

#INHALERSHAINSAHI WITH CIPLA LTD.

Cipla is back with the second chapter of **BerokZindagi** to inspire people with asthma to live a life without limits

Advocates appropriate therapy for asthma through usage of inhalers

Mumbai, India: November 4, 2019: Cipla Limited ("Cipla"), launched the second chapter of the campaign, #BerokZindagi with a new digital film highlighting the campaign's core message, "*Asthma ke liye, Inhalers hain sahi*" (Inhalers are right for asthma). The digital film released is anchored by Radhika Apte, and addresses the key issues and myths that hinder appropriate treatment of asthma through inhalers featuring popular achievers living a life without limits despite asthma. The film includes celebrity chef, Vikas Khanna; Arjuna awardee Badminton player, Parupalli Kashyap and Digital influencer, Shristi Dixit.

This new campaign #InhalersHainSahi focuses on generating awareness and education about asthma besides its appropriate line of treatment with inhalers, and continues to inspire patients to live a barrier free life. Addressing key issues and myths around therapy, the film highlights the social stigma of using inhalers, that inhalers are suitable for children and all levels of severity, that they are not addictive and show better results than oral solutions.

Nikhil Chopra, Executive Vice-President & Head India Business, Cipla Ltd. has said, "*The first leg of our campaign #BerokZindagi was very well received and saw a marked increase in people's awareness and acceptance levels for inhalation therapy. Being market leader in the respiratory segment, Cipla has taken on the responsibility of creating awareness about asthma and educate patients on appropriate treatment to manage the disease. Patients have always been at the core of Cipla and drives its central philosophy of 'Caring for Life'.*

This campaign intends to continue inspiring millions across India, an ambition we started executing last year through #BerokZindagi. While positive shifts testify our success, there is still much to be done for people suffering from asthma. These are people unable to live the life they deserve because of misinformation and stigma leading to non-acceptance of the disease and avoidance of inhaler use. Hence, we shall continue our work through #BerokZindagi with the central message, Asthma ke liye #InhalersHainSahi."

This digital film was scripted by the creative team at Schbang, directed by Nilay Singh and produced by Abhimanyu Balasubramanyam and Abhishek Mishra. The larger campaign which will pan out over the next few months will comprise a multi-media campaign including TV, digital media and radio.

Link to the Digital Film – <https://www.youtube.com/watch?v=fR15ko8BKW0>

Credits:

Agency: *Schbang*

Creative: *Disha Daswani, Sahil Shah, Manav Sheth*

Management: *Harshil Karia, Akshay Gurnani, Saumil Mehta*

Films team: *Abhimanyu Balasubramanyam, Abhishek Mishra, Nilay Singh, Debashis Remy Dalai, Gayle Almeida*

Director: *Nilay Singh*

Producer: *Abhimanyu Balasubramanyam, Abhishek Mishra*

CIPLA: *Shrishail Deshnur, Nikhil Chopra*

About Cipla:

Established in 1935, Cipla is a global pharmaceutical company focused on agile and sustainable growth, complex generics, and deepening portfolio in our home markets of India, South Africa, North America, and key regulated and emerging markets. Our strengths in the respiratory, antiretroviral, urology, cardiology, anti-infective and CNS segments are well-known. Our 46 manufacturing sites around the world produce 50+ dosage forms and 1,500+ products using cutting-edge technology platforms to cater to our 80+ markets. Cipla is ranked 3rd largest in pharma in India (IQVIA MAT June'19) and is the 3rd largest in the pharma private market in South Africa (IQVIA MAT June'19). For over eight decades, making a difference to patients has inspired every aspect of Cipla's work. Our paradigm-changing offer of a triple anti-retroviral therapy in HIV/AIDS at less than a dollar a day in Africa in 2001 is widely acknowledged as having contributed to bringing inclusiveness, accessibility and affordability to the centre of the HIV movement. A responsible 3 corporate citizen, Cipla's humanitarian approach to healthcare in pursuit of its purpose of 'Caring for Life' and deep-rooted community links wherever it is present make it a partner of choice to global health bodies, peers and all stakeholders. For more, please visit www.cipla.com, or click on [Twitter](#), [Facebook](#), and [LinkedIn](#).