

Cipla Health signs agreement to acquire Endura Mass

Forays into the growing nutritional wellness space

Mumbai, India; July 14, 2022: Cipla Limited (BSE: 500087; NSE: CIPLA EQ; and hereafter referred to as "Company" or "Cipla") announced today that Cipla Health Limited (CHL), wholly owned subsidiary and consumer healthcare arm of the Company has signed definitive agreements for acquisition of Endura Mass, a renowned nutritional supplement brand in the category of weight gain from Medinnbelle Herbalcare Private Limited. Endura® and all other associated trademarks would be part of the acquisition.

As per the Lancet Journal (Study from 1975 - 2014), India has approximately 20 crore adult (male & female) population who are underweight. Endura Mass has a legacy of over 20 years in providing solutions for consumers actively looking to gain weight. It has a range of proven, efficacious, and safe range of weight gainers that help to gain weight in a healthy way.

This acquisition is in line with Cipla's strategic imperative to augment the Company's wellness portfolio for bringing about a shift from an illness to a wellness mindset.

As per the signed definitive agreements, acquisition is subject to completion of certain closing conditions. CHL shall immediately initiate the distribution and marketing of the said products pending the closure of the proposed acquisition.

Commenting on the development, **Shivam Puri, Chief Executive Officer of CHL** said, "With this strategic acquisition, we will be expanding our portfolio into a new category of weight gain, thereby catering to a very specific nutritional need for a set of our consumers. Being underweight is linked to multiple challenges such as poor stamina, poor concentration and low immunity. The addition of Endura & Endura mass to our portfolio perfectly complements our existing offerings across all key OTC/Wellness categories and would hence help us offer an even more comprehensive solution to all key consumer needs."

CHL through this acquisition, is well positioned to further build and develop the nutrition supplement category owing to its strong existing offline and online distribution muscle & a deep consumer in sighting engine which has already helped create over 12 strong brands within the portfolio.

About Cipla Health Limited:

Cipla Health Limited, the consumer healthcare subsidiary of Cipla, was incorporated in 2015 with a vision to spearhead consumer healthcare in India. With an existing wide customer base, the Company believes in consistent innovation and aims to make a difference to the consumer's daily life. CHL distilled out of an entrepreneurial journey from conception, process to delivery offers a diversified portfolio that has brands catering to all key consumer needs through brands such as Nicotex, Cofsils, Prolyte ORS, Cipladine, Maxirich, MamaXpert, Maxirich, Naselin, Ciphands Clocip, Rivela Dermascience and Evexpert.

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, anti-retroviral, urology, cardiology, anti-infective and CNS segments are well-known. Our 47 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 May'22), 3rd largest in the pharma private market in South Africa (IQVIA MAT May'22), and is among the most dispensed generic players in the U.S. 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 corporate citizen, Cipla's humanitarian approach to healthcare in pursuit of its purpose of 'Caring forLife' 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, LinkedIn.

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