



FOR IMMEDIATE RELEASE

Sun Pharma launches nationwide initiative, #SecondBirthDate on National Doctor's Day with Rishabh Pant and Mahima Chaudhry

Mumbai, July 1, 2023 - On the occasion of National Doctor's Day, Sun Pharma, India's largest pharmaceutical company, unveiled an inspiring initiative, titled **#SecondBirthDate**, to celebrate and honour the incredible contributions made by doctors, our real-life heroes, who give our loved ones and us a second chance at life. As a part of this initiative, cricketer, Rishabh Pant and actor, Mahima Chaudhry took the lead and updated their social media handles with a **#SecondBirthDate** as a tribute to the doctors who have saved their lives. Both celebrities shared their #SecondBirthDate stories through their social media handles today, which mention Rishabh's "Second D.O.B" as "5th Jan 2023" and Mahima's "Second D.O.B" as "8th Nov 2022".

Rishabh Pant's story – <https://bit.ly/446nIQ4>

Mahima Chaudhry's story – <https://bit.ly/3r9yypM>

Kirti Ganorkar, CEO – India Business, Sun Pharma, said, "Doctors play an instrumental role in our lives, offering their expertise, compassion, and unwavering commitment to restoring health and patient well-being. Our **#SecondBirthDate** initiative is a tribute to the doctor community who have dedicated their lives to the service of humanity. Please join this national movement to extend gratitude to our doctors who truly deserve a collective thank you from all of us, not just today, but every day."

Following Mahima and Rishabh's lead, Indians across the country, from all walks of life, including several celebrities and influencers, have joined the movement by updating their birth dates and sharing their personal stories. TV actor, Chhavi Mittal, film actor, Rahul Roy and celebrity nutritionist, Dr. Siddhant Bhargava have all come forward to express gratitude to the doctors who have profoundly impacted their lives.

Commenting on the campaign idea, Rohit Devgun, Executive Creative Director & Kumar Saurabh, Group Creative Director, Ogilvy India said, "One of the most powerful emotions we feel towards our doctors is gratitude – for giving us or our loved ones a second chance at life. An emotion second only to the one we feel for our parents who give us our first chance at life. Sun's **#SecondBirthDate** initiative for National Doctor's Day, channelizes the emotion of profuse gratitude. The campaign uses real-life narratives of public figures who are seen encouraging people to send personalized messages of gratitude to their doctors."

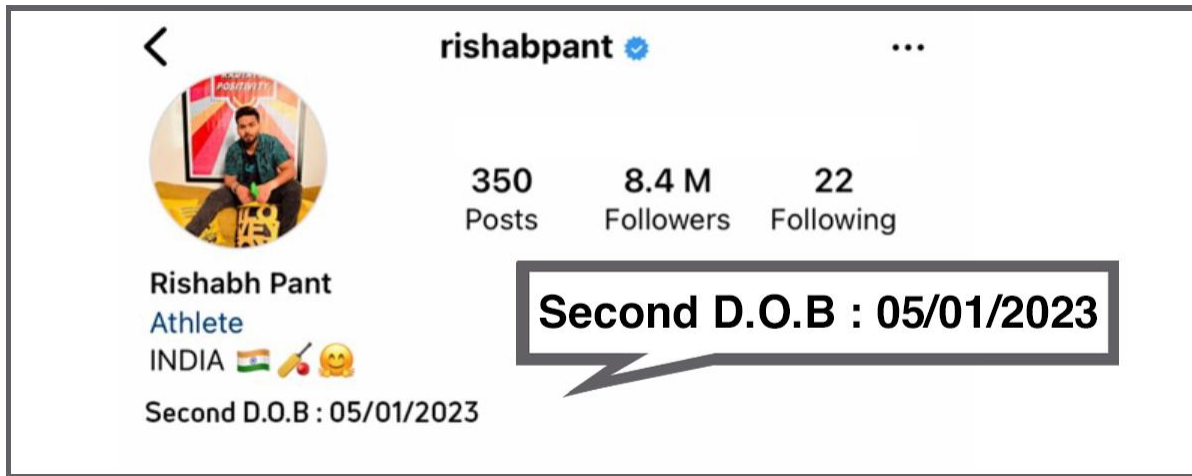
Shekhar Banerjee – Chief client Officer & Office Head, West – Wavemaker said, "This activity is very special. In a world where social media serves as a platform for expression & interactions,

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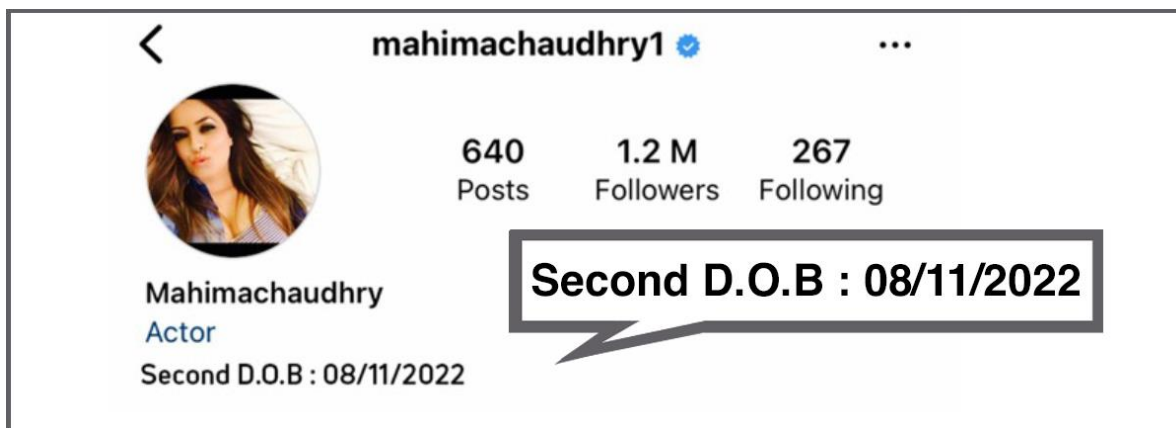


An action always speaks louder than an Ad. We are happy that Rishabh Pant & Mahima Chaudhry believed in what we are trying to convey and change their date of birth across social handles to mark their second chance at life."

You can visit www.secondbirthdate.com to download and send a personalised greeting to thank your doctors.



Rishabh Pant's Instagram handle: <https://bit.ly/44m5o5a>



Mahima Chaudhry's Instagram Handle: <https://bit.ly/3NwK2ez>

About Sun Pharmaceutical Industries Limited (CIN - L24230GJ1993PLC019050)

Sun Pharma is the world's fourth largest specialty generic pharmaceutical company and India's top pharmaceutical company. A vertically integrated business and a skilled team enables it to deliver high-quality products, trusted by customers and patients in over 100 countries across the world, at affordable prices. Its global presence is supported

Registered Office: SPARC, Tandalja, Vadodara – 390 012, Gujarat, INDIA.

Reaching People. Touching Lives.

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by manufacturing facilities spread across six continents and approved by multiple regulatory agencies, coupled with a multi-cultural workforce comprising over 50 nationalities. Sun Pharma fosters excellence through innovation supported by strong R&D capabilities across multiple R&D centers, with investments of approximately 6% of annual revenues in R&D. For further information, please visit www.sunpharma.com and follow us on Twitter @SunPharma_Live.

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