

## Sun appoints Dhoni as Revital H brand ambassador

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Sun Pharma's Global Consumer Healthcare business announced Indian cricket team captain Mr MS Dhoni as the new brand ambassador of Revital H. Mr MS Dhoni emerged as a popular choice basis a consumer research conducted by the company. MS Dhoni is a cricketer known for pushing limits and achieving more and a perfect combination of physical fitness, strategic thinking and decision making and fits well in the active lifestyle value proposition of Revital H brand.

The brand has a strong hold on North, Central and East part of India and seeks to strengthen its market presence in West and South India.

Twenty-five years following its launch in the Indian market, Revital H, India's leading health supplement gets a new makeover. Sun Pharma's Global Consumer Healthcare is repositioning its iconic brand for active lifestyle and being 'fit and active'. This repositioning follows a comprehensive research undertaken by the company to understand changing consumer needs. The Vitamin and Dietary Health Supplement market in India is estimated to be Rs 8,828 crore and growing at 12 percent with top 10 brands (of which Revital H is a part) in the category contributing almost 48 percent of the market revenues.

According to Mr Subodh Marwah, business head - Sun Pharma Global Consumer Healthcare said, "The constant need to do more and get maximum out of every sphere of live is what's driving the increasing preferences for health supplements across India. Thus, in order to appeal to this emerging lifestyle context as well as the evolving consumption patterns in this category, we are repositioning Revital H for active lifestyles. This further builds upon its energy-building proposition. Basis our rich consumer understanding, the repositioning of Revital H from just physical energy to active lifestyle that requires physical energy as well as mental agility will enable the brand to become a holistic good health partner in everyday life."

Commenting on this association, Indian cricket captain Mr MS Dhoni said, "Given the hectic and active lifestyle that we all live today, it becomes extremely important to ensure that our body is receiving the right amount of nutrition. Revital H fills the gap

and helps stay healthy. Remaining fit and active is everybody's right and not just the sole domain of professional athletes. I strongly believe that the new brand positioning of Revital H will strongly resonate with the active generation of today's India and become a part of their everyday life. I am very happy to be associated with this brand and look forward to working with them closely."