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Note: Figures in previous periods might have been regrouped or restated, wherever necessary to make them comparable to current period.



Management attendees



Ajay Piramal
Chairman
Piramal Group



Nandini Piramal
Chairperson
Piramal Pharma



Peter DeYoung
Chief Executive Officer
Global Pharma



John Fowler
Chief Operating Officer
CDMO



Stuart Needleman
Chief Commercial Officer &
Chief Patient Centricity Officer
CDMO



Michael Logerfo
President & COO
Complex Hospital Generics



Nitish Bajaj Chief Executive Officer India Consumer Healthcare



Vivek Valsaraj
President & CFO
Piramal Enterprises Limited



Hitesh Dhaddha
Chief Investor Relations Officer
Piramal Enterprises Limited



Agenda

Duration	Topics	Presenters	Designation	Slide
15 Min	Evolution of the Pharma business and recent capital raise	Ajay Piramal	Chairman, Piramal Group	4
40 Min	Piramal Pharma – Key Highlights	Nandini Piramal Peter DeYoung	Chairperson, Piramal Pharma CEO, Global Pharma	10
65 Min	Business Segments			27
20 Min	Contract Development and Manufacturing Organization (CDMO)	John Fowler Stuart Needleman	Chief Operating Officer, CDMO Chief Commercial Officer & Chief Patient Centricity Officer, CDMO	28
20 Min	Complex Hospital Generics (CHG)	Michael Logerfo	President & COO, Complex Hospital Generics	40
20 Min	India Consumer Healthcare (ICH)	Nitish Bajaj	CEO, India Consumer Healthcare	51
5 Min	Ophthalmology branded products	Vivek Valsaraj	President & CFO Piramal Enterprises Limited	62
30 Min	Closing Remarks and Q&A	Nandini Piramal Peter DeYoung	Chairperson, Piramal Pharma CEO, Global Pharma	64





Our Purpose and Core Values



Our Purpose

Doing Well & Doing Good

Serving people

We aim to serve our customers, community, employees, partners and all other stakeholders by putting their needs and wellbeing first.

Making a positive difference

We aim to make a positive difference through our products, services, customer-centric approach and innovation-led research.

Living our values

We live by our values in our everyday actions, decisions and conduct, at a personal as well as a professional level.

Knowledge

Expertise

We strive for a deeper understanding of our domain.

Innovation

We aspire to do things creatively

Action

Entrepreneurship

We are empowered to act decisively and create value

Integrity

We are consistent in our thought, speech and action

Care

Core Values

Trusteeship

We protect and enhance the interests of our customers, community, employees, partners and shareholders

Humility

We aspire to be the best, yet strive to be humble.

Impact

Performance

We strive to achieve market leadership in scale and profitability, wherever we compete

Resilience

We aspire to build businesses that anticipate, adapt and endure for generations.





Phases of our Evolution

1988 2010 2020 onwards¹ **Piramal Healthcare Piramal Enterprises Domestic Formulations Piramal Pharma Financial Services Pharma Solutions CDMO** Wholesale Lending **Nicholas Laboratories Critical Care Complex Hospital Generics** Multi-product Retail Lending OTC **India Consumer Healthcare Alternative AUM India NCE** JV with Allergan **Diagnostic Services** Other Investments Created one of the leading Indian Pharmaceutical Companies over two • Significantly scaled up the pharma businesses since Abbott deal • Entered the pharma space through the decades acquisition of Nicholas Laboratories in 1988 • Building a large well diversified Financial Services business Sold the Domestic Formulations business to Series of M&As, JVs and Alliances and • Subsidarized pharma businesses and raised fresh capital from Carlyle Abbott in 2010

Moving from a multi-sector conglomerate structure into focused listed entities within Pharma and Financial Services

• Strengthened the balance sheet through multiple capital raise initiatives

Note: (1) Sold 10% stake in Shriram Transport in Jun-2019; PEL currently holds ~20% stake in Shriram Capital Ltd. and ~10% stake in Shriram City Union Finance

Laboratories

Sold Diagnostic Services to Super Religare



various organic initiatives

1

...enabling consistent performance and long-term shareholder value creation

Strong medium and long-term performance



- 25%⁷ annualized returns to shareholders over the last 32 years
- INR 6,547 Crs (US\$ 896 Mn)⁴ returned to shareholders since FY 2011
- Cumulative 10-year pre-tax profit⁵ of INR 11,142 Crs (US\$ 1.5 Bn)⁶ between FY2011-FY2020

Notes: (1) FY1988 Revenue and PAT numbers were for the year ending June 30, 1988; (2) Normalized Net profit; FY2020 excludes one-time impact of gain/loss from sale of business; reversal of Deferred Tax Asset (DTA) and Minimum Alternate Tax (MAT) credit and additional provisions created on account of COVID-19, net of tax; (4) FY2011 PBT excludes exceptional items, e.g. gain on sale of Domestic Formulations business; (5) US\$/INR = 73.07 (as of December 31, 2020); (6) 9 year CAGR since Abbott deal; (7) Total shareholder returns are as on February 23, 2021



Pharma Equity Capital Raise



Closed one of the largest PE deals in the Indian pharma sector with The Carlyle Group

US\$ 490m

Raised as fresh equity

for a 20% stake in the Pharma business

US\$ 2.7 bn

Enterprise Value (EV) of the Pharma business based on the deal



Affirmation of the strength of our ability to build new, attractive, scalable and sustainable businesses



The deal further strengthens the Company's balance sheet



To accelerate organic and inorganic growth plans

Completed in

Oct-2020

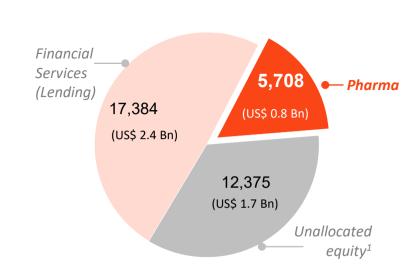
Built a differentiated Pharma business valued at an Enterprise Value (EV) of US\$ 2.7 - 3.1 Bn



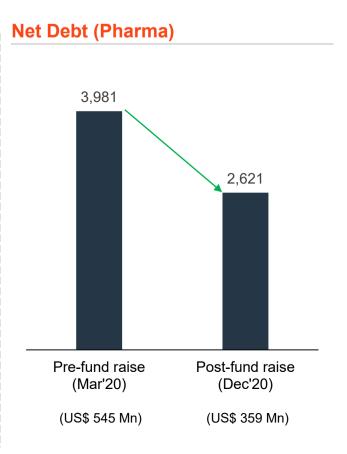
Strengthened and deleveraged the Balance Sheet

(in INR Crs)

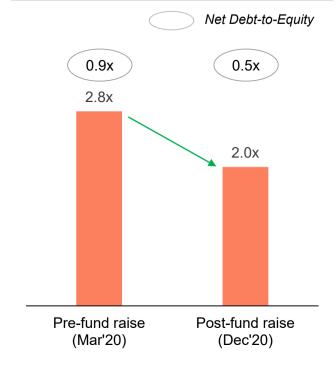
PEL Segment wise Equity Allocation (As on Dec-2020)



Overall Equity: INR 35,467 Cr. (US\$ 4.9 Bn)²



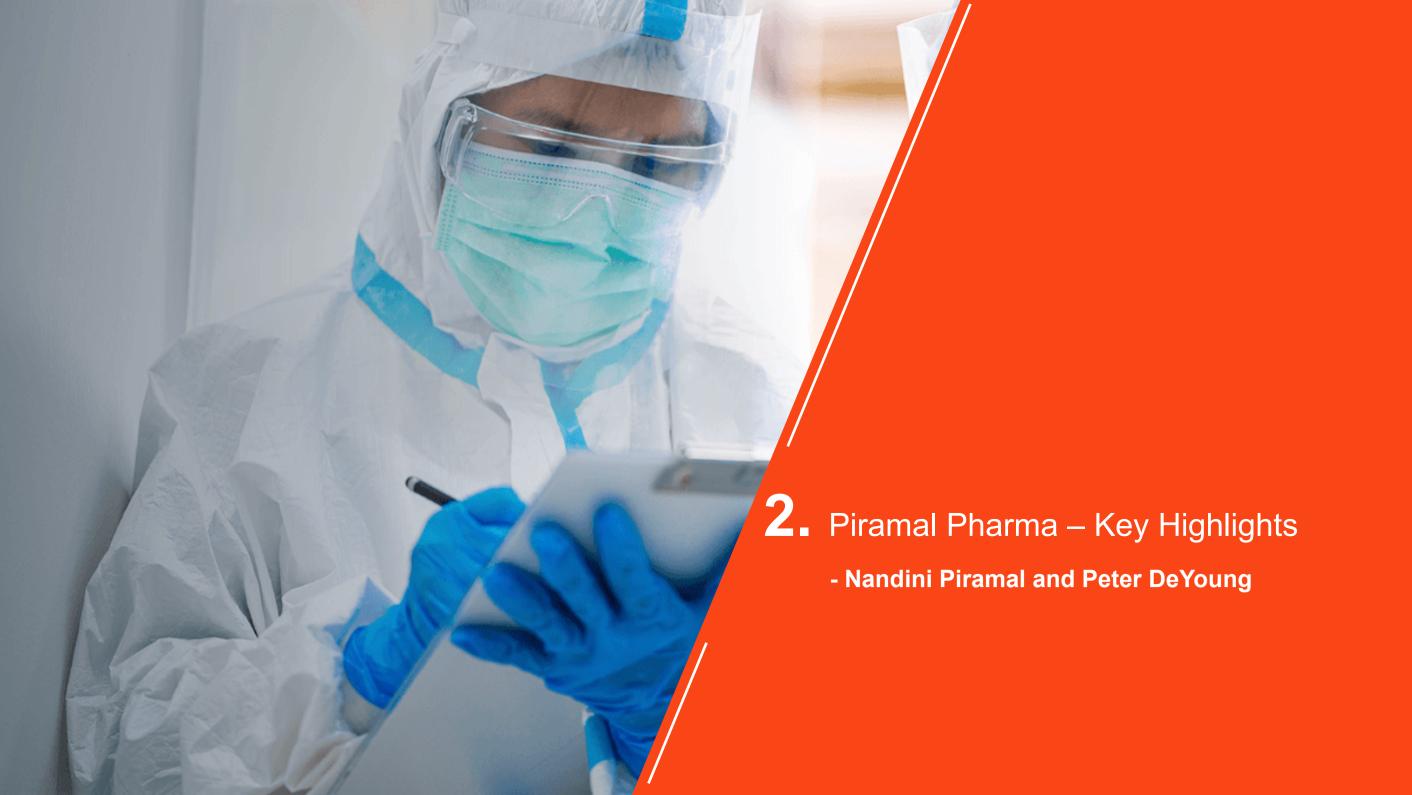
Net Debt-to-EBITDA (Pharma)



Carlyle capital raise to significantly strengthen pharma balance sheet for future organic and inorganic opportunities`

Notes: (1) Primarily includes investments in Shriram, receivables from DRG sale (2) US\$/INR = 73.07 (as of December 31, 2020)





Pharma business with global operations and footprint

















Notes: (1) FY20 revenue and EBITDA; (2) Excludes financials corresponding to JV with Allergan (Piramal has 49% stake in this JV); (3) CCPL JV (Piramal has 51% stake in this JV) financials have been consolidated on a stake adjusted basis (i.e. 51%) in Complex Hospital Generics segment; (4) CAGR from FY11 to FY20; (5) Since 2011; (6) US\$/INR = 73.07 (as of December 31, 2020)



Key Highlights: Piramal Pharma Limited

- 1 Targeting attractive, large, and growing markets with high entry barriers
- 2 Businesses with strong position in respective market segments
- 3 Best-in-class quality track record
- 4 Patient and customer centricity
- 5 Differentiated competitive positioning across businesses
- 6 Global leadership team
- 7 Proven organic and inorganic growth track record
- 8 Diversified presence across regions, capabilities & customer categories
- 9 Robust financial performance track record

The company has a track record of building scalable differentiated pharma businesses with world class talent in attractive markets through profitable organic and inorganic growth







