

Cipla Health strengthens its play in beauty and personal care

Mumbai, April 15, 2024: Cipla Limited (BSE: 500087; NSE: CIPLA EQ; and hereafter referred to as "Company" or "Cipla") today announced that Cipla Health Limited ("CHL"), the wholly owned subsidiary and consumer healthcare arm of the Company, has signed a business transfer agreement ("BTA") for purchase of the distribution and marketing business undertaking of cosmetics and personal care business ("Undertaking") of Ivia Beaute Private Limited, India ("IVIA") including IVIA's brands namely Astaberry®, Ikin® and Bhimsaini® on a worldwide basis. This strategic move is aligned with Cipla's focus on enhancing its consumer healthcare and wellness portfolio.

Building on its strong presence through a cluster of brands in Tier 2-6 towns, CHL is strengthening its play in the fast-growing beauty and personal care sector catering to the aspirational consumer of India. The growing adoption of beauty and personal care products in Indian households signals a prominent trend, positioning the market as crucial for CHL's expansion efforts. With a brand legacy of over 16 years, Astaberry® caters to consumers through a wide range of unique products to help them address their skincare needs. These brands complement CHL's offerings in the skin care segment and enriches the portfolio with trusted and effective solutions for consumers.

The transfer of "Undertaking" is subject to completion of certain conditions mentioned in the BTA. Pursuant to completion of such conditions, CHL shall initiate the distribution and marketing of the products.

Commenting on the development, **Shivam Puri, Chief Executive Officer and Whole Time Director of CHL** said, "This move not only solidifies our presence in the expansive and dynamic beauty and personal care sector but also builds on our well-established footprint in Tier 2-6 cities. Our target consumer base is discerning and seeks variety, especially when it comes to new brands in personal care. Integrating Astaberry®, Ikin® and Bhimsaini® into our portfolio seamlessly complements our existing offerings across key OTC/consumer healthcare categories, empowering us to deliver comprehensive solutions that cater effectively to the diverse everyday needs of our consumers."

CHL, through this acquisition, is well positioned to tap the beauty and personal care category owing to its strong offline and online distribution muscle and a consumer insights engine that has already helped create over 20 strong brands within the portfolio across all key categories: Smoking Cessation (Nicotex), Cough and Cold Therapies (Cofsils and Naselin), Pain Care (Omnigel), Analgesic (Paracip), Oral Rehydration Therapy/ Beverages (Prolyte), Vitamins, Minerals and Supplements (Maxirich), Topical Antiseptics (Cipladine), Anti-fungal solutions (Clocip), Weight Gain (Endura Mass), Mother, Child and Feminine Hygiene (Mamaxpert and Evexpert) and Skin and Hair Care (Cetafresh, Rivela and Tugain). Most of these brands have attained leadership positions in their respective categories.

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. CHL has delivered a rapid growth and today plays across a diverse portfolio of 20 brands with most key brands being No. 1/ 2 in their respective categories. The portfolio includes products in Pain Care (Omnigel), Smoking Cessation (Nicotex), Oral Rehydration Solutions (Prolyte), Medicated Ointments (Cipladine), Cough & Cold (Cofsils and Naselin), Multi Vitamins (Maxirich), Weight Gain (Endura Mass) and Personal Care (Rivela Dermascience, Cetafresh, Tugain Essentials).

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 Feb'24), 1st in the pharma prescription market in South Africa (IQVIA MAT Feb'24), and 4th largest by prescription in the US Gx inhalation products (IQVIA MAT Feb'23). 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 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](#), [LinkedIn](#).

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