Press Release

PIRAMAL ENTERPRISES' SUBSIDIARY, DECISION RESOURCES GROUP, ACQUIRES ABACUS INTERNATIONAL

Acquisition Adds Significant Global Market Access Capabilities to Decision Resources Group

December 3, 2012--Burlington, Massachusetts/Mumbai, India and Bicester, England— Piramal Enterprises' subsidiary Decision Resources Group, one of the world's leading research and advisory firms focusing on healthcare insights and analysis, announced today that it acquired Abacus International, a pioneer in evidence-based global market access solutions for many of the world's leading healthcare companies. The acquisition of UK-based Abacus by Burlington, Massachusetts-based Decision Resources Group will result in a significant global expansion of Decision Resources Group's market access capabilities. Abacus will be part of the Market Access Business Unit at Decision Resources Group which currently includes the brands: Fingertip Formulary, HealthLeaders-InterStudy, PharmaStrat and Pinsonault.

Abacus differentiates itself by offering integrated market access solutions across the entire product lifecycle from payer strategy, through technical disciplines such as modeling and systematic review to value communications and health technology assessment (HTA). An in-house multimedia team enables Abacus to differentiate their service offering using innovative software solutions including web, mobile and iPad® applications.

"Abacus brings to the table a unique combination of technical excellence and robust, evidence-based analysis resulting in solutions that are well-designed to address the needs of our healthcare clients," said Jim Lang, President of the Market Access Business Unit at Decision Resources Group. "Besides expanding our global market access services and products, the acquisition also allows us to now offer market access capabilities for the medical device and diagnostic industry as well as to significantly expand our commercial support capabilities, with industry-leading mobile communication tools."

"We are excited to continue our growth as a Decision Resources Group company," said Simon Howard, CEO of Abacus International. "We view this acquisition as a major step toward becoming a fully integrated global market access solutions provider. Our team of experienced health economic and market access specialists look forward to incorporating the market and payer research data held by sister companies at Decision Resources Group to improve our payer insight and value communications deliverables."

The acquisition is part of Decision Resources Group's overall strategy to acquire and/or build leading brands that can leverage each other's thought leadership to create meaningful products and services for the healthcare industry.

"Abacus is an important acquisition in Decision Resources Group's overall strategy to expand our market access capabilities and offer our clients the most innovative, high-value advisory

solutions," said Peter Hoenigsberg, CEO of Decision Resources Group. "It also serves to boost our position in Europe as an important resource for healthcare firms worldwide."

Abacus International will remain headquartered in Bicester, England.

Results Healthcare, a division of Results International, acted as advisors to Abacus International.

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Note to the Editors:

About Abacus International
Founded in 1995, Abacus International's services have evolved over time to meet the increasing need for health economic and evidence based solutions. The Company's vast experience across a wide range of disease areas is second to none. Abacus provides services at every stage of the product lifecycle including:

- Pre-launch evaluations of clinical & outcome evidence (systematic literature review)
- Development of technical health economic models
- Mapping market access requirements & payer landscaping
- Preparation of NICE, SMC and other HTA submissions
- Creation of value dossiers and online value platforms
- Development of post-launch communication tools, including iPad® solutions

For more information on Abacus International, please visit www.AbacusInt.com.

About Decision Resources Group
Decision Resources Group is a cohesive portfolio of companies that offers best-in-class, high-value information, insights, advisory services and consulting on important sectors of the healthcare industry. Clients rely on this analysis, data and consulting services to make more informed critical management decisions. With over 500 employees worldwide, analysts at Decision Resources Group companies provide the pharmaceutical, biotech, medical device, financial services and managed care industries with the analytics and advice they need to compete and thrive in an increasingly competitive marketplace. Through both organic growth and an aggressive acquisition strategy, Decision Resources Group has become the premier provider of healthcare analysis, data and advisory services in the world. Decision Resources Group is owned by Piramal Enterprises. Visit Decision Resources Group at www.DecisionResourcesGroup.com.

About Piramal Enterprises Ltd.
Piramal Enterprises is one of India's largest diversified companies, with a presence in pharmaceutical, financial services and information management sectors. Piramal Enterprises had consolidated revenues of $ 500 million in FY2012. In the pharmaceutical space, PEL is one of leading custom manufacturing player globally, has presence in the global critical care segment with a portfolio of inhalation and injectible anesthetics and its OTC business is ranked no. 7 in India. PEL is also engaged in drug discovery & research and has strong pipeline of development products. In the financial services space, PEL has a real estate focused PE fund – Indiareit and a NBFC that is focused on lending to real estate and education sector. Recently, PEL has also entered the global information management industry through acquisition of a US based company - Decision Resources Group.

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