**Press Release** **For Immediate Dissemination**

# Glenmark Pharmaceuticals enters into an exclusive agreement with ImmanenceIntégrale Dermo Correction (IDC), a leading Canadian company for the distribution of a range of high-end dermatology products for Eight Countries

- Glenmark will be the sole licensee for the entire range of product across all these operating countries
- The countries are India, Brazil, Mexico, South Africa, Egypt, Vietnam, Malaysia and Thailand
- This marks the global entry of Glenmark into the high-end anti-aging cosmeceutical care segment

**Mumbai, April 7, 2011**- Glenmark Pharmaceuticals, a leading player in dermatology and drug discovery has entered into an exclusive arrangement with Immanence-IDC, a leading Canadian company for the distribution of their high-end anti-aging cosmeceutical range of products. The agreement will span across eight operating countries for Glenmark. The countries are India, Brazil, Mexico, South Africa, Egypt, Vietnam, Malaysia and Thailand. This will mark Glenmark's presence in this fast growing specialised dermatology segment which is growing at a rapid pace across emerging economies

Commenting on this development, **Mr. Arvind Vasudeva, Chief Operating Officer, Glenmark Pharmaceuticals Limited mentions** "This association marks a new beginning for us in one of the fastest growing segments in dermatology. With emerging economies registering good economic growth in the past decade, this niche segment has been witnessing a transformation and there is a significant need for these high-end products across our operating countries" He added "The IDC cosmeceutical range of products are based on a solid scientific foundation and have been successfully launched in few countries. This association will enable us consolidate our leadership position in dermatology across operating branded generic markets"

"This ten-year agreement with Glenmark will open new markets for us, and through a network of more than 150,000 dermatologists, will allow us to reach more than 1.5 billion people. We are honored that a global leader in dermatology has recognized the science and quality behind our anti-age care products, as well as our innovative approach." **stated Dr. Éric Dupont, PhD, Chairman of the Board at Immanence-IDC.**

"The IDC line is already available in Canada and in France, and is sold in pharmacies and para-pharmacies (OTC pharmacies) that offer consultation services. With this strategic union, IDC will be available in over 12 countries, and the product range will be marketed to dermatologists and pharmacies. Our goal is to establish a presence in over 25 countries over the next two years." **affirmed Mr. Luc Dupont, President and CEO at Immanence-IDC.**

The IDC solution sets itself apart by its global and integral approach to skin aging. IDC's Regen 16 patent-pending technology simultaneously targets the 16 main mechanisms responsible for skin aging, and provides a combination of active molecules that have been selected from those that have demonstrated effectiveness and harmlessness. It is also a solution that offers some of the highest concentrations of cosmetic active ingredients, in some products up to 43%. This highly effective anti-age innovative technology is the result of five years of thorough research in the field of skin ageing. It is supported by several international clinical studies, by scientific publications, and by the collaboration of various international scientists, dermatologists, and plastic surgeons.

**About Glenmark Pharmaceuticals Ltd**

Glenmark Pharmaceuticals Ltd. (GPL) is a research-driven, global, integrated pharmaceutical company headquartered at Mumbai, India. It is a leading player in the discovery of new molecules both NCEs (new chemical entity) and NBEs (new biological entity). Glenmark has eight molecules in various stages of clinical development and is primarily focused in the areas of Inflammation [asthma/COPD, rheumatoid arthritis etc.] and Pain [neuropathic pain and inflammatory pain]. The company has a significant presence in branded generics markets across emerging economies including India. GPL along with its subsidiary has twelve manufacturing facilities in four countries and has five R&D centres.

**About IDC**

A Canadian based company specializing in the development, commercialization and marketing of high end anti-aging cosmeceutical care. Immanence is continually innovating by creating new products which reflects the approach of Integral Dermo Correction. For more information on IDC and its products, please visit: www.idcskincare.com

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