

## **PRESS RELEASE**

### **Piramal Lacto Calamine® Announces Brand Association with Actress Kajal Aggarwal**

**Mumbai, India | March 15, 2021:** Piramal Pharma Limited's Consumer Products Division today announced its association with leading actress **Kajal Aggarwal** for Lacto Calamine® - its flagship skin care brand. Piramal's Lacto Calamine® has a range of trusted skin care products that include oil control lotions, sunscreen, facewash and facial wipes. The core of the brand offering is a daily clear, matte look by virtue of the product's brand promise to absorb excess oil and prevent oily skin related problems like pimples, blackheads, patchy skin and dark spots.

"We are pleased to bring together the winning combination of Lacto Calamine®, a deeply trusted and efficacious skin care brand and Kajal Aggarwal, who embodies modern-day contemporary beauty. Lacto Calamine®, has millions of loyal consumers in the country and Piramal is committed to continue to enhance and enrich its unique product offering." said **Nandini Piramal, Chairperson, Piramal Pharma Limited.**

Speaking on her association with Lacto Calamine®, actress **Kajal Aggarwal** said, "I am delighted to associate with Piramal's Lacto Calamine®, a trusted product that I have personally grown up using. I identify with the brand's vision of redefining how women look at their daily beauty regime – with minimal effort to enable timeless beauty."

Piramal's Lacto Calamine® has always been synonymous with trust and deep expertise. Consumers use and recommend it for everything ranging from oily skin and related problems such as pimples and patchy skin, to using it as a soothing solution for rashes and blemishes. Over the last few decades, the brand has grown its presence across multiple channels including chemists, cosmetic and general stores, hyper-super modern retail outlets and E-commerce. The brand intends to strengthen its position in the skin care market by becoming the preferred brand for consumers facing problems related to oily skin. Piramal's Lacto Calamine® plans to enter into new-age formats of beauty and skin care, in addition to the current product range.

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#### **About Piramal Pharma's 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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