



PRESS RELEASE

Cipla appoints Mr. Sameer Goel as Country Head – India

India, Mumbai, 20th January 2014: Cipla, a global pharmaceutical company is delighted to announce the appointment of Mr. Sameer Goel as Country Head – India, effective 20th January 2014. Sameer comes to Cipla with rich professional experience of over 26 years with GlaxoSmithKline.

In his last assignment, he has led a USD 0.4 bn business, based out of Johannesburg, with responsibility for 44 markets in Sub-Saharan Africa. He was responsible for managing the full P&L in these markets with regional hubs and multiple manufacturing sites across South Africa, Nigeria and Kenya. He established Africa as a new “region” for the company, and has worked closely alongside the pharma business to establish a leadership position in this key emerging market.

Sameer played a significant role in driving the entry strategy and growth agenda across a spectrum of new and established markets. He had initiated the sales and marketing route for Indian market, where he combined sales management experience in progressively larger territories, with marketing leadership roles. In his last India-based role, he led the sales function comprising a team of direct and indirect field force of 4500. He has driven a number of initiatives including expert marketing, professional detailing force, key account management, customer marketing, rural drive, and computerization of the distributors which won several global awards for the GSK team.

Sameer will be reporting to the Managing Director and Global CEO Mr. Subhanu Saxena.

Sameer holds a graduation degree in Economics from St. Stephen’s College, New Delhi, and has an MBA from the Indian Institute of Management, Ahmedabad.

Speaking of the appointment, Managing Director and Global CEO Mr. Subhanu Saxena said: “This appointment signals the continuation of Cipla’s strategy of strengthening the highly experienced senior management team and to show our strong determination to increase the market share in India. Sameer brings a keen sensibility and understanding of the India market, and drivers for success in this market. This, combined with his strong reputation for managing teams for stakeholders - both external and internal - makes him well placed to lead our India business into its next level of growth.”

Mr. Goel said: “Cipla has been a pioneer in the healthcare industry ensuring access to high quality and affordable medicines, thus being a support apparatus for millions of patients across the world. My first interaction with the Cipla management has been quite a memorable experience that has given me reassurance and a sense of comfort. It will be a great privilege and honour for me to be a part of the Cipla team and I look forward to an exciting journey that lies ahead of us.”

About Cipla

Cipla is a global pharmaceutical company which balances cutting edge technology and innovation with the everyday needs of all patients. For more than 70 years, Cipla has emerged as one of the most respected pharmaceutical names not just in India but across more than 170 countries. Our portfolio includes 2000 products in 65 therapeutic categories with one quality standard globally. Cipla's turnover in 2012/13 was 1.5 billion USD.

Whilst delivering a long-term sustainable business, Cipla recognises its duty to provide affordable medicines. Cipla's emphasis on access for patients was recognized globally for the pioneering role played in HIV/AIDS treatment as the first pharmaceutical company to provide a triple combination anti-retroviral (ARV) in Africa at less than one dollar a day and thereby treating many millions of patients since 2001.

Cipla's research and development focuses on developing innovative products and drug delivery systems and has given India and the world many 'firsts'. In a tightly regulated environment, the company's manufacturing facilities have approvals from all the main regulators including USFDA, UKMHRA, WHO, MCC, ANVISA, and PMDA which means the company provides one universal standard of quality both domestically and internationally.

Media Contact:

Charlotte Chunawala
Corporate Communications
Mob: +91 7506257377
Email: charlotte.chunawala@cipla.com

Jaisingh Balakrishnan
Corporate Communications
Mob: +91 9833836185
Email: jaisingh.krishnan@cipla.com