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**8 June 2016.**

National Stock Exchange of India Ltd,
Exchange Plaza, 5th Floor,
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Bandra Kurla Complex,
Bandra (East),
Mumbai – 400 051.

BSE Limited,
Market Operations Dept.
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

Dear Sirs,

**Sub: Press Release**

We are pleased to enclose herewith our Press Release relating to Global Consumer Healthcare (GCH) business, which we shall be releasing after sending this letter to you. This is for your information and record.

Thanking you,

Yours faithfully,
For Sun Pharmaceutical Industries Ltd

A. I. Bhuta

Ashok I. Bhuta
Compliance Officer

Encl: as above

FOR IMMEDIATE RELEASE

# Sun Pharma focuses on dermatology as additional engine of growth for Global Consumer Healthcare (GCH) business

## *Announces roll-out of sunscreen brand Suncros in GCH business*
## *Suncros is India's #1 dermatologist recommended sunscreen brand**

## Sun Pharma will co-promote Suncros brand across prescription & consumer channels to drive growth

*Sun Pharma signs Dia Mirza as Suncros brand ambassador*

*New Suncros TVC with Dia Mirza to be launched in mid-June*

**MUMBAI - JUNE 08, 2016:** As part of its plans to grow the Global Consumer Healthcare business, Sun Pharma will focus on Dermatology as the fourth engine of growth for its OTC business. As part of this growth strategy, the company today announced roll-out of its first dermatology product through the Global Consumer Healthcare business. Branded as Suncros, this is a sunscreen product, offering maximum protection from harmful UV rays till the inner layers of the skin. Currently marketed as a branded prescription product with proven product efficacy has made it the No 1 sunscreen brand to be recommended by dermatologists in the country, Sun Pharma now launched select variants to market directly to consumers. The Suncros range has a highly differentiated product mix that provides an offering for all skin types along with superior benefits of matte finish which ensures non greasy texture, water resistant formulation and 6- 8 hour substantively.

Currently, Sun Pharma's Global Consumer Healthcare business in India markets dietary supplements, analgesics and antacids. The business division's entry into dermatology category offers Sun Pharma's OTC business a larger play into fast moving consumer goods category. Sun Pharma entered the Consumer Healthcare / OTC Business as a result of Ranbaxy's merger into Sun Pharma. It is a high margin, high growth business which the company want to use as a base to create a global consumer entity. The company is evaluating various options to grow the business including foray in new products categories and potential inorganic opportunities.

As part of its business plans to drive Suncros growth in India, the company will co-promote the brand across both prescription & consumer channel. This first-time unique co-promotion strategy will ensure that the brand reaches out to a larger section of new consumers while ensuring its legacy customers are equally serviced.

**Commenting on dermatology as its new engine of growth Mr Subodh Marwah, Business Head – Global Consumer Healthcare, Sun Pharma said,** *"Our foray into the dermatology category is an indicator of the focus and importance Sun Pharma assigns to grow the consumer healthcare business. Suncros offers a unique opportunity to foray into the fast growing sunscreen category and once again repeat our success story in the topical analgesics category. With Suncros being marketed directly to consumers, we are now expanding consumer's access to the country's No 1 dermatologist recommended sunscreen brand."*

**Elaborating on the significance of the co-promotion strategy to drive Suncros growth in India, Mr Abhay Gandhi, CEO – India Business, Sun Pharma adds,** *"Sun Pharma has the largest distribution bandwidth in the prescription business. This will be extensively leveraged to co-promote Suncros brand amongst dermatologists. We believe that our unique first-time co-promoting strategy to market Suncros across both prescription and consumer channels will ensure that the brand continues to receive traction amongst its legacy customers as well as ensure addition of new consumers through the OTC business to drive desired growth for the brand."*

The company has also signed former Miss India and Bollywood Actress Ms Dia Mirza as Suncros' brand ambassador. Dia's engagement will be supported through an integrated marketing campaign that will aim to reach over a million consumers within the first month of roll-out. The company has also planned an innovative television campaign for Suncros featuring Dia Mirza.

**Commenting on her association with Suncros brand, Dia Mirza said,** *"My profession demands that I look flawless at all times, be it in my role of an actress, model, producer or TV show host. I am constantly on the move and for me there is only one rule to keep my skin healthy, I never step outside without a sunscreen irrespective of the weather conditions. Suncros is the perfect shield to my skin from harmful effects of UV rays throughout the year."*

Sun Pharma is rolling out three variants of the Suncros brand through the Global Consumer Healthcare business.

- Suncros Soft with SPF 50+ PA+++ in matte finish for all skin types and ages
- Suncros Aquagel with SPF 26 for acne prone skin
- Suncros Aqualotion with SPF 50 for sensitive skin

All three Suncros products will be available in new attractive packaging across India. Suncros Aquagel will be available in a 100g pack with the MRP of Rs 345, Aqualotion in a 60ml pack with the MRP of Rs 395 and Suncros Soft in a pack of 50 g with the MRP of Rs 545.

** IMS Health*

**About Suncros:** Suncros is India's leading sunscreen brand in the generic branded business. Since its inception, Suncros has grown leaps and bounds along with constantly evolving the product offerings to provide superior and differentiated formulations to the consumers. Suncros range has a highly differentiated product mix that provides an offering for all skin types ensuring maximum protection from the harmful ultraviolet rays along with superior benefits of matte finish which ensures non greasy texture, water resistant formulation and 6 - 8 hour substantively. Suncros constantly works towards providing highly scientific and technological advanced formulations that provide its consumers with sun protection like no other.

**About Sun Pharmaceutical Industries Ltd. (CIN - L24230GJ1993PLC019050):**
Sun Pharma is the world's fifth largest specialty generic pharmaceutical company and India's top pharmaceutical company. A vertically integrated business, economies of scale and an extremely skilled team enable us to deliver quality products in a timely manner at affordable prices. It provides high-quality, affordable medicines trusted by customers and patients in over 150 countries across the world. Sun Pharma's global presence is supported by 47 manufacturing facilities spread across 6 continents, R&D centres across the globe and a multi-cultural workforce comprising over 50 nationalities. The consolidated revenues for 12 months ending March 2016 are approximately US$ 4.3 billion, of which US contributes US$ 2.1 billion. In India, the company enjoys leadership across 13 different classes of doctors with 30 brands featuring amongst top 300 pharmaceutical brands in India. Its footprint across emerging markets covers over 100 markets and 6 markets in Western Europe. Its Global Consumer Healthcare business is ranked amongst Top 10 across 4 global markets. Its API business footprint is strengthened through 14 world class API manufacturing facilities across the globe. Sun Pharma fosters excellence through innovation supported by strong R&D capabilities comprising about 2,000 scientists and R&D investments of over 8% of annual revenues. For further information please visit www.sunpharma.com & follow us on Twitter @SunPharma_Live

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