

PRESS RELEASE

Piramal Enterprises' Consumer Products Division Ropes in Sourav Ganguly as the Brand Ambassador for 'Polycrol', its Antacid Brand

Mumbai, India | February 24, 2020: Piramal Enterprises' Consumer Products Division today announced its association with Sourav Ganguly, Former Captain of the Indian Cricket Team & Current President, Board of Control for Cricket in India (BCCI) as the brand ambassador for 'Polycrol', its antacid brand.

Polycrol, a legacy brand over 4 decades, has established itself as a trusted product amongst consumers by providing them with quick relief from acidity. Available in a mint flavor, Polycrol is one of India's leading liquid antacid brands, and is amongst the top 3 in Eastern India, including West Bengal, Assam and Odisha.

Commenting on this association, **Nandini Piramal, Executive Director, Piramal Enterprises Limited** said, "We are pleased to have Sourav Ganguly as the brand ambassador of Polycrol. Sourav, fondly known as 'Maharaja' in Eastern India, has been one of the world's leading batsmen and a successful captain of the Indian cricket team. His association with Polycrol is a testament to our legacy brand's strength and trustworthiness."

Sourav Ganguly, Former Captain of the Indian Cricket Team & Current President, BCCI said, "Polycrol has been a household name in the East and has been a part of my family too, for many years now. We love our food and hence are always ready with Polycrol. I feel honoured to be associated with such a credible brand and look forward to creating new success benchmarks."

About the Piramal Group:

The Piramal Group, led by Ajay Piramal, is one of India's leading business conglomerates with a global footprint. With operations in 30 countries and brand presence in over 100 countries, the Group's turnover is ~\$2.2 billion in FY2019.

The Group's diversified portfolio includes presence in industries like healthcare, financial services, glass packaging and real estate.

Driven by its core values, the Group steadfastly pursues inclusive growth, while adhering to ethical and value driven practices. Piramal Foundation (a Section 8 Company), the Group's philanthropic arm, has initiatives in primary healthcare and nutrition, water, education leadership and women empowerment across 25 states of India.

About Piramal Enterprises Ltd:

Piramal Enterprises Limited (PEL) is one of India's leading diversified companies, with a presence in Financial Services and Pharmaceuticals. PEL's consolidated revenues were ~US\$1.9 billion in FY2019, with around ~40% of revenues generated from outside India.

In Financial Services, PEL offers a complete suite of financial products in both wholesale and retail financing across sectors. The Group has long-standing partnerships with leading institutional investors such as CPPIB, APG, Ivanhoé Cambridge (subsidiary of CDPO) and Bain Capital Credit. PEL also has equity investments in the Shriram Group, a leading financial conglomerate in India.

In Pharma, through end-to-end manufacturing capabilities across 13 global facilities and a large global distribution network to over 100 countries, PEL sells a portfolio of niche differentiated pharma products and provides an entire pool of pharma services (including in the areas of injectable, HPAPI etc.). The Company is also strengthening its presence in the Consumer Product segment in India.

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

For more information visit: www.piramal.com [Facebook](#), [Twitter](#), [LinkedIn](#)

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