Targeting attractive, large, and growing markets with high entry barriers

Business segment	Target market ¹	Structural growth drivers and high barriers to entry
CDMO	US\$55-70bn⁴ (Global)	 Growing pharma R&D and outsourcing, especially by emerging biopharma Emergence of high growth areas such as ADCs, HPAPIs and sterile injectables High switching costs and need to reduce time to market for customers
Complex Hospital Generics	Over US\$50bn (Global)	 Concentrated market with fewer competitors than other generic markets Better pricing environment due to market dynamics and challenges around supply Possibilities of entering into Long term contracts with customers and GPOs
India Consumer Healthcare	US\$6-10bn (India)	 Fast growing base of young, urban consumers with increasing health consciousness Highly underpenetrated consumer healthcare market in India Evolving retail landscape and emergence of e-commerce channel
Ophthalmology Branded Products	US\$350m (India)	 Rising numbers of people with glaucoma or retinal disease as they age Strong untapped potential with India accounting for 25% of the world's blind

Notes: (1) Management estimates, industry articles; (2) Inhalation anesthesia; (3) Sterile injectables; (4) Estimated market size for small molecules within the CDMO segment



Ophthalmology

Businesses with strong position in respective market segments

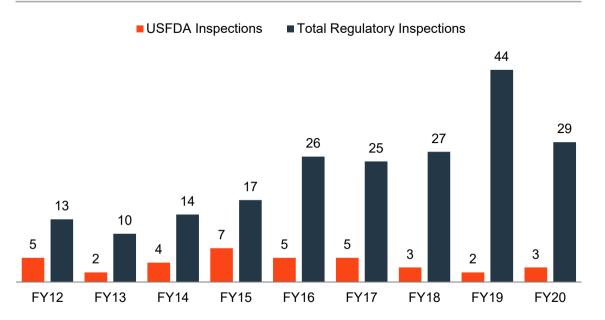
Business segment	Segment overview	Market position ¹	FY20 revenue
CDMO	Presence across the drug lifecycle including discovery, development, clinical and commercial manufacturing of APIs and formulations	13th largest CDMO globally	INR 3,154 Crs (US\$ 432 Mn) ³
Complex Hospital Generics	Presence in inhalation anesthesia, injectable anesthesia and pain management, injectable intrathecal therapy and other injectables	4 th largest inhaled anesthesia player globally	INR 1,853 Crs (US\$ 254 Mn) ³
India Consumer Healthcare	Nationwide sales and marketing infrastructure and a portfolio of 21 brands in attractive segments	#11 rank in OTC segment in India	INR 418 Crs (US\$ 57 Mn) ³
Ophthalmology Branded Products	Market leader in the fast growing ophthalmology category in India	#1 in ophthalmology segment in India	INR 393 Crs (US\$ 54 Mn) ³
Total ²			INR 5,419 Crs (US\$ 742 Mn) ³



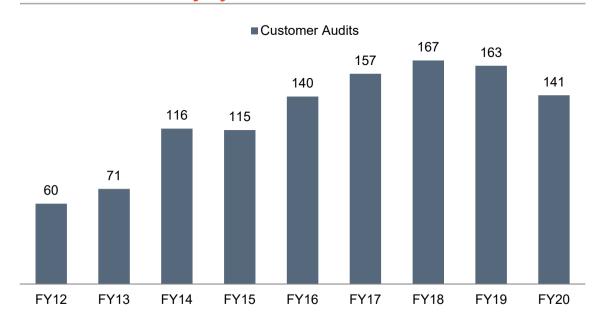
Notes: (1) Management estimates based on relevant set; (2) Revenue of India Ophthalmology Branded Products is not part of INR 5,419 Cr. (US\$ 742 Mn); (3) US\$/INR = 73.07 (as of December 31, 2020)

Best-in-class quality track record

200+ Regulatory Inspections with no OAI



~150 audits annually by customers



- ✓ Successfully cleared 36 USFDA inspections, 186 other regulatory inspections, and 1,203 customer audits since start of FY12
- ✓ Successfully completed 17 regulatory inspections and 73 customer audits during FY21
- ✓ No 'Official Action Indicated (OAI)' for any of our USFDA audits
- ✓ Advancement journey from 'Quality for Compliance' to 'Quality as a Culture', with a focus on systems, processes, technology and people
- ✓ Quality function reports directly to a Board Member



Focus on Patient and Customer Centricity: source of differentiation

Focusing on Customer-centricity and Patient-centricity drives our organization to provide flexible high-quality service while aligning us with our customer partners on our shared goal of serving patients

CDMO

- Customer focused integrated business development function
- Single point of contact for all of the customer's needs
- Firm wide measures to make the customer the focal point of attention
 - Senior management involvement
 - 1-on-1 customer mapping to leadership team for top clients
 - Software suite in place
 - Periodic surveys and workshops
- Dedicated Patient Awareness Councils

Complex Hospital Generics

- Hearing voice of Patients and Customers
- Aligning operations with customer and patient needs
- Cultural and mindset shift to put patients at the center of everything
- Patient self awareness surveys
- Patient centricity council
- Regular customer communication

India Consumer Healthcare

- Expanding access of self-care, to the masses, through traditional distribution channels and Ecommerce
- Ensuring product awareness among consumers and retailers through media and direct communication
- Using first-hand research, custom studies and data analytics in decision making

Evolved from being a 'Product-Centric' business to a 'Customer-Centric' and a 'Patient-Centric' business



CDMO: differentiated competitive positioning



Global integrated service offerings for innovative and generic drugs across the entire drug lifecycle from discovery through to commercial



Services for individual customers and **active pharmaceuticals ingredients** / **finished dosage formulations products** for multiple customers



Expertise in niche, complex and high margin areas like high potency, antibody drug conjugates, sterile injectables and hormones



Flexible integrated global manufacturing in North America, Europe, and India



Serving as 'strategic partner of choice' to big pharma, emerging biopharma and generics companies





Complex Hospital Generics: differentiated competitive positioning



Global complex hospital generics platform



Defensible and differentiated portfolio of inhalation anesthesia and broad portfolio of injectables



Strong product pipeline at various stages of development



Products sold in over 100 countries via direct sales force in key markets including US, UK, Germany and Italy and distribution partners elsewhere



Vertically integrated for inhalation anesthesia and leveraging relationships with a **global network of partners** for sterile injectables



India Consumer Healthcare: differentiated competitive positioning



Portfolio of 21 brands across categories including analgesics, skin care, VMS¹, kids wellness, digestives, women's health and hygiene & protection (Covid)



Category leading brands including Saridon, Little's, Supradyn, Tetmosol, i-range and Lacto Calamine



Distributed by company's own field force of 1,200 people



Direct reach to 200,000+ outlets in 1,500+ towns across India



Leveraging **e-commerce** to further drive sales growth

Notes: (1) Vitamins, Minerals and Supplements





A highly experienced and global senior management team

Strategic Group Leadership



Nandini Piramal Chairperson, Piramal Pharma



Peter DeYoung
CEO, Global Pharma

Business Leadership team



John Fowler COO – CDMO



Stuart Needleman CCO – CDMO



Michael Logerfo
President & COO – Complex
Hospital Generics



Nitish Bajaj CEO – India Consumer Healthcare

Corporate functions at parent level



Vivek Valsaraj President & CFO



S.K. Honnesh Group General Counsel



Vikram Bector President and Group CHRO



Viral Gandhi President & Group CIO



Jatin Lal President – M&A



Rashida Najmi SVP - Global Quality

More than 200 years of experience cumulatively, including over 90 years with the Group





Proven track record of organic & inorganic expansion

Healthy ROI on Organic Investments

Segment

Key organic investments over last 5 years

CDMO

- Recent examples of good returns on capex
 - Discovery Services addition of labs
 - Development Services site expansion
 - Riverview additional labs
 - Grangemouth GMP/WFI

Complex Hospital Generics

- Recent examples of good returns on capex
 - Sevoflurane capacity increase
 - Isoflurane API capacity increase
 - Bottling output increase

India Consumer Healthcare

- Sales promotion on several brands, key ones include:
 - Little's
 - Tetmosol
 - Saridon
 - Lacto Calamine
 - Polycrol

~15 acquisitions successfully executed and integrated since 2011

Segment

Key acquisitions over last 5 years

CDMO

- 5+ acquisitions
 - ADC facility in Grangemouth
 - Sterile injectables facility in Lexington
 - High potency API facility in Riverview
 - Oral Solid Formulations in Sellersville

Complex Hospital Generics

- Multiple successful acquisitions
 - Intrathecal therapy portfolio from Mallinckrodt
 - Injectable anesthesia and pain management portfolio from Janssen

India Consumer Healthcare

- Acquired several brands following a "string of pearls" strategy
 - Including i-pill, Naturolax, Digeplex, Caladryl and Little's

Consistent track record of organic and inorganic growth

Notes: (1) GMP/WFI: Good Manufacturing practice / Water for Injection; (2) ADC: Antibody-drug conjugates; (2) US\$/INR = 73.07 (as of December 31, 2020)



Case Studies: M&A transactions

	Portfolio	Investment	Initiatives post acquisition	Financial performance (Acquisition vs FY20)
	Ash Stevens (Riverview facility) CDMO	US\$ 43 Mn in September 2016	 ~US\$14m towards expanding site/capabilities Set up the highly potent wing and added 2 suites Leveraging site to provide integrated services Key site customers now served by other sites as well such as Aurora, Digwal and Ennore Ongoing investments in HPAPI¹ labs, office expansion 	Revenue: US\$ 20 Mn to US\$ 39 Mn EBITDA Margins increased by 16%
	Intrathecal therapy (Gablofen® & Mitigo [™]) Complex Hospital Generics	US\$ 171 Mn in March 2017	 FDA approval and successful launch Integration into National Accounts team Increased uptake with large customer accounts 	EBITDA Margins increased by 10%
Littles	Little's Baby care brand India Consumer Healthcare	INR 75 Crs (US\$ 10 Mn) in November 2015	 Leadership position on key categories such as baby wipes and feeding bottles Building brand equity via national media campaigns Strong pipeline of product extensions to be launched through 'E-commerce first' strategy 	Revenue: INR 21 Crs (US\$ 3 Mn) to INR 50 Crs (US\$ 7 Mn) (FY21E)

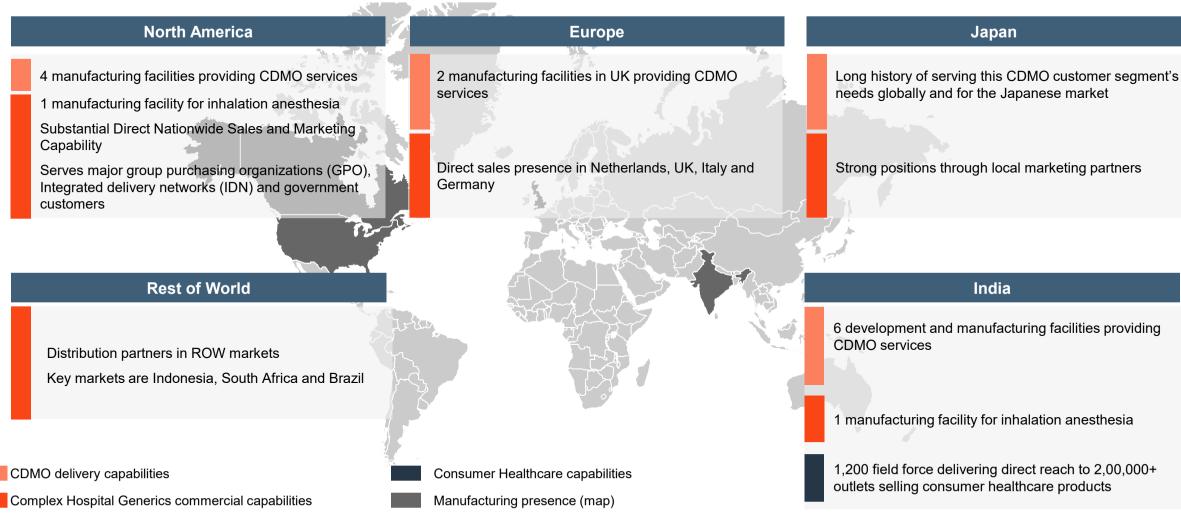
Notes: (1) High Potency Active Pharmaceuticals Ingredients



