. Within retail lending, the Company offers housing loans to individual customers and is building a multi-product retail lending platform. India Resurgence Fund (IndiaRF), the distressed asset investing platform in partnership with Bain Capital Credit, invests in equity and/or debt across non-real estate sectors. The Company has long-standing partnerships with leading institutional investors that include - CPPIB, APG, Bain Capital Credit, CDPQ, and Ivanhoé Cambridge. PEL also has equity investments in the Shriram Group, a leading financial conglomerate in India.

For more information visit: [www.piramal.com](http://www.piramal.com), [Facebook](#), [Twitter](#), [LinkedIn](#)

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