

Piramal Healthcare announces approval of its first innovative product for regenerative medicine, BST-CarGel®

European CE mark approval for innovative bio-orthopaedic product for cartilage repair, BST-CarGel®



Mumbai, India April 11, 2012: Piramal Healthcare Limited ("PHL", NSE: PIRHEALTH, BSE: 500302) announced today that it has received the European CE mark approval for its innovative bio-orthopaedic product for cartilage repair, BST-CarGel®.

This European regulatory approval enables the company to commercialize BST-CarGel® in all of the countries in the European Union. Furthermore, this approval will serve as the basis to obtain commercial authorization for the product in other geographic areas of the world such as the Middle East, the Asia Pacific region, South America and other countries including India.

"We are excited with the approval of Piramal's first innovative product for regenerative medicine and we are looking forward to launch BST-CarGel® to treat patients with cartilage injuries of the knee around the world. The approval of this product is a testimony of Piramal Healthcare's commitment to become an innovation-led healthcare company", said **Dr Swati Piramal, Director, Piramal Healthcare**.

BST-CarGel®, a EU class III medical device, is a novel natural polysaccharide based liquid scaffold which, combined with the patient's whole blood, is then implanted into a debrided cartilage lesion prepared with bone marrow access. As demonstrated in a controlled clinical trial, this procedure results in a superior cartilage repair volume and quality compared to the standard of care treatment with the goal of offering a more durable longer term treatment.

Commenting on the development, **Mr Ajay Piramal, Chairman, Piramal Group** said, "BST-CarGel® provides us with a superior way to address significant unmet medical needs in the global knee cartilage repair market. The current European approval provides access to a USD 200 million market in Europe with the potential for a larger market with greater penetration of treatment in Europe. As we obtain commercial approval in other geographic areas, this will give us access to additional markets."

Piramal Healthcare plans to launch BST-CarGel® for commercial sale in the fourth quarter of the 2012 calendar year after completing user studies with key opinion leaders.

Piramal Healthcare originally invested into the BST-CarGel® technology in 2006 and subsequently in 2010, acquired the assets relating to BST-CarGel® from BioSyntech Technologies Inc, a company located in Montreal, Canada.

For more about the Company, please visit our website www.piramalhealthcare.com

Note to the Editors:

About the Piramal Group

The Piramal Group, led by Ajay G. Piramal is one of India's foremost business conglomerates. Driven by the core values of Knowledge Action Care, the Piramal Group has interests in a myriad of industries that encompass healthcare, drug discovery & development, diagnostics, glass, real estate and financial services. The Piramal Group steadfastly pursues inclusive growth while adhering to ethical and value driven practices. The Group's turnover exceeded \$ 900 million in FY2011.

About Piramal Healthcare Ltd.

Piramal Healthcare is one of India's largest healthcare companies, with a growth track record of above 29% CAGR since 1988. Piramal Healthcare had consolidated revenues of \$ 650 million in FY2011. With assets across North America, Europe and Asia, Piramal Healthcare is also one of the largest custom manufacturing companies across the world. It has significant presence in the global critical space with sales of anesthesia products to over 100 countries.

Disclaimer

Any statements in this press release about future expectations, plans and prospects for Piramal Healthcare Limited that are not historical in nature are forward-looking statements. Forward-looking statements are based on current expectations and assumptions, and entail various risks and uncertainties that could cause actual results to differ materially from those expressed in such forward-looking statements. There are a number of important factors that could cause the Company's actual results to differ materially from those indicated by such forward-looking statements, including obtaining regulatory and other approvals; market acceptance and demand; difficulties in manufacturing; the strength of intellectual property; the impact of competitive products and pricing; government legislation and regulations; and other risks and uncertainties. All forward-looking statements speak only as of the date of this news release. Piramal Healthcare Limited undertakes no obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

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