Diversified model with global capabilities and focus on regulated markets

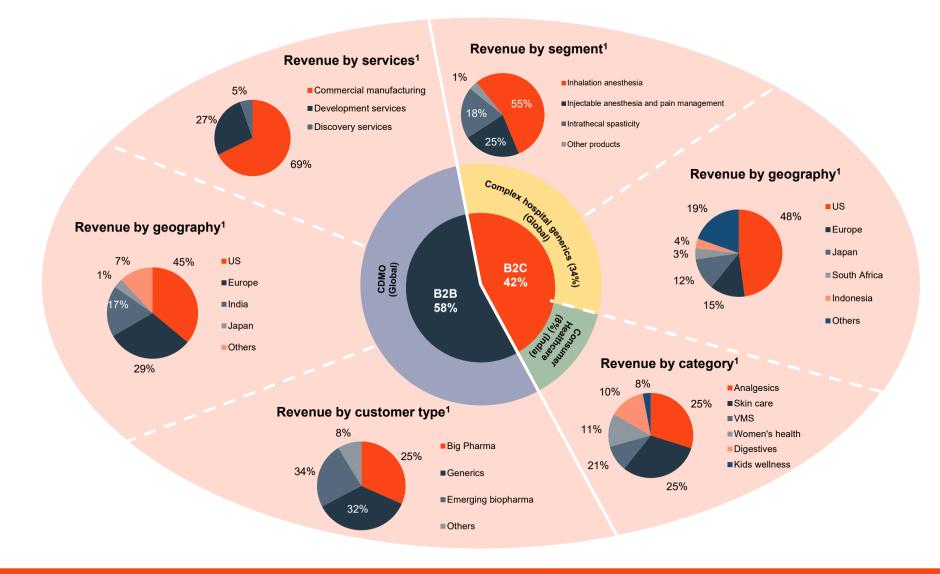
14 manufacturing & Development facilities globally – Key sites USFDA inspected

Ophthalmology





Diversified presence across regions, capabilities & customer categories

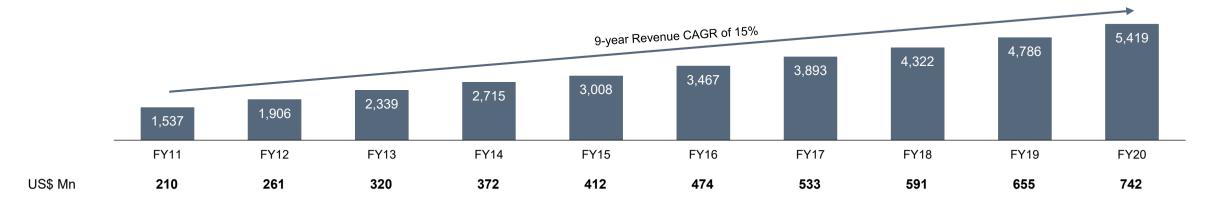




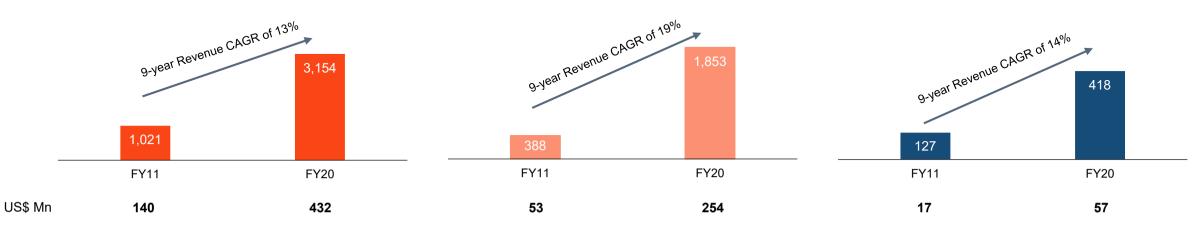


Consistent long-term track-record of revenue growth

Consolidated revenue (In INR Crs)



CDMO Complex Hospital Generics India Consumer Healthcare

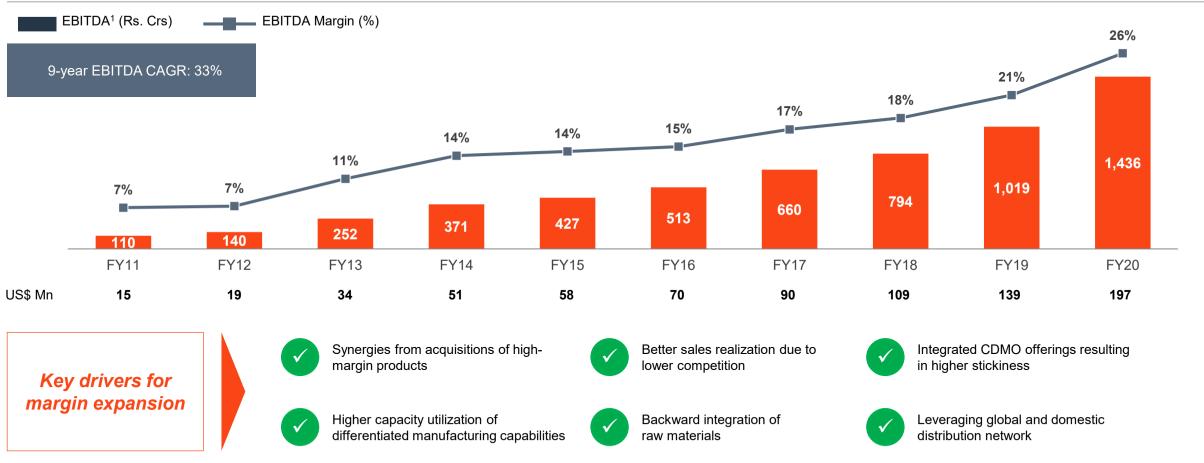


Notes: (1) Consolidated Revenue includes CDMO, Complex Hospital Generics and India Consumer Healthcare and certain Forex income; (2) FY2016-20 results prepared based on IND AS, prior periods are IGAAP



Significant improvement in EBITDA over the last few years





Notes: (1) FY2016 - FY2020 results prepared based on IND AS, prior periods are IGAAP; (2) US\$/INR = 73.07 (as of December 31, 2020)



Business Segments

Peter DeYoung John Fowler Stuart Needleman Michael Logerfo Nitish Bajaj **Vivek Valsaraj**

Pharma

FY20 Revenue : INR 5,419 Crs (US\$ 742 Mn)

CDMO

Complex
Hospital
Generics

FY20 revenue:
INR 3,154 Crs

FY20 revenue:
INR 1,853 Crs

FY20 revenue:
INR 418 Crs

(US\$ 254 Mn)

34% of total

JV with Allergan

FY20 revenue: INR 393 Crs (US\$ 54 Mn)

(US\$ 57 Mn)

8% of total



(US\$ 432 Mn)

58% of total



Overview

Highlights

- Integrated services across the cycle; seamless phase III to commercial launch
- Supported 40+ launches; 4 NCEs launched in 2020
- Strong R&D with expertise in niche and complex technologies
- Over 500 customers

Offerings

- **Discovery**: comprehensive range of research services
- Development: pre-clinical, phase I, II, and III
- Commercial: APIs and FDFs
- Commercially approved Patented products supported increased from 8 in FY17 to 19 in FY21

Capabilities

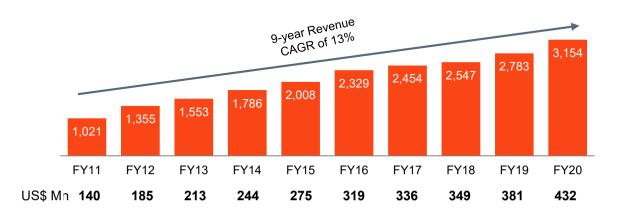
- 12 facilities across US, Canada, UK and India providing global delivery capabilities
- Diversified manufacturing footprint enables customer / market proximity and cost efficient production

M&A

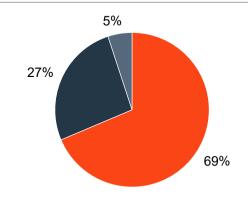
Moving up the value chain through several successful acquisitions:

- 2020: Sellersville, US (Dosage)
- 2016: Ash Stevens, US (HPAPIs)
- 2015: Coldstream Labs, US (injectables CDMO)
- 2011: Oxygen Bio, India (discovery services)

Revenues (INR Cr.)



FY20 revenues by segment



- Commercial manufacuring
- Development services
- Discovery services

Revenues from NCE Development have more than doubled over the last 3 years, attracting better margins & feeding the patent commercial pipeline

Note: NCEs - New Chemical Entity; ADC - Antibody Drug Conjugate; FDF - Finished Dosage Formulations



Key business highlights

- 1 Sizeable Pharma market with attractive growth profile
- 2 Large end-to-end global CDMO service provider with integrated capabilities
- 3 Blue-chip customer base served from global manufacturing base
- 4 Expertise in differentiated and complex technologies
- 5 Levers for profitable growth







Sizeable and attractive Pharma market with favorable tailwinds

Key industry trends

~US\$1.22tn Global pharma market

Global Pharma

Industry witnessing

resilient growth,

driven by

- Pharma CAGR of 4.7% vs GDP growth of 3.4%
- Growing R&D spending at a CAGR of 4.8%
- Increasing FDA approvals over time



Growing global population



Ageing population



Rise of chronic diseases



Growth in global medicine spend

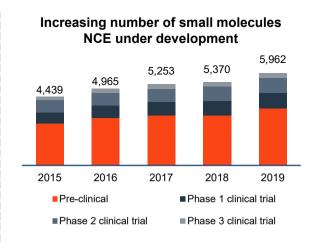


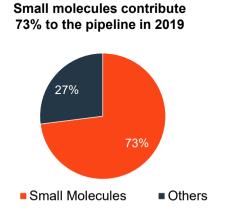
Increase in R&D spending



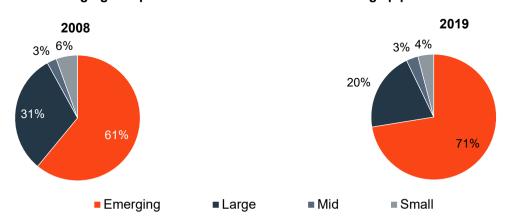
Supportive funding environment

Pipeline growth driven by emerging biopharma & small molecules





Emerging companies accounted for 71% of late stage pipeline



Source: https://bit.ly/2W6KENu, https://bit.ly/3qJ9O2V, https://bit.ly/3a1qop2

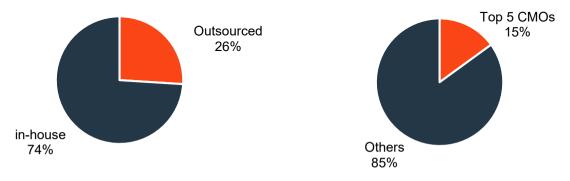


Large CDMO market with an attractive growth profile across various segments



- ✓ Total market for CDMO services is ~US\$120bn, growing at 6-7%
- ✓ Small molecules lead the pipeline, contributing to 70% of the CDMO market
- ✓ CDMOs witnessing growth as pharmaceutical companies continue to increase outsourcing to "integrated service providers"

Underpenetrated and fragmented CDMO market



Source: Management Estimates, industry reports

Pharma players increasingly preferring to outsource

- Increased focus on core competencies
- Move towards more asset-light model
- Increased speed to market
- Access to technical capabilities
- Capacity constraints and regulatory requirements



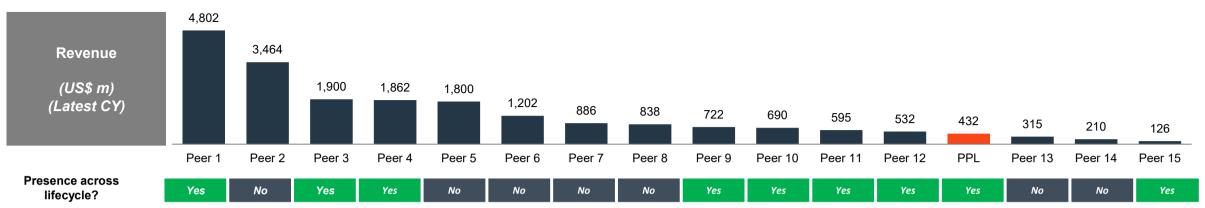


Large CDMO providing services across all phases of drug lifecycle...

