

Piramal Enterprises acquires five brands from Organon India Pvt. Ltd. (OIPL) and MSD BV for its Consumer Products Business

Mumbai, 22nd December 2015: Piramal Enterprises' Consumer Products Division announces the acquisition of five trademark rights for India from Organon India Pvt. Ltd. and MSD BV. for a consideration of INR 92 Cr. The acquisition includes mainly the brands Naturo lax, Lactobacil and Farizym, which PEL intends to continue in the Gastro-Intestinal (GI) segment through the over-the-counter (OTC) route. The brands hold a rich legacy in India and have a high consumer pull. The Indian OTC market is approximately INR 15000 Cr in Size growing at 13-14%.

Nandini Piramal, Executive Director, Piramal Enterprises said, "Our aim is to be a significant player in all the businesses we have retained in the Healthcare segment of Piramal Enterprises Limited. We are one of the largest Custom Manufacturing Companies and have manufacturing bases in North America, European Union and Asia. Our Critical Care business is the third largest player in the Global Inhalation Anesthesia market.

The third business in Healthcare segment is the Consumer Product Business and we intend to be a significant player here too. The Consumer Products business started its journey as an independent player in 2009 and was ranked 40th amongst all OTC players in India. The business has grown rapidly at 24% over the past 6 years and is now ranked 7th amongst all OTC companies in India.

In line with our Strategy, we aim to be a Top 3 player in the OTC market by 2020 and the addition of this portfolio of brands will help us move swiftly towards that objective. Recently we have also acquired the baby care brand Little's, which provides well-being solutions for kids up to the age of 4 years.

Most of the brands in our Portfolio viz Saridon, Ipill, Lacto Calamine, Tetmosol and Caladryl have a strong consumer franchise and are all either #1 or #2 players in its respective categories. We currently have 6 of our brands in the top 100 OTC brands of India and this list will further increase with the recent addition of Little's and these brands from OPIL and MSD BV."

Kedar Rajadnye COO – Consumer Products Division said – "Today's Consumers lead a fast and hectic lifestyle. This lifestyle coupled with stress and infrequent food habits tends to take a toll on their digestive wellbeing. The Gastro Intestinal market which addresses the constipation, diarrhea and appetite stimulant categories is a INR ~Rs 2000 Cr market growing at 15-16%. We have an antacid brand Polycrol – which is the no. 1 brand in Eastern India and with these strong additions, our basket of offerings in the Gastro Intestinal market will become larger.

We expect these brands to leverage the strong sales and distribution capability that we have built over the years and help us improve our profitability margins as there will be higher fixed cost absorption. The Consumer Product business of Piramal Enterprises caters to all 1 lac+ population towns in India and committed to expand our distribution network further to over 20k population towns making it one of the largest distribution footprints in Indian OTC space".

About Piramal Enterprises Limited

Piramal Enterprises Limited (PEL) is one of India's large diversified companies, with a presence in Healthcare, Healthcare Information Management and Financial Services. PEL's consolidated revenues were over \$ 830 million in FY2015, with approx. 70% of revenues from outside India.

In healthcare, PEL is one of the leading players globally in CRAMS (custom research and manufacturing services) as well as in the critical care segment of inhalation and injectable anaesthetics. It also has a strong presence in the OTC segment in India. The Molecular Imaging Division was formed in 2012 with presence in Europe and USA.

PEL's healthcare information management business, Decision Resources Group, is amongst the top 20 US market research organizations which provide information services to the healthcare industry.

In financial services, PEL, through its Piramal Fund Management Division, provides comprehensive financing solutions to real estate companies. The Structured Investment Group ("SIG") provides long term patient mezzanine growth capital to capital intensive businesses which are integral part of India's growth story. The total funds under management under these businesses are over \$ 2.5 billion. The company also has strategic alliances with top global pension funds like CPPIB Credit Investment Inc. and APG Asset Management. PEL also has long term equity investments worth over \$ 700 million in Shriram Group, a leading financial conglomerate in India.

PEL is listed on BSE Limited and National Stock Exchange of India Limited in India.

About Consumer Products Business at Piramal Enterprises:

The Consumer Product Business is one of the fastest growing players in the Domestic Consumer Healthcare Market and is currently ranked 7th amongst all OTC players in India. The Business has a portfolio of brands like Saridon, Lacto Calamine, I range of Products (i-pill, i-know, i-can), Quik Kool, Polycrol, Jungle Magic (Perfumes, Bands), Tetmosol, Caladryl etc and has 6 brands amongst the top 100 OTC brands. Most of the brands in the portfolio are either No 1 or No2 in their respective categories. The business has a strong distribution footprint and covers all the 1 lac + population towns across the country.

For media enquiries, please contact:

PIRAMAL ENTERPRISES

Akansha Pradhan / Riddhi Goradia / Paroma Bhattacharya
Corporate Communications

Tel: +91 22 3351 4082 / 4083 / 4099

akansha.pradhan@piramal.com / riddhi.goradia@piramal.com / paroma.bhattacharya@piramal.com

PUBLIC RELATIONS CONSULTANT:

Sunayan Shahani

Tel: +91 22 3368 0324

M: +91 9833172756

sunayan.shahani@mslgroup.com