Cipla

21st July, 2015

(1) BSE Ltd
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Scrip Code: 500087

(2) National Stock Exchange of India Ltd
Listing Department
Exchange Plaza, 5th floor,
Plot no. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051

Scrip Code: CIPLA EQ

(3) SOCIETE DE LA BOURSE DE LUXEMBERG
Societe Anonyme
11, av de la Porte-Neuve,
L-2227 Luxemberg

Dear Sirs,

We are forwarding herewith copy of press release dated 21st July 2015 titled as "Cipla announces an investment led by Fidelity Growth Partners India into the newly launched Consumer Healthcare business."

Kindly acknowledge the receipt.

Thank you,

Yours faithfully,
For Cipla Limited

M. A. Sanghvi

Mital Sanghvi
Company Secretary

Encl.: as above

Cipla announces an investment led by Fidelity Growth Partners India into the newly launched Consumer Healthcare business

India, Mumbai 21 July 2015: Cipla Limited, a global pharmaceutical company which uses cutting edge technology and innovation to meet the everyday needs of all patients, today announced that the Company's Board has approved an investment by Fidelity Growth Partners India and US-based Fidelity Biosciences, through FIL Capital Investments (Mauritius) II Limited or its affiliates, in its recently launched consumer healthcare business which is under incorporation. The investment is subject to execution of definitive agreements, and regulatory approvals.

Through Cipla Consumer Healthcare, the Company has entered the rapidly growing over-the-counter (OTC) healthcare market in India. The vision is to improve the lives of Indian consumers, building on Cipla's strengths in bringing good science to good medicine, while also leveraging its market outreach and equity with the Indian healthcare system. The idea is to leverage Cipla R&D and innovation platform to provide innovative solutions to meet the unmet needs of the Indian consumer. The business will focus on opportunities arising from the shift from illness to wellness and self-care.

Samina Vaziralli, Executive Director, Cipla Ltd, who has incubated this business at Cipla New Ventures said: "Partnering with a long-term strategic and financial investor like Fidelity Growth Partners on this journey will help us create a best-in-class consumer healthcare business. In the consumer healthcare business we need a strong FMCG talent pool and the right ecosystem with a 'pharma in/ FMCG out' mind-set. We already have great talent on board.

Raj Dugar, Senior Managing Director, Fidelity Growth Partners India, added: "Over-the-counter consumer healthcare is a nascent but rapidly growing market in India, and one we are very excited about. This is a unique opportunity for us to partner with Cipla, a company that has long been associated with changing the paradigm of care to build a robust platform that delivers differentiated, high quality products for the Indian consumer. Using our combined knowledge and resources, we intend to provide OTC products that will bring significant benefits to the consumer."

Commenting on the development **Subhanu Saxena MD and Global CEO**, Cipla said: "It is great to see Cipla in consumer healthcare. It has been my aspiration since joining the Company that every person in India should have access to Cipla's healthcare products that are available at a price affordable to them. The consumer healthcare business will help us to achieve this vision

faster. This partnership with Fidelity clearly reinforces trust in our vision of having a word-class consumer healthcare business."

The Indian Consumer Health Care (CHC) market is currently a $4bn market and is growing at a CAGR of 15%. It is expected to be a $10bn market by 2020. Cipla's CHC division recently launched its first product Nicotex, a gum which helps smokers quit the habit. This product is a switch from our prescription business and has had a very successful launch in the South of the country.

About Cipla Limited

Cipla is a global pharmaceutical company which uses cutting edge technology and innovation to meet the everyday needs of all patients. For more than 70 years, Cipla has emerged as one of the most respected pharmaceutical names in India as well as across more than 150 countries. Our portfolio includes over 1500 products across wide range of therapeutic categories with one quality standard globally.

Whilst delivering a long-term sustainable business, Cipla recognises its duty to provide affordable medicines. Cipla's emphasis on access for patients was recognised globally for the pioneering role played in HIV/AIDS treatment as the first pharmaceutical company to provide a triple combination anti-retroviral (ARV) in Africa at less than a dollar a day and thereby treating many millions of patients since 2001.

Cipla's research and development focuses on developing innovative products and drug delivery systems.

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About Fidelity Growth Partners India:

Fidelity Growth Partners India (FGPI) is the India-focused private equity arm of Fidelity International, focused on cross-sector growth capital investing. FGPI seeks to invest in high-quality, high-growth companies in India across a broad range of sectors. FGPI is committed to making the companies it invests in leaders in their industries through access to patient capital with a long term investment mindset, a powerful network of resources and a team of investment professionals with a proven track record of success. Fidelity, Fidelity International and Fidelity Growth Partners India are trademarks of FIL Limited.

For more information, please visit http://www.fidelitygrowthpartners.in/

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