



FOR IMMEDIATE RELEASE

Sun Pharma signs Akshay Kumar as Revital H Brand Ambassador

360° campaign around the idea, “Ab sabki battery rahegi full” launched

Mumbai, India, July 9, 2018: Sun Pharma Consumer Healthcare, a division of Sun Pharmaceutical Industries Ltd (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE: SUNPHARMA, BSE: 524715, “Sun Pharma” or the “Company” including its Indian subsidiaries) today announced that it has signed Bollywood star Akshay Kumar as the new brand ambassador of Revital H. Akshay Kumar, a renowned actor, martial artist & stuntman known for his high energy was a natural fit for Revital H – a brand that helps keep your energy & stamina high throughout the day. A 360° marketing campaign featuring Akshay Kumar goes live today.

Revital H is India’s leading and most trusted health supplement for over two decades. It has a unique combination of 10 vitamins, 9 minerals and ginseng that helps increase stamina, boost energy levels and fight chronic tiredness.

Consumer research by Kantar IMRB showed that our ever demanding lifestyle requires energy levels to be fully charged throughout the day. The energy levels, however, tend to go down as the day progresses. Hence the idea of “Ab sabki battery rahegi full” which brings out that no matter how physically challenging the task one does, Revital H helps keep your stamina & energy high. The new campaign featuring Akshay Kumar highlights this core idea. Akshay and Revital H complement each other as both characterize high energy.

Commenting on the development, Kal Sundaram, CEO – India, Emerging Markets & Consumer Healthcare said, “In Akshay Kumar, we have found a perfect ambassador who is not only physically fit but also exudes great energy at all times – attributes that define Revital H at its core. Many people have found a holistic good health partner in Revital H as it provides that extra energy & stamina required throughout the day.”

Through the years the brand has focused its efforts on building its equity in the energy domain and the new campaign aims to strengthen this positioning further. The campaign includes TV, print, social, out-of-home and on-ground consumer initiatives. The Vitamins and Dietary Supplements Category in India is estimated at Rs. 9362 crores growing at 11.5% (Euromonitor International MAT Dec 17).

Watch Revital H TVC – [Click here](#)

Madhu Noorani, Creative President, Lowe Lintas, says, “Akshay Kumar is one of the fittest, most high energy actors, known for his high energy and action stunts, and that led us to the campaign idea of “Sabki battery rahegi full.” It is a simple on-the-street expression that says it all... everything needs a recharge or a top up to keep going... it’s simple for consumers to understand and relate to. The TVC literally wrote itself. A simple and engaging film where we see Akshay Kumar the actor full of energy, doing what he does best – a high energy high action stunt sequence - shown in an actual working atmosphere with his other fellow actors and crew struggling to cope up with his energy level.”

About Sun Pharmaceutical Industries Ltd. (CIN - L24230GJ1993PLC019050):

Sun Pharma is the world's fifth largest specialty generic pharmaceutical company and India's top pharmaceutical company. A vertically integrated business, economies of scale and an extremely skilled team enable us to deliver quality products in a timely manner at affordable prices. It provides high-quality, affordable medicines trusted by customers and patients in over 150 countries across the world. Sun Pharma's global presence is supported by 41 manufacturing facilities spread across 6 continents, R&D centres across the globe and a multi-cultural workforce comprising over 50 nationalities. In India, the company enjoys leadership across 13 different classes of doctors with 32 brands featuring amongst top 300 pharmaceutical brands in India. Its footprint across emerging markets covers over 100 markets and 6 markets in Western Europe. Its Global Consumer Healthcare business is ranked amongst Top 10 across 3 global markets. Its API business footprint is strengthened through 14 world class API manufacturing facilities across the globe. Sun Pharma fosters excellence through innovation supported by strong R&D capabilities comprising about 2,000 scientists and R&D investments of approximately 8% of annual revenues.

For further information, please visit www.sunpharma.com & follow us on Twitter @SunPharma_Live

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