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Press Release

Ajanta Pharma Signs Agreement With Dabur Assigning Its Flagship Brand 30-Plus

Mumbai - (May 3, 2011) - Ajanta Pharma Limited, a pharmaceutical formulation company, today entered into an agreement with Dabur India Ltd. for assigning its over-the-counter energizer brand '30-Plus'.

“Ajanta pharma has consciously moved to become a specialty prescription company during last decade, with focus on building ethical brands globally, on the back of product innovation, for patient convenience and compliance. We have strong R&D, world class manufacturing, wide reach in more than 25 countries and a dedicated team to fuel our growth in prescription drug segment.” said Yogesh M. Agrawal, Managing Director, Ajanta Pharma Limited.

30-Plus is one of the oldest and strongest health care energizer brands in the country. However, with the change in focus at Ajanta Pharma, the OTC brand was stagnant for some time, though it still enjoys a strong recall as an energiser brand.

“We are happy that with the acquisition of 30+ by Dabur India Ltd., the brand will once again see newer heights in coming years. The customers will once again be able to enjoy the product, with continued confidence of quality from a most respectable OTC player like Dabur.” Mr. Yogesh Agrawal said.

About Ajanta pharma

Ajanta Pharma is a speciality pharmaceutical formulation company, having leading brands in the therapeutic segments of Ophthalmology, Dermatology and Cardiology. Many of the company's products are first of its kind and are leading in their sub therapeutic segments. The

company exports its products to more than 25 countries and established strong brand equity in these markets.

Ajanta Pharma has its State of the Art R&D centre located at Kandivali Mumbai, with more than 200 scientists working for formulation development. The company has world class manufacturing facilities, four located in India and one in Mauritius. One of the manufacturing facilities at Aurangabad is approved by US FDA and World health organisation (WHO), apart from having the approval from FDA of many other countries.