

## **Piramal Healthcare launches French dermo-cosmetic range from Pierre Fabre**

*~ Ducray range to re-define care for Indian skin ~*

**Mumbai, July 22, 2008:** Piramal Healthcare Limited, one of India's largest pharmaceutical & healthcare companies and the Pierre Fabre Group, the second largest pharmaceutical group privately owned in France, have jointly launched a new dermo-cosmetic range, "**DUCRAY**". Three sub-ranges of products have been launched, namely, Ducray Hair Care, Ducray Skin Care & A-Derma. Ducray Hair Care focuses on scalp and hair care solutions, Ducray Skin Care focuses on skin comfort and A-Derma focuses on irritated and sensitive skins.

The Ducray range offers a complete package of products specially designed to suit Indian skin and hair. The **A-Derma** range contains Rhéalba® Oat, which soothes irritated skin. Rhealba® Oat patented extract is a result of several years of research and rigorous selection of the active ingredient. It has anti-inflammatory, skin-healing, moisturizing, film-forming and anti-free radical properties. A-Derma has notably designed Exoméga, to treat skin atopy, as well as Epithéliale, to promote cutaneous repair in the case of damaged skin. The Sensiphase line provides immediate relief to sensitive or irritated skin.

Underlining the need for quality dermo-cosmetics in India, **Dr. Swati Piramal, Director – Strategic Alliances & Communications, Piramal Healthcare Ltd.**, said, *"Each of us in the Piramal community is perceived to be at the cutting edge of knowledge and concepts in our area of operation or expertise, and to demonstrate an innovative, creative approach and ingenuity in everything we do. At Piramal we believe that we should care for the world we share and serve. We recognize that there is a large presence of customers with an in-depth understanding of their skin and high expectations from their cosmetic products. With the Ducray launch, we are ensuring that the quality and the essence of our tradition and values are maintained by offering superior quality and well-researched products to our clientele. Our association with the Pierre Fabre Group goes back a long way. With the Ducray launch, we are confident of creating a niche in dermo-cosmetics in India."*

Commenting on the launch, **Mr. Roberto Bottino, General Manager, Pierre Fabre**, said, *“For over forty years, we have placed our trust in research. Since 1965, Pierre Fabre’s dermo-cosmetic division has not stopped growing. Ducray is the result of in-depth research and a keenness to provide quality products to our consumers worldwide. Ducray Hair Care specializes in shampoos and hair treatments. Ducray Skin Care has been specially developed to care for extreme skin dryness through the use of a skin emollient, Ictyan. A-Derma soothes and comforts irritated skin.”*

*“We are glad to be associated with Piramal Healthcare, one of the leading pharmaceutical and healthcare companies in India for our dermo-cosmetic range”*, added **Pierre Behnam, Country Head for Pierre Fabre**.

The entire range of products has been meticulously researched and developed to ensure that Ducray is the optimal solution to today’s hair & skin needs. Priced between Rs. 300 and Rs. 500, Ducray products will be available on dermatologists’ recommendation and at all organized chemist stores across India.

### **About the Piramal Group & Piramal Healthcare Ltd.**

Spanning a broad spectrum of industries and formats, the Piramal Group is committed to achieving excellence and leadership by adhering to ethically sound, innovative and value-driven practices in its diverse, yet focused, business ventures and initiatives. The Group’s turnover exceeded US \$ 900 million in FY 2008.

Piramal Healthcare Ltd., a Piramal Group company, is one of India’s largest pharmaceutical companies, with a growth track record of above 30% CAGR since 1988. Piramal Healthcare had consolidated revenues of US\$ 718 million in FY2008. The Company is currently ranked 4<sup>th</sup> in the Indian market with a diverse product portfolio spanning nine therapeutic areas. The Company is also one of the largest custom manufacturing companies with a global footprint of assets across North America, Europe and Asia. Piramal Healthcare is listed in India on the National Stock Exchange (Ticker: PIRHEALTH) and the Bombay Stock Exchange (Ticker: 500302).

### **About Pierre Fabre**

The Pierre Fabre Group achieved an estimated turnover of about €1.7 billion in 2007. It employs more than 9,500 persons, of whom 1,400 are in the field of research, to which Pierre Fabre dedicates 25% of its pharmaceutical turnover around five major therapeutic axes: oncology (the principal field of research with 50% of R&D investments), cardiology, central nervous system,

urology and dermatology. The activities of the Pierre Fabre Group are focused upon medicine, health products and dermo-cosmetics.

---

**For investor enquiries, please contact:**

Sagar Gokani  
Manager – Investor Relations, Piramal Healthcare Limited  
Tel: +91 (0) 22 3046 6474  
[sagar.gokani@piramal.com](mailto:sagar.gokani@piramal.com)

**For media enquiries, please contact:**

**PIRAMAL GROUP**

Janesh Somwanshi  
Manager – Corporate Communications  
Piramal Healthcare Limited  
Contact: +91-22-3046 6000  
Mobile: +91-9819334878  
[janesh.somwanshi@piramal.com](mailto:janesh.somwanshi@piramal.com)

**PUBLIC RELATIONS AGENCY**

Glen / Shuchi  
Hanmer MS&L  
Contact: +91-22-6633 5969  
Mobile: +91-9821414845 / +91-9987059571  
[glen@hanmerpr.com](mailto:glen@hanmerpr.com)  
[shuchi@hanmerpr.com](mailto:shuchi@hanmerpr.com)

**PIERRE FABRE**

Pierre Behnam  
Country Head – India Operations  
Pierre Fabre – Mumbai Liaison Office  
Contact: +91-22-40621709  
[pierre.behnam@pierre-fabre.com](mailto:pierre.behnam@pierre-fabre.com)