



## **Press Release**

### **Piramal Enterprises acquires the brand CALADRYL® in India**

**Mumbai, November 1, 2013:** Piramal Enterprises Limited (formerly Piramal Healthcare Limited) today announced that it has acquired the over-the-counter (OTC) brand CALADRYL® in India from Valeant Pharmaceuticals International, Inc.

The brand CALADRYL® in India was owned by Valeant Pharmaceuticals International, Inc (“Valeant”). The rights to this brand were acquired by Valeant from Johnson & Johnson in the year 2012. CALADRYL® is an anti-pruritic solution known for dermatosis application for minor skin irritations and itching.

This acquisition enables Piramal Enterprises (“PEL”) to widen its consumer products portfolio in the skin care segment. PEL’s current consumer products portfolio includes brands such as Lacto Calamine, Saridon, i-Pill, Itchmosol and Supractiv Complete, along with niche market brands like Polycrol, i-Sure, i-Can, Jungle Magic, Tetmosol and Triactiv. The division has one of India’s largest field forces in the industry covering more than 100,000 towns.

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## **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 & research, 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 \$ 1 billion in FY2013.

### **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 over \$ 650 million in FY2013. 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, education & infrastructure sector. PEL's information management business, Decision Resources Group is a leading provider of information based services to the healthcare industry.

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