

Sun Pharmaceutical Industries Limited
SUN HOUSE, Plot No. 201 B/1,
Western Express Highway, Goregaon (E),
Mumbai 400063, India
Tel.: (91-22) 4324 4324 Fax.: (91-22) 4324 4343
Website: www.sunpharma.com
Email: secretarial@sunpharma.com
CIN: L24230GJ1993PLC019050



May 08, 2025

National Stock Exchange of India Limited
Scrip Symbol: SUNPHARMA

BSE Limited
Scrip Code: 524715

Press Release – Sun Pharma Launches Corporate Brand Campaign in India

Enclosed herewith is a copy of the Press Release about launch of Sun Pharma's corporate brand campaign in India, which shall be released after this intimation.

For **Sun Pharmaceutical Industries Limited**

(Anoop Deshpande)
Company Secretary and Compliance Officer
ICSI Membership No.: A23983

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FOR IMMEDIATE RELEASE

Sun Pharma Launches Corporate Brand Campaign in India

Centered around the theme of ‘touching 1,000 lives every minute’

Campaign underscores Sun Pharma’s role in the lives of patients, caregivers, doctors, pharmacists and communities, reaffirming its leadership in India

Mumbai, India, May 08, 2025: Sun Pharmaceutical Industries Limited (Sun Pharma), India’s No. 1 pharma company by revenues and prescriptions[^] has launched its corporate brand campaign that highlights its profound impact on the lives of people. Centered around the theme of ‘touching 1,000 lives every minute’^{*}, the campaign highlights Sun Pharma’s contribution to the lives of patients, caregivers, doctors, pharmacists and communities. It reflects the company’s enduring commitment to innovation, improving access to medicine and patient care.

The campaign highlights how every minute 1,000 Sun Pharma medicines are prescribed across the world—bringing hope to millions, reinforcing its position as India’s No. 1 pharma company[#]. The narrative brings to life how Sun Pharma is woven into the fabric of daily healthcare, illustrating the brand’s presence in people’s lives.

The integrated, multi-platform campaign spans television, digital, social media, IPL on OTT, and outdoor media for a 360⁰ coverage. To ensure regional relevance and maximum reach, it is being launched in nine languages — Hindi, Tamil, Telugu, Kannada, Malayalam, Marathi, Bengali, Gujarati and English. The brand activations will extend to doctors, pharmacists and distributors across India, acknowledging Sun’s partnership with these key stakeholders to make a positive impact on communities.

Watch the TVC – [click here](#)

Commenting on the campaign launch, Kirti Ganorkar, CEO, India Business, Sun Pharma said, “This campaign reflects who we are and the meaningful impact we make — touching a 1,000 lives every single minute across the globe. For over 40 years, people in India have trusted us. Being the No. 1 pharma company in India is a responsibility to care and to serve better. We are proud to play a key role in improving people’s health and well-being”.

The campaign has been crafted by Ogilvy & Mather, Mumbai. Talking about the thought behind the narrative, Prem Narayan, Chief Strategy Officer, Ogilvy India, said, “Sun Pharma is India’s No.1 pharma company, with a strong presence in over 100 countries. It enjoys immense trust among doctors, chemists, and the medical fraternity. However, everyday consumers are not as aware of Sun Pharma and its largeness despite its presence across households. Our attempt is to not only create awareness but also build affinity and trust among everyday consumers and other stakeholders”.

Disclaimer

Statements in this “Document” describing the Company’s objectives, projections, estimates, expectations, plans or predictions or industry conditions or events may be “forward looking statements” within the meaning of applicable securities laws and regulations. Actual results, performance or achievements could differ materially from those expressed or implied. The Company undertakes no obligation to update or revise forward looking statements to reflect developments or circumstances that arise or to reflect the occurrence of unanticipated developments/circumstances after the date hereof.

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The advertisement features the Sun Pharma logo in the top left. The central text reads "INDIA'S NO. 1* PHARMA COMPANY ISN'T JUST A TITLE. IT'S A PROMISE TO CARE, EVERY DAY." To the right, a large number "1" is formed by a diverse crowd of people. Below the main text, three orange banners highlight key achievements: "MOST PRESCRIBED BY DOCTORS IN INDIA*", "PRESENT IN OVER 100 COUNTRIES", and "42 YEARS OF TRUST". A small footnote at the bottom left states: "*As per AIOCD AWACS 12 months ended Mar 2024. *As per SMSRC Rx Mat Dec 2024. #AIOCD AWACS 12 months ended Mar 2024".

About Sun Pharmaceutical Industries Limited. (CIN - L24230GJ1993PLC019050)

Sun Pharma is the world's leading specialty generics company with a presence in specialty, generics and consumer healthcare products. It is the largest pharmaceutical company in India and is a leading generic company in the U.S. as well as global emerging markets. Sun Pharma's high-growth global specialty portfolio spans innovative products in dermatology, ophthalmology, and onco-dermatology and accounts for over 18% of company sales. The company's vertically integrated operations deliver high-quality medicines, trusted by physicians and consumers in over 100 countries. Its manufacturing facilities are spread across six continents. Sun Pharma is proud of its multicultural workforce drawn from over 50 nations. For further information, please visit www.sunpharma.com and follow us on [LinkedIn](#) & [X](#) (Formerly Twitter).

^ SMSRC Rx Mat Dec 2024

*Average number of prescriptions per minute based on IQVIA 2024. Prescription data for India and USA only.

AIOCD AWACS 12 months ended Mar 2024

Contacts: Sun Pharma

Investors:

Dr. Abhishek Sharma
Tel + 91 22 4324 4324, Ext 2929
Tel Direct + 91 22 43242929
Mobile + 91 98196 86016
E-mail abhi.sharma@sunpharma.com

Media:

Gaurav Chugh
Tel +91 22 4324 4324, Ext 5373
Tel Direct +91 22 4324 5373
Mobile +91 98104 71414
E-mail gaurav.chugh@sunpharma.com

Contacts: Adfactors PR

Sanchi Yadav
Mobile +91 9833640764
E-mail sanchi.yadav@adfactorspr.com