



## **Revital H announces association with Patna Pirates, Kabbadi Team as Official Health Partner**

**PATNA, January 27, 2016:** Revital H, a daily health supplement and flagship brand of Sun Pharma's Global Consumer Healthcare business division announced its association with Patna Pirates as their official health partner for Star Sports Pro Kabbadi League Season 3. Bihar is one of the key markets for health supplement category in India and a priority market for Revital H. The strategic brand association of Revital H with Patna Pirates aims to build stronger connect with consumers in Bihar.

In an effort to amplify its association & build massive support for Patna Pirates during the Pro Kabbadi League Season 3, Revital H will leverage a high visibility print, outdoor and radio campaign as well as trade engagements where its retail wholesale partners will get a chance to win Patna Pirates merchandise. Revital H will also organise a 'Meet & Greet' session for its trade partners with Patna Pirates during the league.

**Commenting on the Revital H's association with Patna Pirates, Subodh Marwah, Vice President & Head - Global Consumer Healthcare, Sun Pharma said-** "Kabbadi has a mass appeal and connect in this part of India. This is one of the few sports which requires both physical energy and mental alertness to stay on top of the game. Patna being the national Kabbadi capital and the only city in the country which has a separate Kabaddi stadium, we feel proud to be associated with Patna Pirates team as their official health partners. We wish Patna Pirates team great success for the Pro Kabbadi league Season 3 scheduled from January 30, 2016 onwards. We hope the team brings the trophy to Patna."

**About Revital H -** Revital H is positioned as daily health supplement for overall health and wellbeing, with H connoting 'Health', It is a complete and balanced daily health supplement that contains Vitamins, Minerals & Ginseng. Revital H is the flagship brand of Sun Pharma Global Consumer Healthcare (following the merger of Ranbaxy with Sun Pharma).

**About Sun Pharma: (CIN - L24230GJ1993PLC019050):**

Sun Pharma is world's fifth largest specialty generic pharmaceutical company and India's top pharmaceutical company. A vertically integrated business, economies of scale and an extremely skilled team enables it to deliver quality products in a timely manner at affordable prices. It provides high-quality, affordable medicines trusted by customers and patients in over 150 countries across the world. Sun Pharma's global presence is supported by 49 manufacturing facilities spread across 5 continents, R&D centres across the globe and a multi-cultural workforce comprising over 50 nationalities. The

consolidated revenues for 12 months ending March 2015 are approximately US\$ 4.5 billion, of which US contributes US\$ 2.2 billion. In India, the company enjoys leadership across 13 different classes of doctors with 30 brands featuring amongst top 300 pharmaceutical brands in India. Its footprint across emerging markets covers over 100 markets and 6 markets in Western Europe. Its Global Consumer Healthcare business is ranked amongst Top 10 across 4 global markets. Its API business footprint is strengthened through 14 world class API manufacturing facilities across the globe. Sun Pharma fosters excellence through innovation supported by strong R&D capabilities comprising about 2,000 scientists and R&D investments of over 7% of annual revenues. For further information please visit [www.sunpharma.com](http://www.sunpharma.com) & follow us on Twitter @SunPharma\_Live

**For further queries, please contact:**

Frederick Castro  
Tel +91 22 4324 4324, Xtn 2777  
Tel Direct +91 22 4324 2777  
Mobile +91 99206 65176  
E mail [frederick.castro@sunpharma.com](mailto:frederick.castro@sunpharma.com)