

Press Note

Emcure Pharma's "ACE YOUR HEART" Awareness Campaign Enters Asia Book of Records on World Heart Day

Mumbai/Pune, September 29, 2024: Emcure Pharmaceuticals Ltd., a leading Indian pharma company, achieves a significant milestone on World Heart Day, making it to the Asia Book of Records for the 'Largest Heart Shaped Structure Formed Using Wish Card by Doctors' at Mumbai. This innovative structure symbolizes the collective commitment to combat heart diseases, reflecting contributions from more than 5,000 doctors across India.

The "ACE YOUR HEART" campaign, launched on September 2, 2024, aimed to address the urgent need for raising awareness about the growing incidence of heart attacks and improving cardiovascular (CV) health nationwide. A community-based study published in *The Lancet* revealed that 55% of cardiovascular deaths occur at home due to delays in seeking timely care. The initiative specifically focused on cardiologists and consulting physicians to increase awareness on increasing CVD burden in India amongst the people and how individual can protect them.

Spanning over a month, Emcure's campaign successfully reached and surpassed its target, engaging over 5,000 doctors through various innovative activities, interactive educational tools including digital and physical wish cards, Hearts ace puzzle reflecting major risk factors contributing for CVD. The campaign culminated in a grand event on September 29, 2024 with a detailed presentation of World Heart Day initiatives, a screening of campaign highlights through a special video, and the unveiling of the record-setting heart structure measuring an impressive 15x15 feet.

The 'ACE YOUR HEART' campaign reflects a significant effort in Emcure's ongoing fight against heart diseases. At the event, Emcure outlined its goals and future vision in cardiovascular healthcare. This record is not just a symbol but a beacon for continued commitment to heart health.

About Emcure Pharmaceuticals Ltd: Emcure Pharmaceuticals Ltd. (EPL) is a leading Indian pharma company headquartered in Pune engaged in developing, manufacturing and globally marketing a broad range of pharmaceutical products. Known for its commitment to innovation, quality, and patient-centricity, Emcure is an R&D driven company that develops and manufactures a wide range of differentiated pharmaceutical products designed to improve patient health and well-being across several major therapeutic areas. Established in 1981, EPL is ranked as the 12th largest pharma company in India in terms of Domestic Sales for MAT June 2024. Emcure is present in 70+ countries globally including Europe and Canada.