

Press release

For immediate distribution

Glenmark signs on Rohit Sharma as brand ambassador of Candid Powder

- *Rohit will endorse Candid Powder, an expert skin solution to four skin problems: redness, irritation, sweat rash and fungal infections*
- *He will be the official face of the market-leading brand as part of its 360 degree communication*

Mumbai, India; March 05, 2021: Glenmark Pharmaceuticals, a research-led, global integrated pharmaceutical company, today announced a new brand ambassador for its global consumer care business. Mr. Rohit Sharma, also known as the 'Hitman of Indian Cricket' has officially signed on to represent Glenmark's Candid Powder, a legacy brand of the company's consumer care division. Candid Powder brand is a market-leader in its category, with a market share of 64% in the medicated powder category.

Skin problems are increasingly common today, resulting from hot and humid climate conditions. Glenmark's Candid Dusting Powder is an expert skin solution to four key skin problems: redness, irritation, sweat rash and fungal infections.

Over the years, Candid powder has gained the trust of doctors and become the largest prescribed brand in its category (IQVIA Medical Audit, Jan 20) ***Commenting on the association, Mr. Dhawal Katkar, Vice President and Head – Glenmark Consumer Care at Glenmark Pharmaceuticals, said, "We are excited to be associated with Rohit Sharma. He brings refined expertise and skill to the game of cricket in much the same way that Candid Powder has proven to be an expert in the solution of 4 skin problems. Just like Rohit Sharma has all-round expertise in all formats of the game, Candid Powder too, is a proven solution for identified skin related problems."***

Rohit Sharma is one of the greatest batsmen of the modern era. Having registered several batting records and bringing many laurels for the country, Rohit was recently bestowed with the Rajiv Gandhi Khel Ratna Award, the highest sports honour in the country. A respected and adored name in India and globally, Rohit Sharma has been a consistent performer - both as a player and leader. Rohit, who is handled exclusively by RISE Worldwide, has also led Mumbai Indians to a record 5 IPL titles.

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About Glenmark Pharmaceuticals Ltd

Glenmark Pharmaceuticals Ltd. (GPL) is a global research-led pharmaceutical company with presence across Generics, Specialty and OTC business with operations in over 50 countries. Glenmark's key therapy focus areas globally are respiratory, dermatology and oncology. It is ranked among the top 80 Pharma & Biotech companies of the world in terms of revenue (SCRIP 100 Rankings published in the year 2019). The company has been listed in the Dow Jones Sustainability Index (DJSI), under the category of emerging markets for the third consecutive year in a row. DJSI is one of the world's most respected and widely accepted sustainability benchmarks globally with only the top ranked companies in terms of Corporate Sustainability within each industry are featured in the index. For more information, visit www.glenmarkpharma.com

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