A portfolio of services across all phases of drug lifecycle...

	Discovery	Development (Pre-clinical, Phase I, Phase II, and Phase III)	Commercial manufacturing (On-patent and Off-patent)
Facilities	India – Ahmedabad	 India – Ahmedabad, Ennore, Digwal North America – Aurora, Lexington, Riverview, Sellersville UK – Grangemouth, Morpeth 	 India – Digwal, Pithampur, Ennore, Mahad North America – Aurora, Lexington, Riverview, Sellersville UK – Grangemouth, Morpeth
Highlights	>90% repeat businessNorth America and Europe account for 95%+ of revenue	 Pipeline of ~120 molecules across phases 1, 2 and 3 Robust increase in win rate over the years 	 50+ APIs and 65+ FDFs across therapeutic areas Ability to manufacture across a wide range of scale in API as well as formulations

... Makes PPL one of the few global integrated CDMOs with significant scale



Note: Peer set includes, in no particular order: Aenova, AMRI, Bachem, Cambrex, Catalent, Divi's, Famar, Fareva, Lonza, Patheon, Recipharm, Siegfried, Suven Pharmaceuticals, Vetter, and Wuxi Apptec



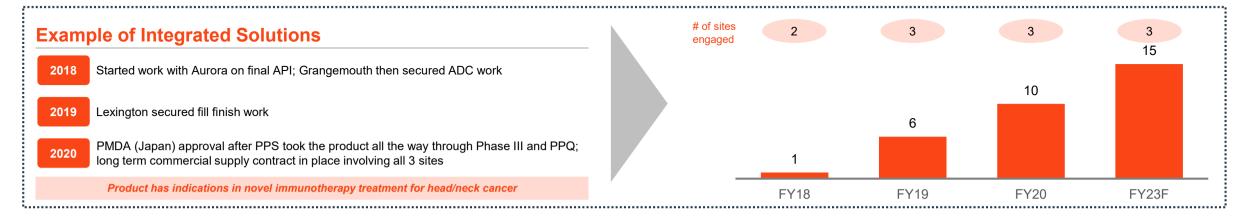
...through a global integrated solutions platform leveraging integrated projects to grow key accounts

Integrated Solutions

- The platform leverages the extensive network of discovery, development and commercial manufacturing capabilities located across sites
- Customers benefit from
 - reduced time-to-market
 - reduced operational complexity, and
 - lower supply chain costs to meet their requirements
- Track record of executing over 125 integrated projects

Capabilities across sites

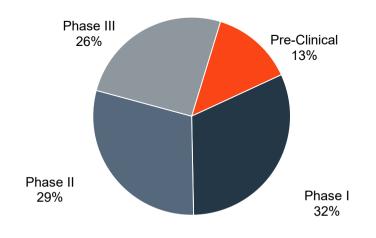
Site	Drug Substance	Drug Product	Both Drug Product and Drug Substance
PDS	✓		
PPDS		✓	
Ennore	✓		
Digwal	✓		
Pithampur		✓	
Riverview	✓		
Lexington		✓	
Aurora	✓		
Morpeth			✓
Grangemouth	✓		
Sellersville		✓	



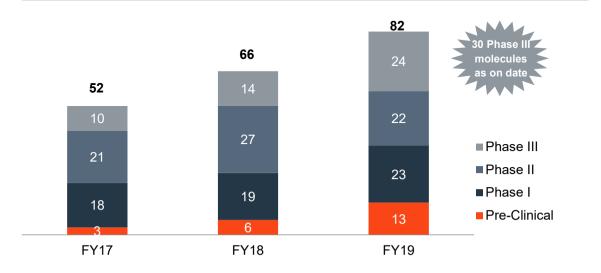


Comprehensive range of services lead to healthy growth in order book

Breakdown of revenue by phase (FY19)



of molecules by phases



- ✓ Significant growth in commercial products under patent, increased from 11 to 19 in the past 2 years
 - Revenue has increased from \$7 Mn in FY17 to \$32 Mn in FY20 (CAGR 66%)
- ✓ 5.5x increase in order book of integrated projects from FY17 to 9M FY21; 24% increase during the year till date
 - 42% of the order book is from integrated projects in 9M FY21
 - 2.5x increase in number of integrated projects from 13 in FY17 to 33 in 9M FY21



Excellent visibility into conversion of late stage development to commercial

Excellent track record in progressing molecules through the lifecycle

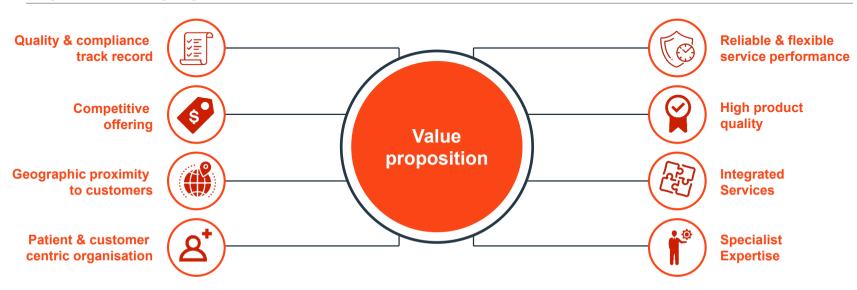
	Customer	Туре	Development				Late stage	
Molecule			Pre-clinical	Phase I	Phase II	Phase III	Pre-registration	Commercial
Product 27	Customer 17	ADC	••••••••••••••••••••••••••••••••••••••					
Product 30	Customer 3	HPAPI	•					
Product 31	Customer 14	HPAPI	•·····································					
Product 32	Customer 19	API	•••••					
Product 24	Customer 14	HPAPI	•					
Product 33	Customer 20	OSD	•					
Product 34	Customer 21	OSD		•				·····
Product 35	Customer 22	OSD		•				
Product 36	Customer 23	API		• ·····				
Product 37	Customer 24	API		• ·····				
Product 38	Customer 25	Fill finish		• ·····		••••••		
Product 26	Customer 16	OSD		• ·····				
Product 40	Customer 26	Fill finish		• ·····				

Strong pipeline with 30+ molecules in late stage development (Phase III & validation)



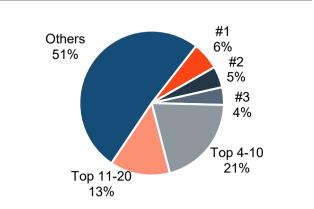
Diversified blue-chip global customer base

Superior value proposition to win and retain customers

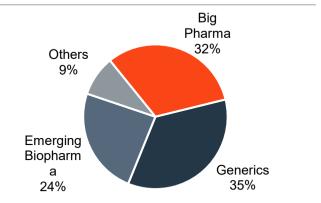


- Over 500 customers including Big Pharma, emerging biopharma and generics companies
- Top 10 customers account for 35% of FY20 revenue with largest customer contributing 6% of revenues
- Over 70% of revenue from regulated markets of North America, Europe and Japan
- Integrated business development organizational structure focused on patient centricity

Low revenue concentration



Diversified customer base



Long term, sticky customer relationships underpinned by excellent overall value proposition to customers



Expertise in differentiated and complex technologies

Differentiated offerings with large, growing markets and high barriers

Highly Potent APIs:

- Ability to manufacture multiple sizes across lifecycle
- State-of-the-art manufacturing suite with airlocks and barrier isolation
- 50% of market outsourced to CDMOs

Potent sterile injectables:

- Ability to handle highly potent drugs using high containment "Glove-Boxes"
- Isolator technology to provide an aseptic environment

Antibody Drug Conjugates:

- 10 years experience in handling ADCs
- Portfolio of end-to-end services, including preclinical studies, process development, manufacturing, and fill/finish services
- High margin due to complexities

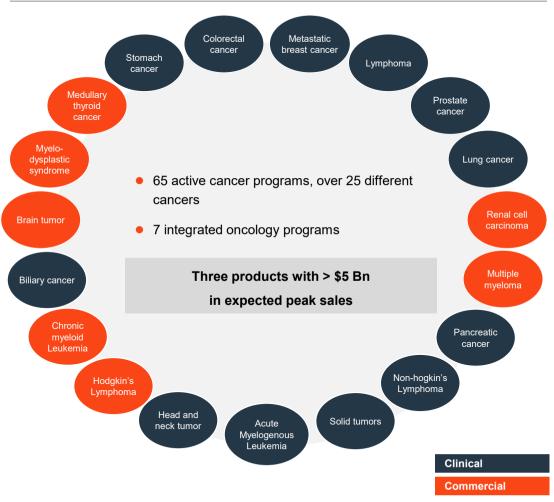
Hormonal OSD:

- Specialized containment suite for oral contraceptive pills
- Stringent regulatory requirement for isolation
- Experience in development, manufacturing and packaging services

Complex Oral Solid Dosage formulations:

• Capabilities include Sustained release, Modified release, Orally disintegrating, etc.

Integrated suite of services for the oncology segment





Positioned at an inflection point with multiple growth drivers

Near-term visible revenue growth levers

Upsides beyond the plan



Capability

- Increase revenue share and attract customers with differentiated offerings
- High Potent APIs
- Potent Sterile Injectables
- Antibody Drug Conjugates
- Complex OSD formulations, liquids, creams and ointments
- Hormonal OSD



Customer

- Support progression of existing customer development projects
- Partner with customers as 30+ phase III projects transition development to registration to commercial
- Support growth of 19 on-patent commercial products
- Continue above average win-rate for emerging biopharma, large pharma and generic customers
- Continue exponential growth in integrated projects



Pursue inorganic growth

- Focus on expanding technical/product capabilities and to offer integrated services to a larger customer base
- In addition to capabilities, acquisitions could also bring incremental capacities or new customers with cross-selling opportunities



Capacity

Increase capacity through

operational excellence

and drug product

Expand major sites through

customer-led brownfield expansions

in all geographies across both API



Overview

Highlights

- Catering to hospitals, surgical centers and veterinary centers
- Amongst top four players of inhalation anaesthetics globally
- Expanding injectable portfolio
- 400+ employees globally

Offerings

- Portfolio: Inhalation anesthesia, injectable pain, anesthesia & antibiotics, intrathecal therapy
- Pipeline: Over 25 products across CNS, pain management, blood related and antibiotics

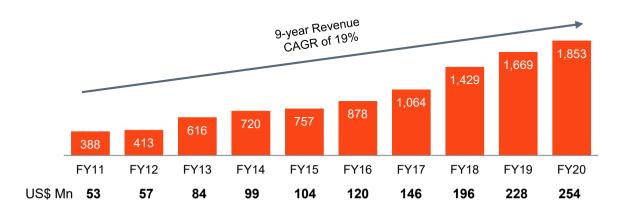
Capabilities

- Vertically integrated inhalation anaesthesia manufacturing facilities in Digwal and Bethlehem
- Strong relationships with development and manufacturing partners for sterile injectable
- Market and sell in over 100 countries, directly and indirectly

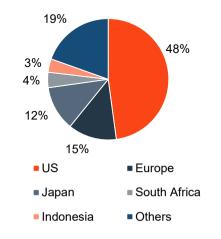
M&A

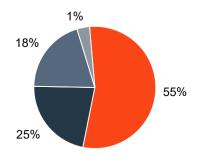
- Five injectable anesthesia and pain management products from Janssen in 2016
- Intrathecal therapy products from Mallinckrodt in 2017
- Miglustat in 2018
- Distribution license for injectable antibiotic portfolio in 2019-2020

Revenues (INR Cr.)



