

## For Immediate Dissemination

### **PRIYANKA CHOPRA PARTNERS WITH CIPLA RESPIRATORY to create awareness about asthma and break the stigma surrounding its treatment**

- Advocates timely intervention that can help one lead a better quality of life
  - Integrated Communication Campaign planned

**Mumbai, India: September 3, 2018: Cipla Limited (“Cipla”),** today announced a partnership with Priyanka Chopra – actor and global icon - to raise awareness about asthma, along with helping address its psychosocial aspects including stigma, one of the key contributing factors for patient anxiety, delayed diagnosis, denial & limited disclosure of being asthmatic and avoidance of inhaler use in public. As a part of a holistic multipronged campaign, Priyanka will help spread the word regarding the need for an attitudinal change towards inhalation therapy as the most effective for asthma management vis-à-vis oral medication.

According to the World Health Organization in 2017, approximately 235 million people suffer from asthma. India is home to a whopping 37 mn asthmatics, the second largest in the world. Cipla Limited has continually led the charge in reinforcing awareness over the last 25 years about asthma with the objective to help increase acceptance of inhalation therapy as the foremost and most effective medication among asthmatics, caregivers and the general public.

**Nikhil Chopra, Head India Business, Cipla Ltd** said “Cipla has always placed patient well-being at the core of all its initiatives and believed in a holistic approach to disease management. We are continuously working towards providing people with asthma the right treatment while ensuring every citizen is made aware about its long-term implications. Asthma is always easier to control when diagnosed earlier and when one consistently stays on a treatment plan. We are happy to partner with Priyanka Chopra, a super achiever, and an inspiration for many to help increase both relevance and acceptance of inhalation therapy thereby ensuring better follow-up with optimal outcomes for asthmatics. This association and the upcoming #BerokZindagi campaign for inhalation therapy directly resonates with our endeavor of enabling people with asthma to achieve more in their daily lives.

Speaking on the partnership, **Global Icon Priyanka Chopra,** said, “As someone who is Asthmatic, I can say that there is social stigma associated with asthma and its therapy. It is evident that asthma is on the rise in India and there is little awareness about the most effective therapy on offer. I am glad that I have the opportunity to be a part of the initiative with Cipla, a company that has always stood for caring for people. Through this platform, I would like to tell people that it is very crucial to get treated for asthma as early as possible. Timely diagnosis and the right treatment combined with simple lifestyle modifications can help in managing asthma better.”



Inhalation therapy is the foremost and most effective medication for any asthmatic patient compared to oral therapies like tablets and syrups. In inhalation therapy, the drug acts directly in the lungs instead of flowing through the bloodstream and other organs of the body. Thus, there is lesser drug required and hence fewer side effects. It is in fact the safe treatment option for asthmatics.

This association will be supplemented by an innovative media campaign that will kick off on Television in the month of September. The campaign will also be supported by digital media – Facebook and Twitter as well as large scale on the ground activations to drive awareness.

**About Cipla:**

Cipla is a global pharmaceutical company which uses cutting edge technology and innovation to meet the everyday needs of all patients. For over 80 years, Cipla has emerged as one of the most respected pharmaceutical names in India as well as across more than 80 countries. Our portfolio includes over 1500 products across wide range of therapeutic categories with one quality standard globally. Whilst delivering a long-term sustainable business, Cipla recognizes 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 a 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.

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