



Pfizer Limited

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March 1, 2018

The Corporate Relationship Dept.
BSE Limited
1st Floor, P.J.Towers
Dalal Street, Fort
Mumbai - 400 001
Scrip Code: 500680

The Manager, Listing Dept.
The National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block
Bandra-Kurla Complex, Bandra (E)
Mumbai - 400 051
Scrip Symbol: PFIZER

Dear Sirs,

Sub: Press Release

Please find enclosed press release in connection with the inclusion of certain brands in the global strategic alternatives review for Consumer Healthcare business.

Please take the above on record.

Thanking you,

Yours truly,
For Pfizer Limited

Prajeet Nair
Company Secretary

Encl: A/a



For immediate release

**Additional Brands in India included in the Global Strategic Alternatives Review For
Consumer Healthcare Business**

In India, Gelusil, Becosules and Corex to also be included in the review

Mumbai, March 01, 2018: Pfizer Inc. had announced on October 10, 2017 that it is reviewing strategic alternatives for its Consumer Healthcare Business. The review will consider a range of options, including a full or partial separation of the Consumer Healthcare business from Pfizer through a spin-off, sale or other transaction, and Pfizer may ultimately determine to retain the business.

This global review is based on the fact that the Consumer Health business is distinct enough from Pfizer's core business and, therefore, there is a possibility for greater value for this business to be realized outside the company.

As a part of this global review, certain products from across the Pfizer enterprise have also been identified as being good fits with the suite of products within Pfizer Consumer Healthcare. Consequently, in India, the brands Gelusil, Becosules and Corex will be included in the global strategic review of the Consumer Healthcare Business, in addition to Consumer Healthcare brands Anacin and Anne French.

Regardless of the outcomes of this review, Pfizer India will continue to focus on and build upon its core prescription portfolio through current and future investments. The company will build on a strategy of strengthening and enhancing its presence in core therapy areas including Sterile Injectables, Anti-infectives, Vaccines, Women's health, Metabolic Disease and Cardiovascular Risk, Pain Management, and Oncology. Over time, Pfizer will look to bringing several additional global Pfizer brands to India and globalise the India portfolio.

Until the outcome of this review of strategic alternatives is determined, Gelusil, Becosules and Corex will continue to be manufactured and marketed by Pfizer as they are today.

About Pfizer Limited:

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people. Every day, Pfizer colleagues work to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading Biopharmaceutical Company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 60 years in India, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at www.pfizerindia.com

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