FY20 revenues by segment





- Inhalation anesthesia
- Injectable anesthesia and pain management
- Intrathecal spasticity
- Other products



Key business highlights

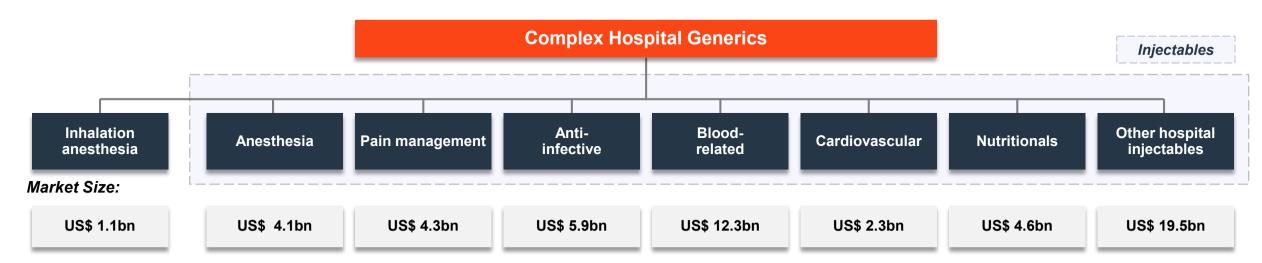
- 1 Large market with limited competition
- 2 Integrated platform
- 3 Differentiated product portfolio
- 4 Flexible blend of direct commercialization capabilities and local partners
- 5 Vertically integrated manufacturing capabilities and network of CMO partners
- 6 Levers for profitable growth





India Consumer Healthcare

Large market with limited competition



High entry barriers due to the need for specific vaporizers for administration and large capex investments



High entry barriers due to the complexity in administering the drug Intrathecal Spasticity

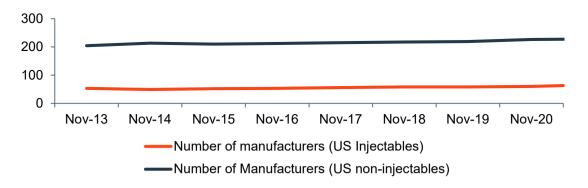


Global pharmaceutical market estimated to be a US\$1.25tn industry

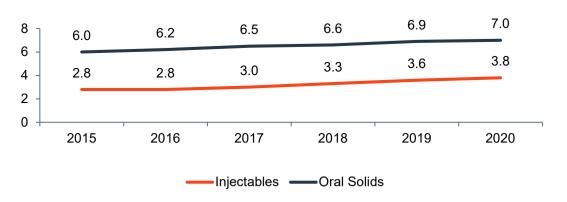


Injectables are more attractive than other dosage formulations

Fewer manufacturers supplying injectables to the US

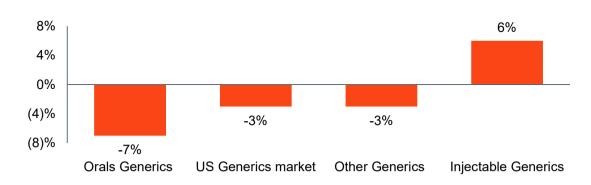


Lower avg. # of competitors per product in the US for injectable



Source: Broker Reports

FY15-FY20 US Generics market growth - 5 year split by products



Favorable environment for injectable space

- Injectables capabilities are harder to acquire and more expensive
- Generic injectables represent ~20% of the US generic market
- Generic injectables had less than 4 market participants per product as against oral generics at 7 participants



^{*} TTM Change% for base business end respective August

Differentiated portfolio spanning inhalation anesthesia and injectable

Product category

Inhalation Anesthesia (Sevoflurane, Isoflurane, Desflurane, Halothane)



Injectable Anesthesia and pain management (Fentanyl, Sufentanil, Alfentanil, Piritramide, Etomidate)



 Marketed in over 50 countries (ex-US) with Japan, Indonesia, South Africa and Germany being kev markets

Intrathecal Therapy (Gablofen®, MitigoTM)



Others Injections (Ampicillin, Levothyroxine Sodium,

Polygeline, Glycopyrolate, Miglustat, Rocuronium, Linezolid



 4th largest global manufacturer (3rd ex-China)

Expanding global market share

 Vertically integrated through JV for manufacturing of fluorochemicals

- Only approved intrathecal baclofen drug available in pre-filled syringes
- Marketed in US and now Germany with additional EU launches pending
- Haemaccel® (Polygeline) has 7 registrations worldwide
- Acquired US marketing rights to a portfolio of injectable antibiotics
- Acquired Miglustat- branded generic for rare diseases

Note: (1) Market size of categories with PPL's presence based on Management estimates



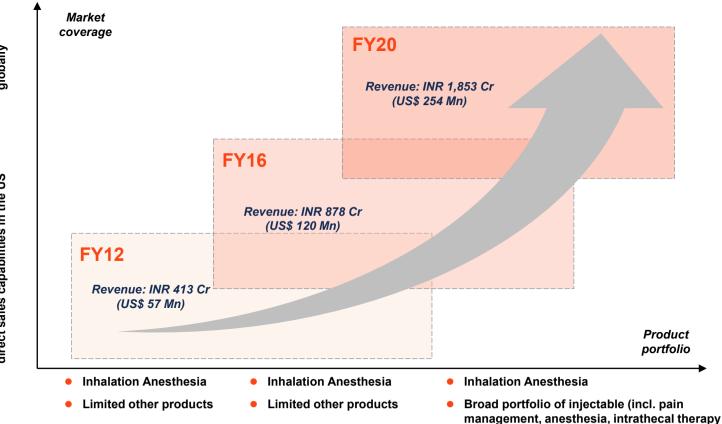
Highlights

Expansion over time in terms of product portfolio and market reach

A successful story of continued growth in product portfolio and market reach



Gained share in global Inhalation Anesthesia segment and added direct sales capabilities in the US



Key growth drivers

- Expansion into the broader complex hospital generics space
- 2 Increase in direct sales through new products and expansion of commercial infrastructure
- 3 Strengthening of supply chain capabilities through vertical integration, cost effective and scalable infrastructure and strong CMO relationships
- Strategic acquisitions to enhance product basket

Note: US\$/INR = 73.07 (as of December 31, 2020)



and antibiotics)

Balanced mix of product sourcing approach

Company Highlights

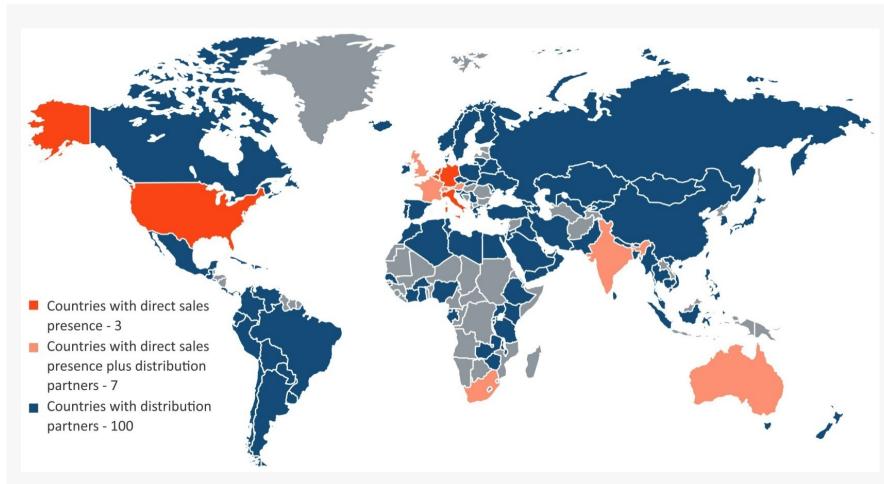
Presence in all major dosage forms for the hospital channel Commentary **Product examples** • Develop products leveraging internal product development capabilities across PPL Inhalation anesthesia Internal Glycopyrrolate R&D • Superior profitability relative to products obtained through in-Products with owned IP licensing arrangements IV bags Develop products leveraging external R&D with PPL bearing External investments and product development risk Confidential R&D Product ownership vests with PPL Liquid in vials / Powder in vials • Target products and/or companies with capabilities that are at/near commercial stages **Acquisitions** Gablofen[®] Capital intensive model **Ampoules** Target products with near term revenue potential Lower development time and risk Licensing Linezolid partnerships • Lower up-front investments - capital efficient model **Pre-filled syringes** Lower profitability than owned IP model





Flexible blend of direct commercialization capabilities and local partners

Marketing worldwide through a global sales and distribution network



- Established channel relationships and robust commercial infrastructure
- ✓ **Direct sales force** in the US with strong GPO relationships
- Direct to market access in key European countries
- Distribution reach to over 100
 countries across the globe
- ✓ Over 5,500 hospital customers in the US

Note: For FY20





Vertically integrated manufacturing capabilities and network of partners

Vertically Integrated manufacturing Capabilities

Inhalation anesthesia facility (Bethlehem)

- ✓ In-house manufacturing of Sevoflurane and Desflurane
- ✓ Supplies API and finished product to over 90 countries









Inhalation anesthesia facility (Digwal)

- ✓ In-house manufacturing of Isoflurane and Halothane
- ✓ Supplies API and finished product to over 90 countries











Specialty Fluorochemicals facility (Dahej, Gujarat)

- ✓ Vertically integrated in-house manufacturing to make key starting materials and has two alternative sources, providing strong cost position and stable supply
- ✓ Capability to develop and manufacture other specialty chemicals
- ✓ Signed an agreement with Navin Flourine to enhance our stake in JV to 100%

Strong network of CDMO partners across the globe





Major elements in place for business to continue growth trajectory

Near-term visible revenue growth levers

Upsides beyond the plan



Injectable anaesthesia and pain management

- Strong brand to drive market share gains
- Transition to new CMOs to help improve growth and profitability



New product launches

- Integrated pipeline of 27 products with addressable market of over US\$ 6bn
- Enter agreements with multiple CMOs



Expand product reach

- Launch of current pipeline products
- Identifying product market opportunities in new markets
- Marketing partner of choice for product developers and manufacturers



Sevoflurane

- Line extension for select EU markets
- Increase in market share in the US



- Global roll-out including in the US
- Strong GPO position in the US, leveraging other Inhalation Anaesthesia products





Evolution of the business to a diversified portfolio of attractive brands

Highlights

- 11th largest consumer healthcare company in India
- Five core brands account for over 60% of revenue
- Growth through high investment on Powerbrands and E-commerce

Offerings

- Broad portfolio of 21 brands across key categories
- Reach 70m consumers/month
- Six brands feature amongst the top 100 OTC brands in India
- 1,350+ full time employees

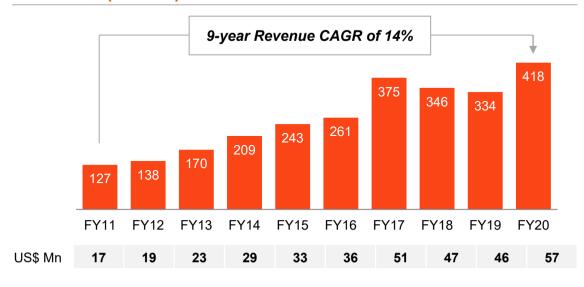
Capabilities

- Pan India footprint (1,500+ towns)
- Multiple channels including chemists, grocers, modern trade, e-commerce, and kids stores
- Direct reach to 200,000+ outlets with 1,200+ strong sales force

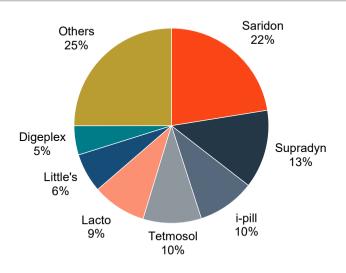
M&A

- Multiple brand acquisitions
 - 2017: Digeplex product portfolio
 - 2016: Ferradol, Sloan's, Neko from Pfizer
 - 2015: Naturolax +4 brands from MSD in India; Little's, a baby care brand

Revenues (INR Cr.)



