

## **PRESS RELEASE**

### **Piramal Pharma Limited's Consumer Products Division Ropes in Manoj Bajpayee for its Skin-Care Soap 'Tetmosol'**

**Mumbai, India | February 8, 2021:** Piramal Pharma Limited's Consumer Products Division today announced its association with two-time national award winner Manoj Bajpayee, for its brand Tetmosol. Piramal's Tetmosol is a medicated skin-care soap that is used in the treatment and prevention of scabies and other skin-related problems.

Over the past 20 years, Tetmosol has been developed with recommendations from experts and is currently the No.1 brand recommended by doctors in its category. A unique product for the entire family, which is effective for a healthy lifestyle and keeping skin infections away.

Commenting on this association, **Nandini Piramal, Director, Piramal Pharma Limited** said, "We are pleased to associate with Manoj Bajpayee for Tetmosol and believe this is a winning relationship. Piramal's Tetmosol is a much loved brand across the length and breadth of the country and stands by its brand promise of '*Sabka Skin Specialist*'. Manoj Bajpayee has established himself as one of India's leading actors known for his authentic and realistic acting skills. This makes him an ideal fit for our two-decade old trustworthy brand Tetmosol."

Speaking on his association with Piramal's Tetmosol brand, **Manoj Bajpayee** said, "There are various soaps available in the market today but few which deliver to the promise. Tetmosol is one such soap which with its unique formula helps keep skin infections away if used regularly. I am pleased to endorse Piramal's Tetmosol, a brand that is true to its promise of '*Sabka Skin Specialist*'. I share the brand's conviction of improving the lives of millions of Indians and this has been a strong incentive for my association."

Tetmosol has grown its retail presence across three lakh chemist outlets in the country. The brand intends to strengthen its position in the medicated soap market by becoming No. 1 selling soap at chemist stores. Currently the brand is available in the form of soap bars and has entered into dusting powder and other medicated skin-care categories.

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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 Pharma Limited:**

Piramal Pharma Limited (PPL), a subsidiary of Piramal Enterprises Limited, 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 an integrated contract development and manufacturing (CDMO) business, Complex hospital generics business, and India Consumer Products 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.

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

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