

## **PRESS RELEASE**

### **Piramal Pharma Limited's Consumer Products Division Launches 'i-feel®'**

*Yami Gautam is brand ambassador for the intimate care wash*

**Kolkata, India | March 08, 2021:** Piramal Pharma Limited's Consumer Products Division today announced its entry into feminine intimate care category with the launch of 'i-feel® Gentle Intimate Wash'. The product will initially be available in the West Bengal market and on all leading e-commerce platforms. The company has also announced its association with **Yami Gautam**, an established actress of the Indian Film Industry, as the brand ambassador for 'i-feel®'.

Piramal's 'i-feel®' gentle intimate wash is free of sulphates, paraben and alcohol which makes it gentle and safe for a woman's intimate area. It contains lactic acid that helps maintain vaginal pH balance and is enriched with Neem, Tulsi and Tea Tree oil that keep infections and irritation away.

Feminine hygiene is a fast growing category in India. However many women today are not conscious of the need to use a specialised solution for intimate care. Also, poor hygiene often leads to infection amongst women.

Commenting on this announcement, **Nandini Piramal, Chairperson, Piramal Pharma Limited** said, "We are confident that the launch of Piramal's 'i-feel®' would provide women a contemporary and trusted solution for their intimate hygiene needs. Our association with leading Bollywood actress Yami Gautam, will lend a modern Indian woman's perspective to 'i-feel®', an ethos central to the brand itself."

Speaking on her association with Piramal's 'i-feel®', **Yami Gautam** said, "Intimate hygiene plays a key role in the overall wellbeing of a woman. I am pleased to associate with Piramal's 'i-feel®', a gentle intimate wash which understands the needs of today's woman and helps in maintaining one's daily intimate hygiene to prevent odour, infection and irritation.

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#### **About Piramal India Consumer Products Division:**

Piramal Pharma's India Consumer Products Division's portfolio comprises 21 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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