Revenue by brand (FY20)





Key business highlights

1 Uniquely positioned in Large and growing Indian Consumer Health market

2 Expansive portfolio of well recognized brands

3 Asset-light model with a wide distribution network

4 Multi-channel distribution strategy, leveraging e-commerce

5 Levers for profitable growth

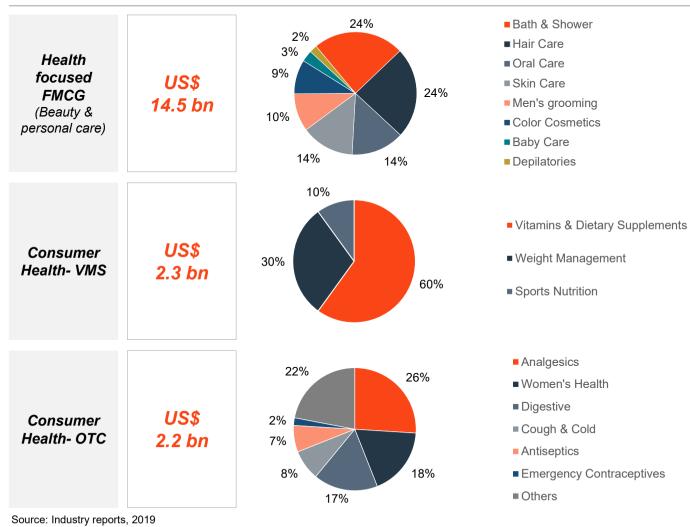






Large and growing Indian Consumer Health market with structural tailwinds

Indian 'Health focused' branded consumer market





Young, urban consumers with increasing disposable incomes

- Rapid urbanisation leading to higher disposable income
- Young population keen to spend higher for better products



Highly underpenetrated consumer healthcare market

- Significantly lower spend on consumer healthcare in India vs. both developed and emerging markets
- Fragmented market gives opportunity to increase scale



Retail landscape shifting towards faster growing modern trade and e-commerce

- Rapid shift seen towards shopping on Ecommerce
- Ecommerce and Modern trade offers better visibility, targeted positioning and (almost) infinite shelf space



PPL ranks amongst top consumer healthcare companies

Key categories in the consumer healthcare sector

Category	Market size (US\$m)	Category growth	Gross margins	
Analgesics	820	9%	>80%	
Skin care	2,000	8%	60-80%	
VMS ⁴	1,400	8%	60-80%	
Women's health	450	9%	60-80%	
Digestives	430	6%	60-80%	
Kids wellness	450	12.5%	60-80%	
Total	5,550			

PPL ranks among top 15 consumer healthcare companies and as the 7th largest "healthcare only" focused company

Company Rank	Revenue for key brands* (US\$m)	# outlets ('000s)	Key Categories
1#	184	600	Analgesics, cough, cold & allergy, digestives
2#	179	600	VMS ⁴ , cough, cold & allergy
3	152	500	Digestives, analgesics, cough, cold & allergy, skin care
4	141	1100	Digestives, cough, cold & allergy
5	133	300	Skin care, VMS ⁴
6	79	300	Analgesics, skin care, digestives, VMS ⁴ , cough, cold & allergy
7#	78	850	VMS ⁴ , skin care, cough, cold & allergy
8#	69	n.a.	Analgesics, VMS⁴, Digestives
9#	69	200	VMS ⁴ , analgesics, cough, cold & allergy, digestives, skin care
10#	68	250	Digestive, skin care
PPL#	56	210	Skin care, women's health, analgesics, digestives, VMS ⁴
12#	40	250	Pain management, digestives, women's health
13#	34	225	VMS⁴, cough, cold & allergy, respiratory

Note: (1) The companies include (in no particular order): Abbott, Dabur, Emami, GSK Health, J&J, P&G Health, Reckitt Benckiser, Cipla Health, Amrutanjan Health, Sun Pharma, Zydus Wellness; (2) # denotes "Healthcare only focused company" (3) *Revenue for April 2019; (4) Vitamins, Minerals and Supplements







Core brands

(potential to be amongst top 5 in segment)

Analgesics



Skin care



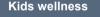
Oil control lotion

VMS



Supradyn i-pill, i-know Boosts stamina and Contraceptive pill, Ovulation kit vitality

Digestives





Wipes, toys, diapers, feeding accessories

Emerging, Established, and Other brands

(Recognized brands, demonstrating strong traction and consumer pull, and other smaller brands)



Sloan's^E Quick relief from severe body pain



QuikKool gel Pain relieving mouth ulcer gel



Tetmosol^E Medicated soap



Neko Daily use soap, wipes



CaladrylE Anti-allergy and anti-itch topical application



Ourdaily Vitamin C & Zinc and Vitamin E



Ferradol Food supplement



Becozyme-C Forte^E Vitamin **B-Complex** tablet

Benadon Vitamin B6



Women's health

i-Can Pregnancy detection kit



i-Activ Menstrual cups



Antacid



Digeplex^E Used for digestive disorders



Provides natural relief from constipation



Jungle Magic Includes perfume, sanitizer. toys and colouring books

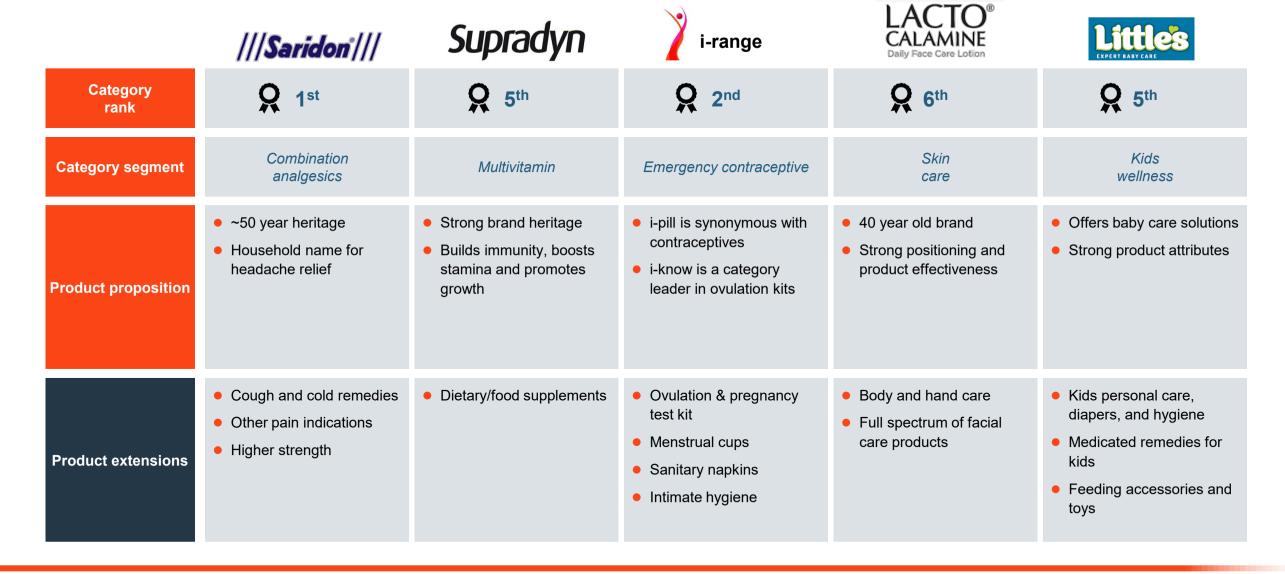
Note: E: Denotes Emerging and Established Brands



tablet



Strong core brands allow for extensions to address a larger target market





New Product Launches during FY21 in the midst of the pandemic



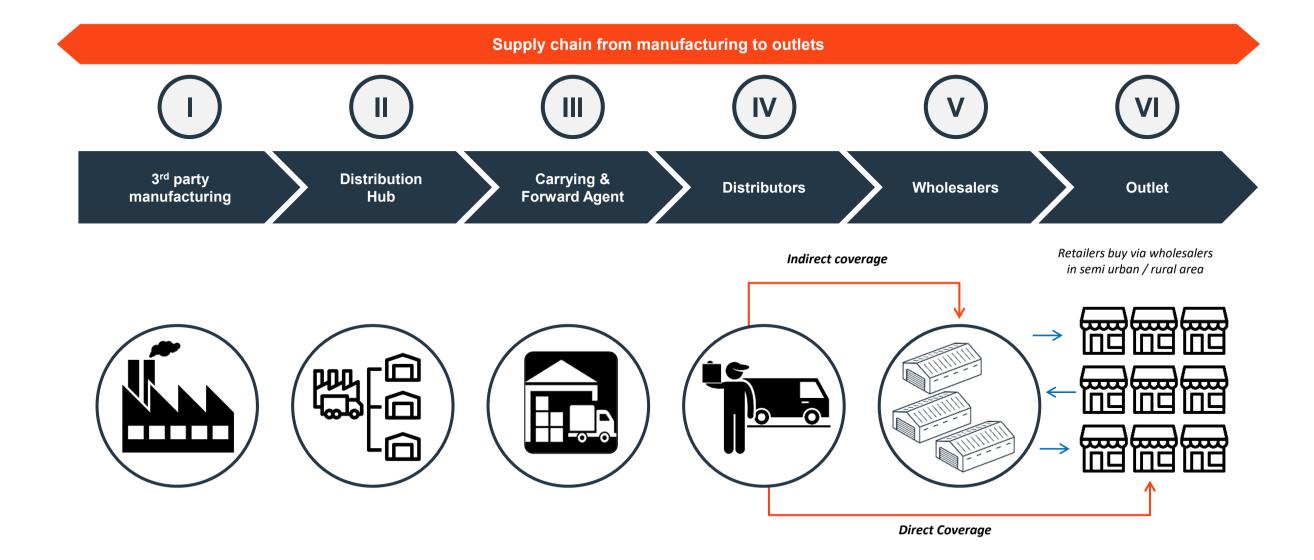


Despite global pandemic, new launches including COVID related products helped in delivering resilient revenue performance

15+ new products and 35+ SKUs launched, highest ever new launches with most products being successful



Asset-light model with end-to-end supply chain capabilities







Multi-channel distribution strategy









Channel

Chemist and cosmetics

Chemists

Modern trade & e-Commerce

Kids' stores

Description and strategy

- Separate dedicated teams for 'chemist only' and 'cosmetics and chemist channel'. each with a specific set of brands
- 100% Tech enabled sales coverage to enhance productivity of field force
- Visibility at Point of Sales (POS) to drive consumer demand

- Analytics-backed demand models
- Visibility and merchandising
- Presence across all leading Ecommerce portals
- Broaden range of toys via successful pilots in e-commerce
- Direct coverage of tov stores to enhance depth and visibility



Littles



FERRADOL FOOD SUPPLEMENT





TETMOSOL







///Saridon/// LACTO®













DIGEPLEX



SLOAN'S



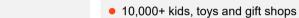
Benadon[®]

Quik Kool

Becozym® C Forte

Pharmacy chains

E-commerce



Outlets

• ~200,000 chemists + cosmetic stores





Credible levers in place to create a larger consumer healthcare platform

Near-term visible revenue growth levers

Upsides beyond the plan

Accelerated growth backed by investment on Powerbrands and E-commerce



High investment in **Powerbrands**

- Create awareness using media and promotion
- Growing Powerbrands through media and launches



Establish E-commerce as a growth engine

- Utilizing E-commerce as launch vehicle for key new products
- Launching E-Commerce specific products/brands
- Robust infrastructure and team to drive performance



Future readv entrepreneurial organization

- Enhancing agility to cater swiftly to customers needs
- Business expansion by piloting via e-commerce
- Scaling up through traditional & modern trade sales organization



Inorganic arowth

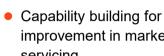
- Acquire brands to build scale and leverage fixed cost structure
- Target brands with high potential to grow
- Build/acquire prescription field force



Tech enablement and capability building

- Strengthen Sales through Tech enablement
- improvement in market servicing







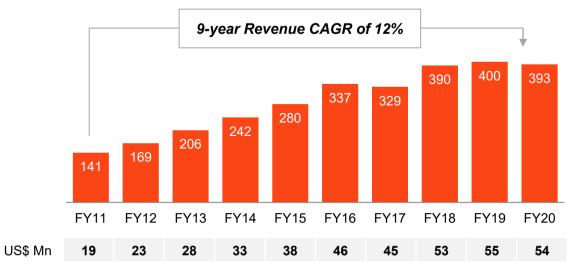


Leadership position in the Indian ophthalmology market

Segment Overview

- Piramal has 49% stake in a JV with Allergan India since 1996
- Leader in the eyecare pharma market in India with strong presence in all major disease segments
- 500 employees with sales team deployed in major cities
- Manufactures ophthalmic products in Pithampur plant
- FY20 revenue mainly impacted in the month of March due to Covid-19
- FY20 net profit margin of 26%

Revenues (INR Cr.)

