

Press Release**Emcure Expands OTC Portfolio with Arth Supplements, Welcomes Vidya Balan as Brand Ambassador**

Mumbai, March 10, 2025: Emcure Pharmaceuticals Ltd., a leading Indian pharma company with a strong focus on women's health, announces its entry into the daily supplements space with the expansion of its Arth range. With a comprehensive approach to holistic well-being, Arth offers a wide range of supplements that harness the power of ancient Indian herbs like *Brahmi*, with the precision of modern science to address key health concerns that are often overlooked.

As an initiative within its broader efforts for quality and women's health education, Emcure has partnered with acclaimed actor and women's health advocate Vidya Balan as the brand ambassador for its Arth range. A respected household name across the nation, Vidya will spark conversations around less discussed and important aspects of health, including intimate care and sleep issues, encouraging women to prioritize and take charge of their health.

As a part of the association, Vidya will spotlight three key products from the Arth range: *Intimate Care* to soothe itchiness and dryness in intimate areas, *Sleep Support Gummies* for blissful and quality sleep; *Brain Fog Aid* to improve focus and support cognition.

On joining hands with Emcure, Vidya Balan shared, "I am happy to be associated with Emcure's Arth range—a brand that understands and supports women's holistic well-being. Women are the backbone of families and communities, yet their health often takes a backseat. I admire Emcure's commitment to addressing women's unique health needs and empowering them to take charge of their well-being. True empowerment begins with good health, and through this association, I hope to inspire and encourage women to prioritize themselves through informed choices."

Speaking on the association, Namita Thapar, Whole-time Director, Emcure Pharmaceuticals Ltd., said, "We are excited to partner with Vidya, as she is bold, authentic, and truly embodies what our brand stands for. As a strong advocate for women's health, she is known for speaking her mind. We look forward to working with her to address and destigmatize topics around women's health that are often considered taboo."

From addressing the specific needs of menopausal women to now diversifying its portfolio, Arth aspires to serve as a trusted ally in women's health. With a wider spectrum of wellness solutions, Emcure strengthens its mission to provide high-quality, holistic wellness solutions accessible to all women.

For more information on the Arth range, visit: www.arthbyemcure.com

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.