

13th May, 2016

Corporate Relationship Dept.

BSE Limited

1st Floor, New Trading Wing,
Rotunda Bldg, P.J. Towers,
Dalal Street, Fort,
Mumbai - 400 001.

The Market Operations Dept.

National Stock Exchange of India Ltd.,

Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra-Kurla Complex, Bandra (E)
Mumbai - 400 051.

Dear Sir / Madam,

**Ref: BSE SCRIP CODE - 500302
NSE SYMBOL - PEL**

Sub: Piramal Enterprises enters into an agreement to acquire four brands from Pfizer Limited for its Consumer Products Business

Enclosed is the Press Release being issued by the Company on the captioned matter.

Kindly take the same on record.

Thank you.

Yours truly,

For Piramal Enterprises Limited


Chanda Makhija Thadani
Assistant Company Secretary

Encl: as above

Piramal Enterprises Limited

CIN : L24110MH1947PLC005719

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Press Release:

Piramal Enterprises enters an agreement to acquire four brands from Pfizer Limited for its Consumer Products Business

13th May 2016, Mumbai: Piramal Enterprises' Consumer Products Division has entered into an agreement to acquire four brands from Pfizer Limited for a consideration of INR 110 crores. The acquisition includes brands namely: Ferradol, Neko, Sloan's and Waterbury's Compound. Additionally the agreement also includes the trademark rights for Ferradol and Waterbury's Compound in Bangladesh and Sri Lanka. These brands hold a rich legacy and have a high consumer pull and are available in India for the past 30+ years

- **Ferradol** launched in 1982, is a leading nutritional supplement for children and adults.
- **Neko** launched in 1967, is a medicated soap indicated for body odor and minor skin infections.
- **Sloan's** launched in 1982, is muscular pain reliever that is available in balm and liniment forms.
- **Waterbury's Compound** launched in 1970, is used for building Cough and Cold immunity.

These products currently operate in a market which is currently estimated at INR 7000 Cr.

Completion of the deal is subject to certain conditions including regulatory approvals.

Nandini Piramal, Executive Director, Piramal Enterprises said, "Our aim is to be a significant player in every business under the Healthcare vertical of Piramal Enterprises Limited. We are one of the large 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 Consumer Products Division of the company currently ranks 7th in India; but we aim to be a Top 3 player in the OTC market by 2020. Acquisition is one of the important routes to help us achieve our goal and in the last 6 months we have done two acquisitions in the Consumer Products business. The first one was the Littles baby care range of brands and second was the gastro-intestinal portfolio of brands from MSD. We believe these brands from Pfizer will fit our portfolio and also strategically help us move closer towards our stated objective. The combination of growing our existing core brands and strategically acquiring accretive brands has helped us create a unique business which has a powerful portfolio of OTC brands in India."

Kedar Rajadnye, COO - Consumer Products Division, Piramal Enterprises said, "Our success and expertise in building and acquiring brands across categories is our strength. Most of the brands in our portfolio viz Saridon, Ipill, Lacto Calamine, Tetmosol and Caladryl have strong consumer franchise and are leading players in their respective categories. We currently have 6 of our brands in the top 100 OTC brands of India. We have proven strength in marketing and also in chemist distribution where we have a strong footprint which covers all the 20,000 population towns across the country. 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. These four powerful heritage brands have a huge potential to become power brands in their respective categories.”

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 \$ 2.7 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 the BSE Limited and the National Stock Exchange Of India Limited.

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 , Tetmosol, Caladryl, Littles, Naturo lax, Lacto Bacil plus etc and has 6 brands amongst the top 100 Indian 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 20k+ population towns across the country.

For Investors:

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