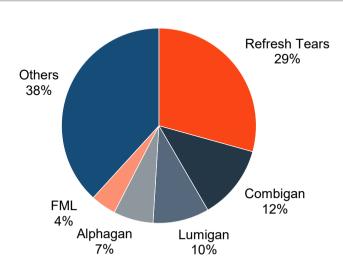


Notes: (1) Financials of Allergan India JV (i.e. 100% of JV financials); (2) Based on AIOCD data for Dec'18

Product Portfolio

- Manufactures high technology medication and devices for diseases such as glaucoma, dry eye, infections and inflammations
- 4 brands rank in the top 10 ophthalmology brands in India²
- Refresh Tears (#1 rank)
- Combigan (#2 rank)
- Lumigan (#6 rank)
- Refresh Liquigel (#7 rank)

Revenue by brand²







Credible levers in place for robust growth over the coming years

Differentiated play in attractive markets, with consistent track record of superior performances

The company has a track record of building scalable differentiated pharma businesses with world class talent in attractive markets through profitable organic and inorganic growth

2 Integrated solutions across drug life-cycle in CDMO business

3 Presence in categories with high entry barriers in Complex Hospital Generics

4 Portfolio of well-recognized brands with large distribution in India Consumer Healthcare

5 A highly experienced and global senior management team

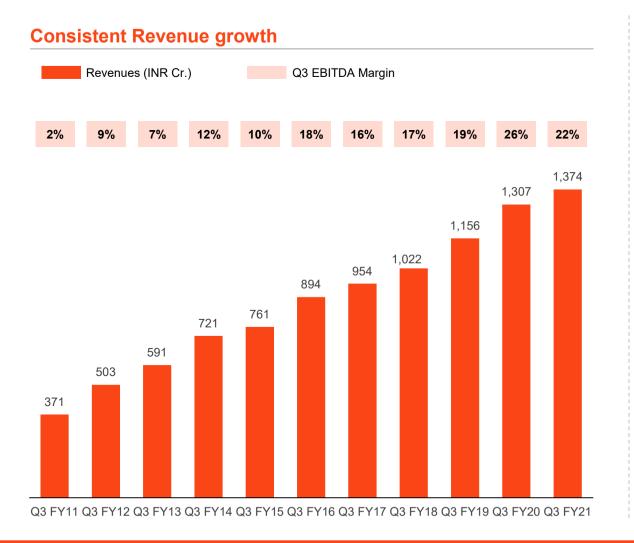
Robust Balance Sheet and capital raise to augment organic and inorganic expansion

Continued focus on quality, compliance, patient & customer needs, and EHS initiatives





Piramal Pharma: Resilient revenue performance



- Delivered revenue of INR 1,374 Cr. (+5% YoY) in Q3, contributing 43% to PEL's overall revenue.
 - **CDMO revenues** at INR 846 Cr, growing +16% YoY, driven by strong growth in the order book
 - Complex Hospital Generics revenues at INR 399 Cr, down 13% YoY, impacted by volatility in the demand of products used in surgeries globally; expected to normalize in the coming quarters
 - India Consumer Healthcare revenues at INR 130 Cr, up 14% YoY; strong demand for self care and baby care products and new product launches (including COVID-19 protect range) during the year
- Delivered EBITDA of INR 296 Cr. at an EBITDA margin of 22%
- Received INR 3,523.40 Cr. on closure of the 20% strategic growth investment by The Carlyle Group
- Continued strong Quality track record with 17 successful regulatory inspections during the year
- PEL has 49% stake in Allergan India
 - Revenue of INR 269 Cr. & net profit of INR 87 Cr. in 9M FY21 (Net profit margin of 32%)



Piramal Pharma: Key operational developments during the quarter

CDMO

- Strong growth in development order
 book during the year
- Strong demand of sterile fill finish in North America
- Co-investment deal signed with strategic ADC customer for commercial expansion
- 4 New Chemical Entities (NCE) approvals supported this year
- MHRA audit successfully passed at Morpeth, UK

Complex Hospital Generics

- COVID-19 impacted demand of product lines used in surgeries
- Won significant contracts for key products across major markets
- Major intrathecal offerings: maintainedUS position
- Injectable pain and anesthesia products: progressing well in key markets
- Operations continued uninterrupted.
 Achieved cost savings

India Consumer Healthcare

- Strong demand of self care and baby care products
- Launched 15+ new products and 35+
 SKUs during the year
- Enhanced focus on e-commerce and digital marketing
- Investing to enhance distribution efficiencies and customer acquisition
- Leveraging analytics to identify and capture new business opportunities



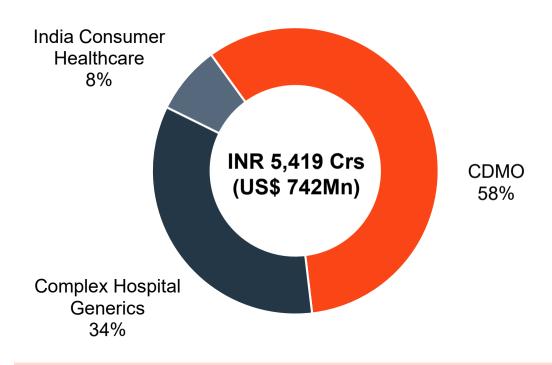
Piramal Pharma: Key strategic priorities

- 1 Delivering consistent revenue growth and improving profitability
- 2 Pursuing organic and inorganic growth opportunities leveraging fresh capital
 - √ Capacity expansion across multiple sites
 - ✓ Acquisitions of niche manufacturing capabilities for CDMO
 - ✓ Add new complex hospital generics through in-licensing, acquisitions and capital investments
 - ✓ Organically and inorganically add Consumer Healthcare products to further leverage India-wide distribution platform
 - ✓ Exploring re-entry into Domestic Formulations
- 3 Maintaining robust quality culture across manufacturing/development facilities globally
- 4 Continued focus on patient needs, customer experience, and EHS initiatives



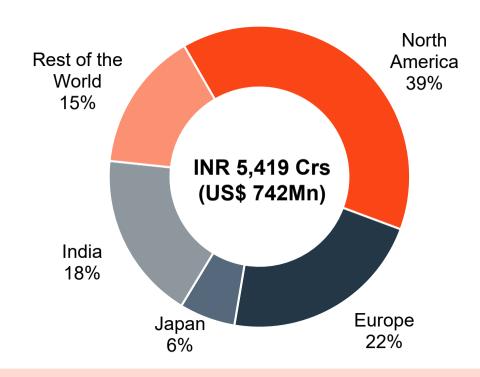
Segment-wise and Geographical breakdown of revenue

FY20 Segment-wise breakdown (%)



Over 90% of revenues derived from two niche global businesses

FY20 Geographical breakdown (%)



