



Bal Pharma Limited

To,
The Manager-Listing
National Stock Exchange of India Ltd
Mumbai.

09.09.2015

Dear Sir,

Sub : Press Release.

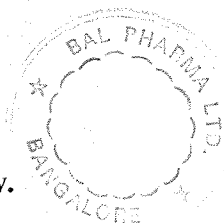
We are submitting to the exchange the press release regarding the Company venturing into OTC segment of business, through its subsidiary Lifezen Healthcare Pvt Ltd.

Please take the intimation on record.

Thanking You.

For Bal Pharma Ltd

Authorised Signatory.





Bal Pharma Limited

CIN # L85110KA1987PLC008368

PRESS RELEASE

BAL PHARMA VENTURES INTO OTC SEGMENT

Bangalore 09.09.2015 : Bal Pharma Ltd has announced the launch of its maiden OTC (over the counter) product 'Eye Spa' , in Bangalore market. This is first among the series of OTC products that the Company has lined up for launching in the market through its subsidiary i.e Lifezeh Healthcare Pvt Ltd.

'Eye Spa' is an unique product which soothes and rejuvenates the tired eyes, due to their continuous exposure to dust, T.V /computer screen , air conditioning and other modern lifestyle disorders. Bangalore market is choosen for the launch of Eye Spa as majority of its population are exposed to the above said lifestyle disorders.

The Company plans to roll out its products in other south Indian markets shortly, before their PAN India launch.

Mr.Shailesh Siroya , Managing Director of the Company has said that "OTC market in India is at its infancy right now and the Company has the first mover advantage to test , explore and build its products in Indian market, before other players enter. Manufacturing might of the Company coupled with its fully integrated R&D facility and a considerable field force will ensure that the OTC products will reach its end users fast and gain their acceptance".

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About Bal Pharma Ltd :

Bal Pharma is a fully integrated and leading Indian Pharmaceutical Company specializing in Prescription drugs, Generic, OTC products, Intravenous Infusions, Bulk drugs (API's) and also Ayurvedic formulations.

The niche and high value products manufactured by the Company with consistent quality and reliability are marketed in around 60 regulated and semi regulated markets across the world.

For more information, please contact

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