

Emcure Pharmaceuticals Unveils Campaign 'Cure and Beyond' Featuring MS Dhoni

The campaign highlights EMCure Pharmaceuticals' vision to go beyond cure and enable healthier living for individuals

Pune, May 06, 2024: EMCure Pharmaceuticals, one of India's leading pharmaceutical companies, unveiled its new corporate campaign with the tagline – 'Cure and Beyond', featuring cricketer MS Dhoni.

In the ever-evolving world of healthcare, EMCure Pharmaceuticals, is all set to cement its belief in 'Cure and Beyond'. The campaign not only seeks to raise awareness about innovation as the cornerstone of EMCure's operations but also aims to cultivate thought leadership within the Indian Pharmaceutical Market.

The campaign is built upon a compelling narrative that transcends the conventional role of offering pharmaceutical products to patients. It delves into a broader mission of supporting, empowering, and educating millions of people to lead healthier lives. The ad film, featuring 'Captain Cool,' is being launched across various media platforms, encompassing digital, television, and print.

Speaking on the occasion, Satish Mehta, Managing Director and CEO of EMCure Pharmaceuticals, said, "At EMCure, we have always been striving to move the needle. The campaign 'Cure and Beyond' is our endeavor to put forth our vision and what we stand for. And who better to take this forward than a man who has gone above and beyond all through his life- Dhoni. With this effort, we want to reinforce our core belief of empowering people and communities through innovation."

For EMCure Pharmaceuticals, good health and well-being are just the starting points for a life full of aspirations and achievements.

The video can be watched online on YouTube by clicking on the below link:

<https://youtu.be/OleP0Lr9PNY?si=BBAVx8KjWCWGpwhF>

Disclaimer

"EMCure Pharmaceuticals Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, an initial public offering of its equity shares and has filed a draft red herring prospectus dated December 16, 2023 ("DRHP") with the Securities and Exchange Board of India ("SEBI"). The DRHP is available on the websites of the Company at www.emcure.com, SEBI at www.sebi.gov.in, the book running lead managers, Kotak Mahindra Capital Company Limited, Axis Capital Limited, Jefferies India Private Limited, and JP Morgan India Private Limited at https://investmentbank.kotak.com, www.axiscapital.co.in, www.jefferies.com and www.jpmipl.com, respectively, and the stock exchange(s) at www.nseindia.com and www.bseindia.com, respectively. Investors should note that investment in equity shares involves a high degree of risk and for details refer to the Red Herring Prospectus, including the section titled "Risk Factors" of the Red Herring Prospectus, when available. Potential investors should not rely on the DRHP for making any investment decision."

About Emcure Pharmaceuticals Ltd:

Emcure Pharmaceuticals Ltd. is one of the leading Indian pharmaceutical companies headquartered in Pune engaged in developing, manufacturing and globally marketing a broad range of pharmaceutical products across several major therapeutic areas. Established in 1981, Emcure is ranked as the 13th largest pharma company in India in terms of Domestic Sales for MAT September 2023.

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