Key regulated markets (US, Europe and Japan) account for ~67% of revenues



Board of Directors



Nandini Piramal
Chairperson, Piramal Pharma



Peter DeYoung
CEO, Global Pharma



Rajesh Laddha Director



S Ramadorai Independent Director



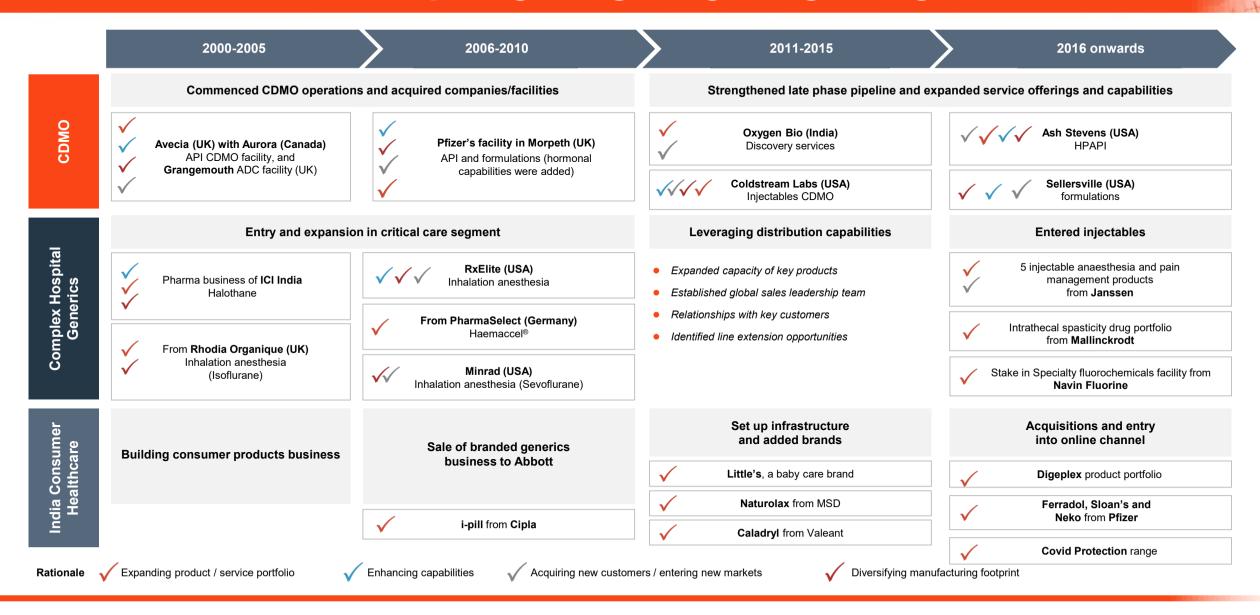
Neeraj Bharadwaj



Jairaj Purandare Independent Director

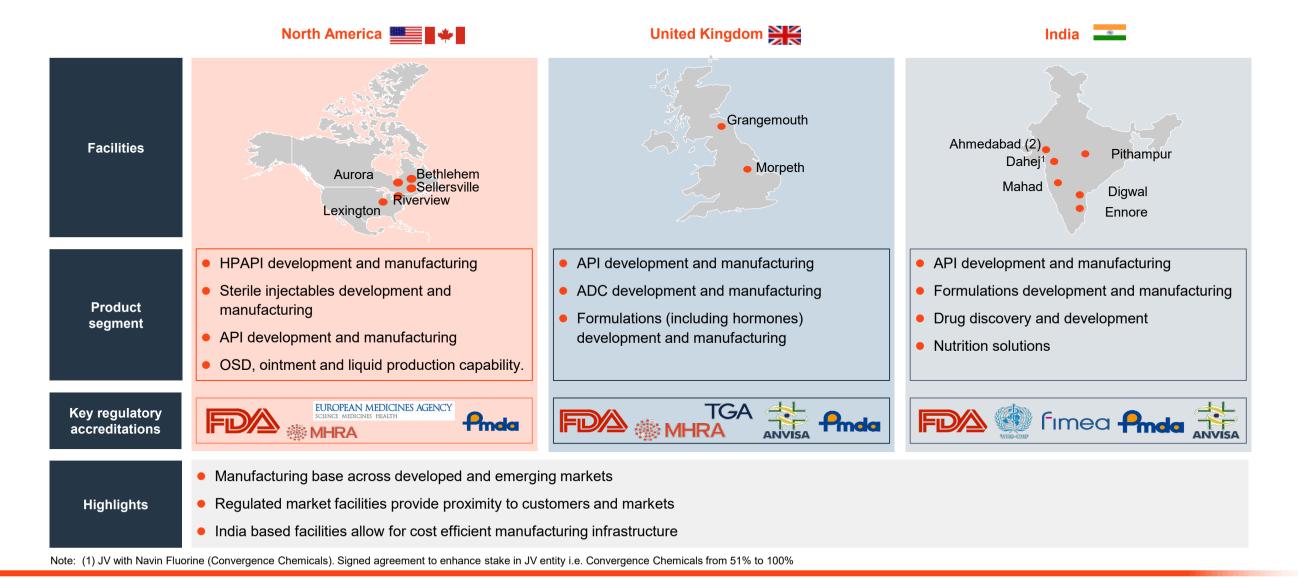


Proven credentials of acquiring, integrating and growing businesses





Manufacturing base across US, Canada, India and UK





Evolution of the business to creation of a global integrated CDMO platform

Business run as distinct manufacturing sites



Site head was the ultimate decision maker



Little integration between businesses and sites



Limited efforts to bring new customers

Integration of sites and focus on customer



Global manufacturing network



Integrated solutions



Customer and patient centric approach



Services across the lifecycle



Niche capabilities with high entry barriers



Focus on emerging biopharma and Big Pharma

Creation of a CDMO platform



Capitalise on continued growth in niche capability offerings



Commercialise strong late phase development pipeline



Invest in brownfield expansions at existing sites



Engage in value accretive M&A

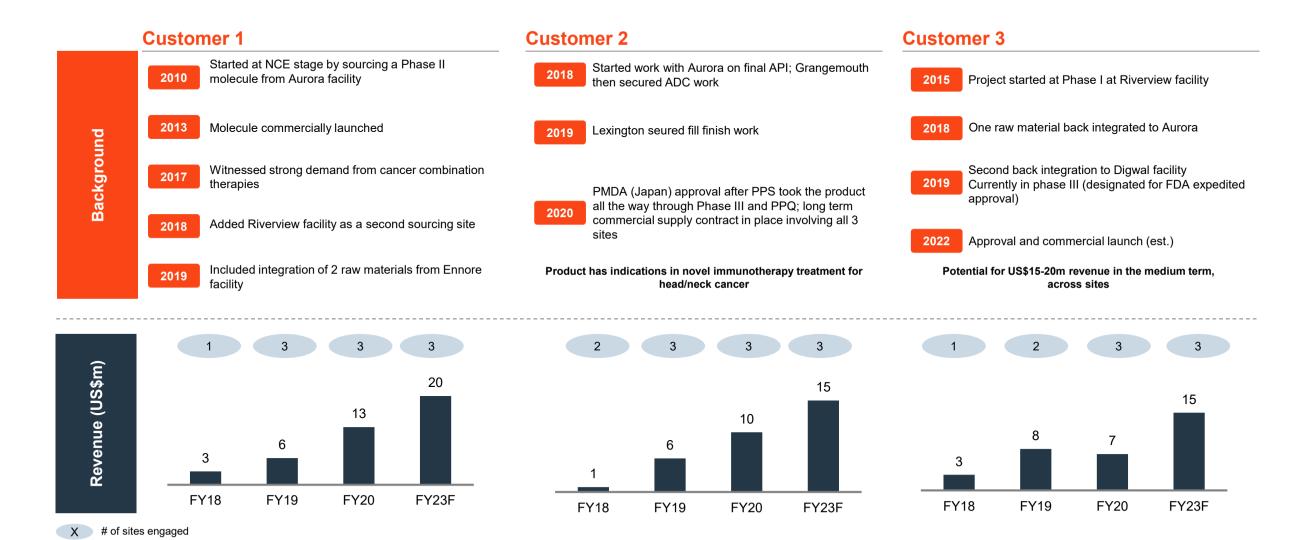
Past (Pre 2015)

Present (2020)

Future (today and beyond)



Through a global integrated solutions platform leveraging integrated projects to grow key accounts





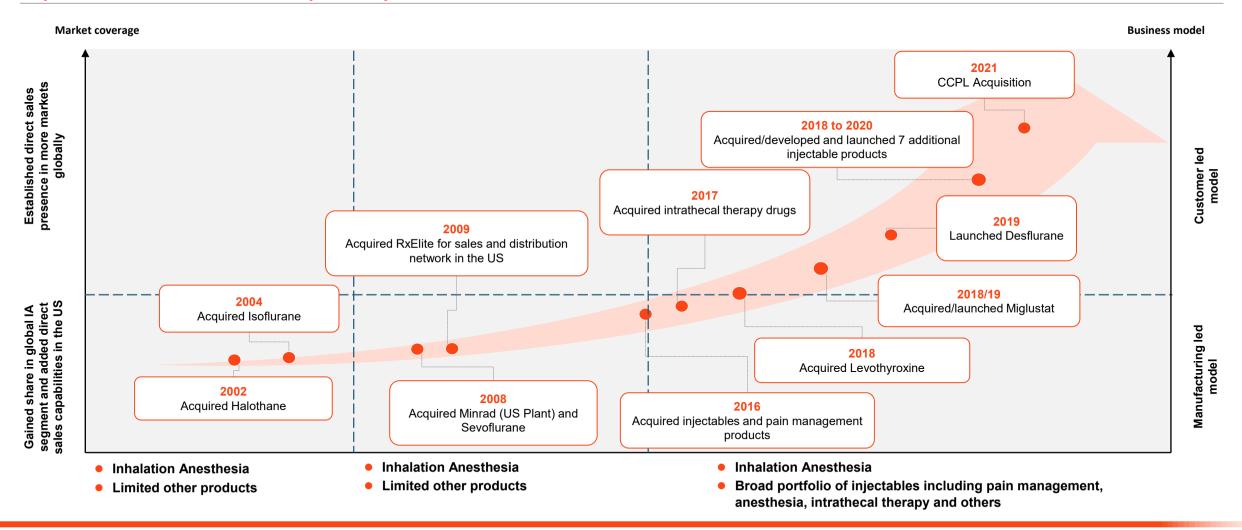
Global manufacturing footprint offering high degree of flexibility to customers

Site	Country	Key capability	Customer type					Customer location			
			Emerging biopharma	Mid size pharma	Big Pharma	Generics	Nutrition	North America	Europe	Japan	ROW
Ahmedabad-1	8	Drug discovery	✓	✓	✓			⊘	✓	⊘	
Ennore	8	API & Intermediates									
Digwal		API	⊘	✓	✓	✓		✓	✓	Ø	⊘
Aurora	*	API		✓	✓				✓		
Riverview		HPAPI	⊘	✓	✓			✓	✓		
Ahmedabad-2	8	OSD and small batch	✓		✓	⊘		✓	⊘		⊘
Morpeth		OSD and API	✓	⊘	✓	⊘		✓	⊘	⊘	✓
Pithampur	•	OSD & ophthalmic products									
Lexington		Sterile fill-finish	✓			Ø			Ø		
Grangemouth		ADC	⊘	✓	✓			✓	✓	✓	
Mahad	8	Nutrition			✓	✓	✓	✓	✓		✓
Sellersville		OSD, Liquid/ Creams/Ointments	•	•	⊘	⊘		⊘			



Evolution of the business to a customer led global hospital products business

Expansion over time in terms of product portfolio and market reach





Integrated complex hospital generics platform

Product sourcing and development capabilities



Regulatory capabilities



Supply chain capabilities



Sales, marketing and distribution capabilities

- Identifying generic hospital products with commercial synergies
- Business development team with successful track record of product introductions / acquisitions
- Product development capabilities

- In-house regulatory capabilities
- 400+ registrations worldwide
- Experience in obtaining marketing authorizations
- Inhalation anaesthesia portfolio in 90+ countries

- Combination of in-house and 3rd party manufacturing
- In-house manufacturing for inhalation anaesthesia
 - 2 facilities in India and the US
 - Speciality Fluorochemicals facility
 - Diversified set of development and manufacturing partners

- Supply to over 100 countries
- More than 5,500 customers
- Regulated markets contribute
 70% of revenue
- Strong local marketing partnerships in key markets
- Global marketing and distribution

Capabilities ranging from product sourcing and development through to sales and marketing



Flexible blend of direct commercialization capabilities and local partners

Countries (USA) (UK) (Italy) (Germany) (France) (S. Africa)

Rationale and Strategy

Highlights

- Largest and most attractive market
- Proactively source new products
- Sales channel to be leveraged for more products

- Dedicated sales teams for key therapeutic areas and GPOs
- We are an appealing marketing partner to product developers and manufacturers
- Strong GPO track record; no loss of a contract since 2010

- Markets with growing sales and commercial capabilities
- To leveraged existing sales channel for additional products
- Direct demand generation in UK, Germany, Italy, France
- We have strong local marketing partners in South Africa
- Establishing marketing relationships in Australia



Markets with existing sales and limited scale

 Opportunistically evaluating products which could provide scale as well as new marketing approaches

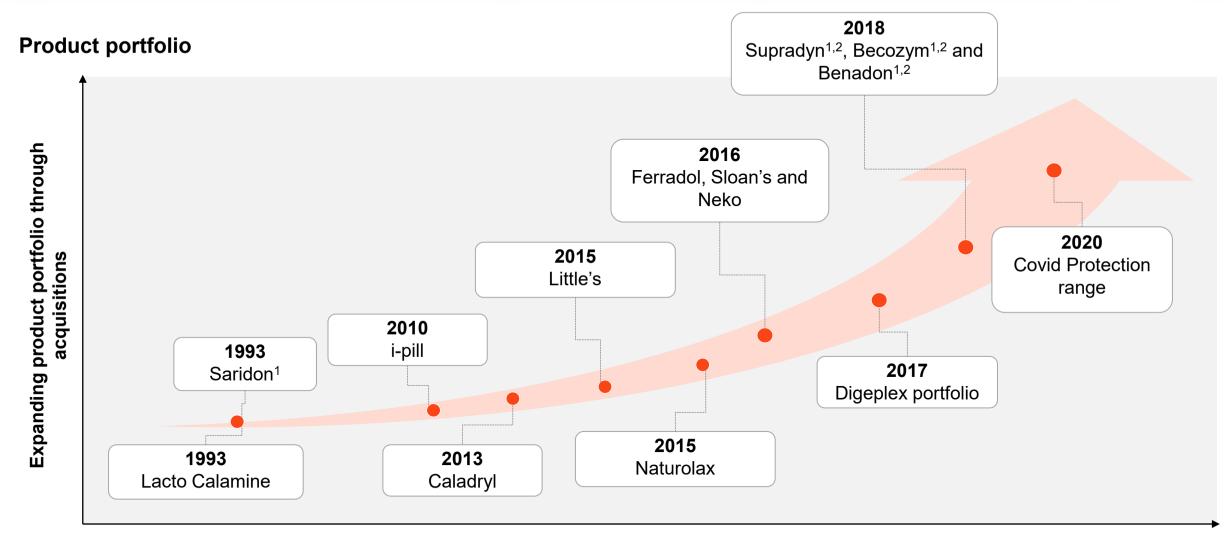


- Markets with significant foreign entry barriers
- Market preference or requirement for local manufacturing
- Explore local manufacturing tie-ups and/or JVs

- ROW markets covered through distributors
- 2 partners in Japan for Sevoflurane and for Fentanyl



Evolution of the business to a diversified portfolio of attractive brands



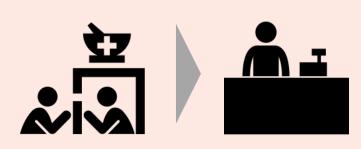
Established a pan India sales and distribution network

Notes: (1) Licensed from Bayer; (2) Licensed from Bayer and rights reverted to PPL from Abbott in 2018



Building a leaner distribution set up and leveraging e-commerce

Transition to leaner distribution model



- Distribution strategy blending strengths of FMCG and Pharma network delivering both direct reach and credit, respectively
- Better reach, depth, and visibility for PPL's products
- Shifts focus from replenishment to service, stocking and merchandising at outlets

Initiatives to improve operating margins

- Continue with predominantly own field force, optimise coverage frequency based on demand pattern
- 100% tech enabled geo fenced order taking by field force; clear visibility into outlet-level demand pattern
- Scale benefits via consolidating business to high throughput distributors



Leveraging e-commerce to drive growth

- E-commerce channel used to test new products
- Advanced analytics to improve visibility & sales
- Increased listing on multiple platforms via partnerships with leading e-commerce players







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