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3 October 2016.

National Stock Exchange of India Ltd,
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
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 launch of 'Healthy Conversations' initiative by Revital H Woman, 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

Revital H Woman launches 'Healthy Conversations' initiative to bring the health of Indian women in focus

This initiative aims to reach over 2 million women in India

Click on the link to catch the 'Healthy Conversations' campaign video
<https://www.youtube.com/watch?v=h4bNXeXHPYs&feature=youtu.be**>**

MUMBAI, 3rd October, 2016 – Sun Pharma's Global Consumer Healthcare business today announced the launch of Revital H Woman's 'Healthy Conversations' initiative in India. This unique initiative aims to initiate a conversation about women's health, its impact on the health of their family and overall society and encourage women to understand their health requirements. Revital-H Woman's Healthy Conversations will reach out to women across 20 cities in India. Revital-H Woman has created a special digital platform *www.revitalwoman.com* to reach over 2 million women in three months.

In today's urban India, women juggle between multiple responsibilities both inside and outside home. Often they end up ignoring their own health while taking care of their loved ones and fulfilling professional commitments. Importantly, most of them don't realize that they are at risk as they are not leading a healthy lifestyle. Expert recommendations play an important role in educating women to understand their health needs and encourage them to bring a positive change in their dietary & lifestyle habits.

Through the Healthy Conversations initiative, Revital H Woman will encourage women to interact with expert nutritionists to understand and address their nutritional needs. Participating women will take an online health test at *www.revitalwoman.com* to know their current Health Quotient. As part of this initiative, every participant can avail a free diet chart and nutritionist consultation through an online chat. Revital H Woman has partnered with Lybrate, an online doctor consultation platform, to create a seamless experience for consumers participating in 'Healthy Conversations' initiative. This collaboration with Lybrate ensures that a team of professional nutritionists, on the Lybrate platform, will be available to provide online consultation to all participants.

Speaking at the launch of Healthy Conversations initiative, Mr Subodh Marwah, Business Head, Global Consumer Healthcare, Sun Pharma said, *"Women's health is an ignored subject in this country. Women play the most important role in shaping the health of family and society. In a single day women balance both household and work related responsibilities with utmost efficiency which often leaves them tired and fatigued and certainly leaves no time for them to take care of their health needs. Improper eating habits and lack of a balanced diet due to hectic lifestyles are a common phenomenon now. Biological changes and social pressure for staying visibly slim often exaggerate the nutritional deficiency in urban Indian women. Through the Revital H Woman's 'Healthy Conversations' initiative, we wish to make women understand that if they are healthy, they can keep their loved ones healthy and address their*

health needs through structured and expert led conversations and become a holistic good health partner for these women in everyday life."

Speaking on the occasion of campaign launch Bollywood Actor and Revital H Woman's brand ambassador, Ms Sonali Bendre said, *"Today women are going that extra mile to test their capabilities and abilities both professionally & personally. However, in the process they often ignore their own health. Given the hectic and active lifestyle that we all live and struggle with, it is essential to ensure that our body gets the right amount of nutrition. It's important for every woman to desire a healthy and balanced life and I am happy that Revital H Woman has taken this initiative to bring attention to the growing nutritional gap in Indian women's daily diet. I am delighted to be associated with this brand and the initiative and look forward to work towards making women understand and address their health needs."*

Revital H Woman is a Daily Health Supplement which has been specially formulated for women, keeping in mind their special needs. Vitamins and minerals are essential nutrients to keep the body healthy. However, due to multiple reasons like hectic lifestyles, improper cooking and consuming methods, imbalanced diet, deficiency of nutrients in soil, etc. one is unable to get these nutrients in required quantities. Revital H Woman supplements the diet, hence contributes to well-being of women.

About Revital H Woman: Revital H Woman is a combination of 12 Vitamins, 10 Minerals and Ginseng which help in keeping women physically active and mentally relaxed throughout the day. Among other benefits, vitamins and minerals in Revital H Woman also help in maintaining healthy bones, reducing fatigue, and maintaining healthy hair, skin and nails.

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 12 different classes of doctors with 32 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 visitwww.sunpharma.com & follow us on Twitter @SunPharma_Live

FOR FURTHER INFORMATION PLEASE CONTACT

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