

Sun Pharmaceutical Industries Ltd.,  
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Western Express Highway, Goregaon (E),  
Mumbai 400063, India  
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CIN: L24230GJ1993PLC019050  
www.sunpharma.com



**29 March 2016.**

National Stock Exchange of India Ltd,  
Exchange Plaza, 5th Floor,  
Plot No. C/1, G Block,  
Bandra Kurla Complex,  
Bandra (East),  
Mumbai – 400 051.

BSE Limited,  
Market Operations Dept.  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001.

Dear Sirs,

**Sub: Press Release**

We are pleased to enclose herewith our Press Release relating to brand acquisition in Japan, which we shall be releasing after sending this letter to you. This is for your information and record.

Thanking you,

Yours faithfully,  
For Sun Pharmaceutical Industries Ltd

A handwritten signature in blue ink, appearing to read "A. I. Bhuta".

Ashok I. Bhuta  
Compliance Officer

Encl: as above

**FOR IMMEDIATE RELEASE**

## **Sun Pharma enters Japanese prescription market** *Strategic acquisition of 14 prescription brands*

**Mumbai, March 29, 2016:** Sun Pharma (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE: SUNPHARMA, BSE: 524715, Sun Pharmaceutical Industries Ltd and includes its subsidiaries or associate companies) today announced the acquisition of 14 established prescription brands from Novartis AG and Novartis Pharma AG (together 'Novartis') in Japan.

According to the agreements entered into between the parties, a wholly-owned subsidiary of Sun Pharma will acquire the portfolio consisting of 14 established prescription brands from Novartis for a cash consideration of US\$ 293 million. These brands have combined annualized revenues of approximately US\$ 160 million and address medical conditions across several therapeutic areas. Under the terms of the agreements, Novartis will continue to distribute these brands, for a certain period, pending transfer of all marketing authorizations to Sun Pharma's subsidiary. The acquired brands will be marketed by a reliable and established local marketing partner under the Sun Pharma label. The local marketing partner will also be responsible for distribution of the brands.

Commenting on the acquisition, Dilip Shanghvi, Managing Director, Sun Pharma said, "Japan is a market of strategic interest for us. This acquisition marks Sun Pharma's foray into the Japanese prescription market and provides us an opportunity to build a larger product portfolio in the future."

As per the December-2015 IMS Data, the size of the Japanese pharmaceutical market was estimated at US\$ 73 Billion, accounting for over 7% of the US\$ 1 Trillion global pharmaceutical market.

### **About Sun Pharmaceutical Industries Ltd. (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 49 manufacturing facilities spread across 6 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 12 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.

### **Contacts**

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