



FOR IMMEDIATE RELEASE

Volini announces Sania Mirza and Sunil Chhetri as brand ambassadors
Enhances association with sports and high performance

Launches Volini Spray with 360 degree technology; more effective from every angle

MUMBAI, NOVEMBER 3, 2015 - Volini, India's No. 1 doctor recommended pain reliever, today announced its association with world tennis champion, Sania Mirza and captain of Indian football team, Sunil Chhetri as its brand ambassadors. Bringing the two sports icons on board further enhances the association of Brand Volini with sports and high performance.

The two eminent personalities also unveiled the brand's latest offering **Volini Spray with 360 degree technology**. Furthering its ethos of innovation, Volini now offers a 360 degree spray which enables the can to produce uniform spray pattern for optimal coverage. This enables consumers to reach out to hard-to-reach areas without external assistance at every angle and provides effective relief.

Speaking at the launch, Subodh Marwah, VP and Head, Global Consumer Healthcare, Sun Pharma said, *"Pain hampers performance and adversely affects personal and social lives. As the market leader of the spray segment in pain relief category, we are continuously working towards bringing innovative solutions for our consumers. During research we learnt that when pain occurs in hard to reach areas, the spray can be inverted causing loss of medical formulation by upto 40% resulting in less relief from pain. Through our latest offering, Volini Spray with 360 technology we are addressing this problem, by providing **more effective relief at every angle**. I'm extremely delighted to have on board Sania Mirza and Sunil Chhetri, two champions who echo our vision of improving performance and going the extra mile."*

Speaking about her association with Volini, world tennis champion Sania Mirza said, *"As an athlete, I understand the importance of an effective pain reliever as I battle pain all the time. I push myself to achieve the next level each time and Volini has been my go to pain reliever till now. Today, I am very delighted to be a part of such a trusted brand and its journey to relieve pain from people's lives. When I am on the court, pain strikes me at any part of the body and this revolutionary 360 degree spray from Volini is the perfect solution as it ensures that athletes like me get effective relief at all angles of use."*



Speaking on his association with the brand Football champion Sunil Chhetri added, “I am thrilled to be associated with Volini. The game is getting faster and faster and being a striker I rely on absolute flexibility in movement so it is great to see Volini come up with an innovation that takes care of 360 degree solution to instant pain relief; be on field or off field”

Sania and Sunil’s appointment will be supported with an advertising campaign that will go on air soon. In addition to this, the brand will also run an integrated marketing campaign that includes interesting Point of Sale collaterals, innovative outdoor promotion and media support to give this launch a 360 degree impact.

The product will be available in 40 gm, 60 gm and 100 gm packs with the MRP of Rs 108, Rs 163 and Rs 218 respectively.

About Volini:

Volini is a modern day pain reliever, scientifically formulated for effective pain relief that is available in two formats: Gel & Spray. Volini Gel’s quick absorb, no massage nanogel formula penetrates deep into the pain area to give quick and long lasting relief from pain. It can be used for joint, back, neck & shoulder, sprains & strains. Volini Spray’s convenient and on the go format provides instant relief from pain anytime, anywhere! Volini has legacy of being a doctor recommended brand and has maintained its leadership position by being the No 1 doctor prescribed brand in both Gel as well as spray format. The brand believes in the philosophy that pain should not act as a hindrance in living life’s moments to the fullest. With Volini, pain doesn’t stand a chance!

About Sun Pharma (CIN - L24230GJ1993PLC019050):

Sun Pharma is the 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 enable us 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 50 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 & follow us on Twitter @SunPharma_Live

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