



21<sup>st</sup> January 2019

The Secretary  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001

The Secretary  
The National Stock Exchange of India Limited  
Exchange Plaza, 5<sup>th</sup> Floor  
Plot No. C/1, G Block  
Bandra-Kurla Complex, Bandra East,  
Mumbai 400 050

**Press Release - Combiflam® ICYHOT™ takes on 'strong pain' in its new ad campaign created by Ogilvy**

Dear Sirs,

We enclose herewith a copy of press release on the above subject, contents of which are self-explanatory for your information and records.

Thanking you,

Yours sincerely,  
SANOFI INDIA LIMITED



GIRISH TEKCHANDANI  
COMPANY SECRETARY



## Combiflam® ICYHOT™ takes on ‘strong pain’ in its new ad campaign created by Ogilvy

*The new ad film underlines the dual benefits of Combiflam® ICYHOT™ and highlights how it is the ‘strong reply to strong pain’*

**Mumbai – January 21, 2019** – Sanofi India - makers of the Combiflam® range; India’s largest selling pain relief brand<sup>1</sup>, launched the new ad campaign for their topical analgesic - Combiflam® ICYHOT™ to provide effective relief to people suffering from strong pains.

The film conceptualized by Ogilvy, is a clutter breaking ad with humorous undertones that is bringing smiles on the face of viewers. The ad film was developed on the insight that pain can weigh one down and can derail one’s day to day life. Effective respite from pain can help people get back on track and move forward.

The message is delivered in a unique way through personification of ‘strong pain’ and the ‘icy’ and ‘hot’ sensation in the ad film. The ad opens with the shot of a middle aged man dancing to the tunes of peppy, 80’s music. Oblivious to his knowledge, ‘strong pain’ suddenly attacks him from behind and hurts his neck. At that very moment, ‘icy’ and ‘hot’ come to his rescue and pin down ‘strong pain’. The product window then shows the dual benefits of the icy and hot action that provide long-lasting relief from strong pain before ending with the pack shot of Combiflam® ICYHOT™ and the message ‘*Strong pain ko do strong jawab*’.

When it comes to pain, consumers look for holistic solutions. Combiflam® ICYHOT™ comes with dual benefits. On application, it produces an icy and a hot sensation. The icy action reduces the pain, while the hot action relaxes stiff muscles to give effective pain relief.

**Nikhilesh Kalra, General Manager – Consumer Healthcare, India & South Asia, Sanofi, said** “*We understand how everyday pain affects the quality of life. No matter how much care one takes, physical pain of some sort will find its way to us. Strong pain needs an effective pain relief solution. Combiflam® ICYHOT™ is a topical pain reliever available in gel*

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<sup>1</sup> Source: AC Nielsen Aug'18Dataset

*and spray format for instant and long lasting relief to people suffering from muscle pains and sprains. Given the clutter in the pain segment, our ad is distinctive and hence, memorable, delivering the brand message and the product benefits in an engaging manner.”*

*Speaking about the ad film, **Srreram Athray, Group Creative Director, Ogilvy** said, “The Combiflam® ICYHOT™ film is a quirky take on the pain we may suffer in our everyday lives that end up robbing us of vigour. We tried to deliver the brand message in a way that would resonate with most Indians, in a way never tried before within the category.”*

*His partner **Elizabeth Dias, Group Creative Director, Ogilvy** adds, “The overall look and feel, personification of the characters – Strong Pain, Icy and Hot, the hip music lends a really positive vibe to the film and would surely bring a smile to your face.”*

The campaign will have a 360 degree approach including TV, Digital and on-ground activation.

### **Campaign Details**

- **Client:** Sanofi India
- **Creative Agency:** Ogilvy
- **Servicing:** Rana Bawa, Cherojit Goswami, Ishan Sharma, Arnav Barman
- **Planning:** Nirav Parekh, Shimoni Parekh
- **Creative:** Srreram Athray, Elizabeth Dias, Siddharth Kumar, Kunal Khade
- **Director for the film:** Ayappa
- **Production House:** Early Man Film
- **Language:** Hindi
- **Duration:** 60 sec, 30 sec & 10 sec

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### About Sanofi

Sanofi is dedicated to supporting people through their health challenges. We are a global biopharmaceutical company focused on human health. We prevent illness with vaccines, provide innovative treatments to fight pain and ease suffering. We stand by the few who suffer from rare diseases and the millions with long-term chronic conditions.

With more than 100,000 people in 100 countries, Sanofi is transforming scientific innovation into healthcare solutions around the globe.

Sanofi, Empowering Life

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