

PPL/CS/1276/2011
February 14, 2011



To
The Bombay Stock Exchange Limited

Floor 25, P.J. Towers
Dalal Street
Mumbai 400 001

Kind Attn.: Mr. Subramaniam

The National Stock Exchange of India Limited

Exchange Plaza, Plot No. C/1, G Block
Bandra-Kurla Complex, Bandra (E)
Mumbai 400 051

Kind Attn.: Mr. Hari K.

Dear Sir,

Sub. : Corporate Updates- Plethico Pharmaceuticals Limited

Medical Research Institute (MRI) Appoints Fitness Competitor/Trainer Kyle Clarke as an Athlete Spokesperson for the Brand

Kyle Clarke Will Put His Acting, Fitness, Modeling Experience to Work for MRI

Medical Research Institute (MRI), a premium sports nutrition brand, has appointed Kyle Clarke of Las Vegas, NV, as MRI's athlete spokesperson. In his new role for the company, Clarke will widely promote the MRI brand among consumers and retailers, as well as work to help increase national awareness of physical fitness and sports nutrition.

MRI Marketing Director, Gabriel Flores, said: "MRI is excited about bringing on Kyle Clarke as a credible spokester to help promote our brand." Flores continued, "Kyle is multi-faceted and multi-talented with experience in commercials, editorial, film, music videos, television, and popularity in the Fitness Industry."

Clarke graduated from Washington University in St. Louis, MO, with a Bachelors of Science in Civil Engineering. A former Captain and Combat Engineer Officer for the U.S. Army, Clarke returned to Las Vegas after the military to delve further into personal training education, study fitness for certification, and begin his fitness industry career.

Clarke has graced the cover of more than five magazines, including REPS! Magazine and IronMan Magazine. He has won or placed in several competitions, including first place in MuscleMania's Model America 2010, Fit Sciences Fitness Championships (2010), and second and third place in Musclemania's Model America (2009 and 2008 respectively). He is also the face of UWEAR Venezuela international retail store.

MRI is a brand of Natrol, Inc., a premier marketer, manufacturer, and distributor of nationally branded nutritional products.



PLETHICO PHARMACEUTICALS LIMITED

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Mumbai 400 093, INDIA Tel.: +91-22-66988301/302, Fax : +91-22-66988330/+91-22-66988300

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About Medical Research Institute – Science. Innovation. Performance.

MRI is the leader in innovative sports nutrition products with a focus on combining science-based, unique active ingredients with highly efficient nutrient-delivery technologies exclusive to the MRI brand. Its signature product line includes NO2 RED™, NO2 Black®, NO2 RipCuts™, and Black Powder®, along with other innovative solutions for power and endurance athletes such as CE2 Hi-Def®, Pro-NOS®, and Anabolic Switch®. MRI distributes products nationally through specialty retail stores, such as GNC (General Nutrition Company) and The Vitamin Shoppe®, other fine vitamin retailers, and online at bodybuilding.com and mri-performance.com.

About Natrol, Inc. – CONSUMER. TECHNOLOGY. NUTRITION.

Natrol, headquartered in Chatsworth, CA, is a wholly owned subsidiary of Plethico Pharmaceuticals Limited. Plethico Pharmaceuticals Limited (BSE: 532739.BO: PLETHICO), an herbal/nutraceutical-focused Indian Company, engages in the manufacture, marketing, and distribution of pharmaceutical and allied healthcare products in India and internationally.

Natrol, Inc. has a portfolio of health and wellness brands representing quality nutritional supplements, functional herbal teas, and sports nutrition products. Established in 1980, Natrol's portfolio of brands includes: Natrol®, MRI, Prolab®, Laci Le Beau®, Promensil®, Trinovin®, NuHair®, and Shen Min®. The company also manufactures supplements for its own brands and on behalf of third parties.

Natrol distributes products nationally through more than 54,000 retailers, as well as internationally in over 40 other countries through distribution partners and its UK subsidiary.

Consumer needs are central to Natrol's focus. The company pledges to deliver nutritional products with uncompromised service, quality, and innovation through the best that science, nature, and technology can offer. For more information, visit www.Natrol.com.

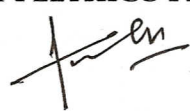
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This is for your information and record.

Thanking You

Yours Faithfully,

For PLETHICO PHARMACEUTICALS LIMITED


AMRISH CHOURASIA
COMPANY SECRETARY



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