



VRL/SEC/BSE

September 25<sup>th</sup>, 2014

**Dept. of Corporate Services  
The Stock Exchange, Mumbai  
25<sup>th</sup> Floor ,Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai**

**Sub. : Venus forays into Singapore's topical pain management market with marketing approval, patent for Trois**

Dear Sir/Madam,

This is to inform you that Venus Remedies Limited has entered Singapore's topical pain management market with a marketing authorisation and patent for its herbal nanotechnology-based pain reliever Trois. The company is holding talks with various pharmaceutical firms for tie-ups to market Trois in Singapore.

It is a great opportunity for the company to capture a sizeable share in this segment of the Singapore pharma market. Trois has a huge potential in Singapore, where 10% people are diagnosed with arthritis, 73.4% of the office workers suffer from musculoskeletal disorders and 20% of the population above the age of 65 suffers from symptoms of osteoarthritis.

The worldwide size of the topical pain management market is \$4 billion, and, going by global projections, Trois has the potential of becoming a US \$250-million product once launched internationally.

A product for topical use, Trois provides quick and lasting relief to patients suffering from rheumatic disorders, low back pain, osteoarthritis, rheumatoid arthritis, gout and knee pain, ankylosing spondylitis, fibromyalgia and pain originating from muscles and tendons. Currently, more than 1.5 billion people worldwide suffer from chronic pains of varying degree.

Trois is the safest known topical product for management of pain and inflammation associated with rheumatic disorders. It is 30% more effective than conventional products, as proven through a series of toxicity and safety studies. It has 150% enhanced retention for longer effect, improved relief and better mobility.

A pioneer in translational medicine, Venus has filed the product, process and use patent for Trois in

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46 countries. While the company has already received the patent from South Africa, New Zealand and now Singapore, it is on the verge of getting patent grants from the US, Canada, Europe.

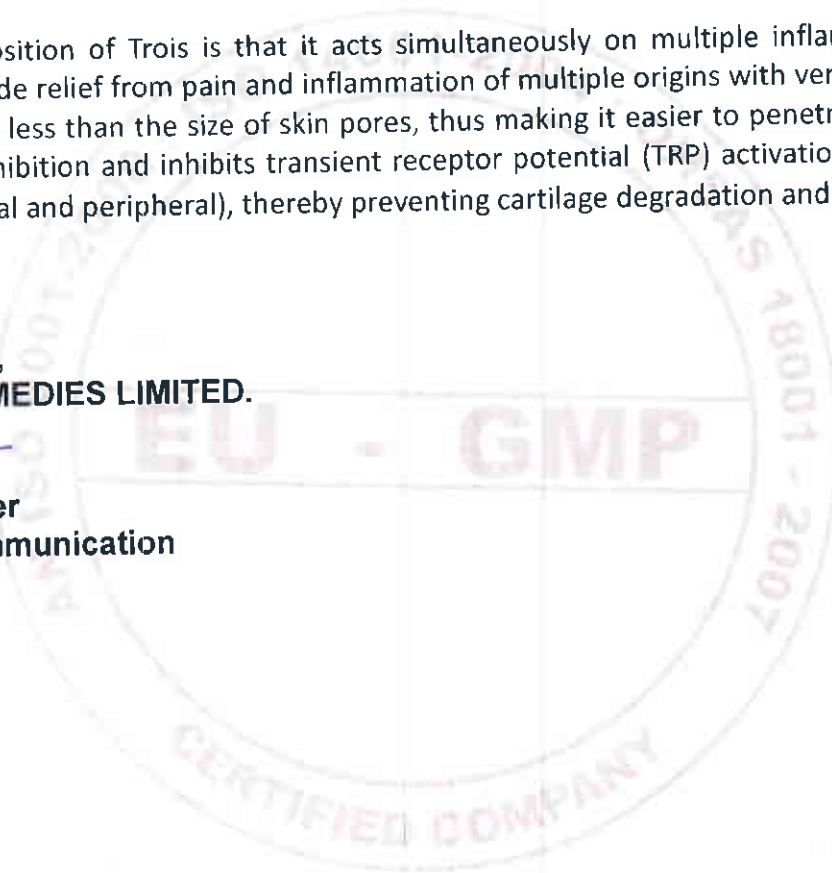
Acknowledged as the Best Innovation for 2011 jointly by the Lockheed Martin Foundation, IC2 Texas, US, Indo-US Science and Technology Forum and the Department of Science and Technology, Government of India, Trois was launched in India last year. Having received a tremendous response from doctors and an encouraging feedback from patients in India, Trois is set to be a blockbuster product in next few years.

The unique proposition of Trois is that it acts simultaneously on multiple inflammation-causing pathways to provide relief from pain and inflammation of multiple origins with very high efficacy as the particle size is less than the size of skin pores, thus making it easier to penetrate. Trois acts by selective cox-2 inhibition and inhibits transient receptor potential (TRP) activation and nociceptor stimulation (central and peripheral), thereby preventing cartilage degradation and bone erosion.

Yours faithfully,  
for VENUS REMEDIES LIMITED.

*Ramanjit*  
Ramanjit Kaur

Deputy Manager  
Corporate Communication



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