

## Emcure Joins the 2025 Ice Bucket Challenge Revival, but with a Twist around Mother's Day!

**Mumbai/Pune, May 09, 2025:** Emcure Pharmaceuticals Ltd., a leading pharmaceutical company that champions women's health, is celebrating Mother's Day with a meaningful twist. Through its holistic women's wellness brand *Arth*, Emcure is joining the 2025 revival of the Ice Bucket Challenge—but this time, with a powerful twist focused on menopause.

Back in 2014, the Ice Bucket Challenge captivated the world's attention to raise awareness for ALS. Now, more than a decade later, the challenge is back in virality. But Emcure's *Arth* has different designs for the challenge. *Arth* joins the trend with a fresh purpose—to start conversations around a phase of life that all women go through, but few openly talk about: menopause.

The campaign video on social media features young adults with buckets of ice. Each of them take a deep breath and dump the ice water over their head—laughing, gasping, reacting with playful shock. As reactions unfold, a powerful message appears on the screen. The text reads, *"The Ice Bucket Challenge may have ended.... but the heat didn't stop for our moms."* – a thought provoking line that draws attention to the often-overlooked symptoms of menopause.

The period between perimenopause and menopause marks a significant and challenging time for women—physically, emotionally, and mentally. Emcure's awareness initiative serves as a reminder that while our mothers may be silently enduring hot flashes, night sweats, mood swings, and more, the world around them remains largely unaware—or embarrassed to discuss it.

Speaking on the campaign, Namita Thapar, Whole-time Director, Emcure Pharmaceuticals Ltd., said, *"As a woman and a mother who has experienced the ups and downs of menopause, I truly believe this is an important issue to address, especially on Mother's Day. Emcure has always been committed to raising awareness about women's health, and this campaign by Arth allows us to demonstrate exactly what we stand for. We hope it makes a meaningful impact."*

With this bold new narrative, Emcure aims to empower women, educate families, and normalize a conversation that's long overdue. This Mother's Day, the brand urges everyone to recognize that true celebration lies not just in gifts and wishes, but in empathy, awareness, and meaningful dialogue.

*Arth's* women's wellness range places special focus on perimenopause and menopause relief with its supplements: *Arth* Perimenopause Multi-Symptom Support, *Arth* Brain Fog Aid, *Arth* Intimate Cream, *Arth* Bone Health Support, *Arth* Sleep Support Gummies, and *Arth* Fatigue Support—all designed to help women navigate this journey.

This Mother's Day, the reimagined Ice Bucket Challenge is more than a campaign, it's a call to action—to break the ice and challenge ourselves to start the conversation on menopause.

Celebrate Mother's Day with *Arth*, visit: [www.arthbyemcure.com](http://www.arthbyemcure.com)

Click here to watch the video: [Link](#)

**About Emcure Pharmaceuticals Limited:**

Emcure is a leading Indian pharmaceuticals 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, Emcure 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.