

**PRESS RELEASE**

**Piramal Pharma Limited (PPL) forays into men's grooming market in India with the launch of BOHEM**

- *The unique product lineup includes a Hair Removal Spray, a Beard Growth Oil, and an Underarm Roll-On*

**Mumbai, April 10, 2024** — Piramal Pharma Limited's Consumer Products Division (CPD) today announced its foray into men's personal grooming category with the launch of BOHEM product range. This includes a Hair Removal Spray, a Beard Growth Oil, and an Underarm Roll-On. With BOHEM, Piramal Pharma intends to shift the grooming culture among men towards more inclusive self-care routines, leveraging scientifically proven ingredients for tangible results.

BOHEM draws inspiration from the word 'Bohemian' signifying unconventional identity or lifestyle. Taking cue from the same, the launch of BOHEM aims at normalizing grooming among men. BOHEM's unique product offerings have been crafted to redefine and elevate men's grooming practices.

**Nitish Bajaj, CEO of Piramal Consumer Products Division**, said, *"Men's grooming spends now constitute almost 11% of the entire grooming category, shaping a market ripe for innovation. With BOHEM's debut, our goal is to address the demands of the contemporary men with the commitment to revolutionize men's grooming. Our vision extends beyond our initial offerings, with a range of exciting new products on the horizon. BOHEM represents a shift towards valuing uniqueness and empowering men to elevate their grooming practices. This initiative is a testament to our commitment to developing offerings that align with the unique needs of our consumers."*

Piramal Pharma Limited has been growing their power brand Lacto Calamine, majorly focused on oily skincare, quite well for the last few years. The launch of BOHEM aligns with the company's long-standing desire to cater to the male grooming market. With a lineup that includes a Hair Removal Spray, a Beard Growth Oil richly infused with 15 natural oils, and an Underarm Roll-On, BOHEM targets the enhancement of men's grooming by providing solutions like personal hygiene and beard nourishment.

Beyond these, the range will extend to include face washes, serums, and shower gels, each designed to meet the diverse needs of modern men. This expansion into the grooming market underscores BOHEM's ambition to provide holistic solutions that cater to every aspect of men's grooming.

BOHEM is available nationwide through eCommerce channels like Amazon, Flipkart, D2C platform Wellify and other quick commerce marketplaces.

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**About Piramal India Consumer Products Division:** Piramal Pharma's India Consumer Products Division's portfolio comprises of over 30 OTC products with offerings spanning across multiple categories. It aims to be among the top three over-the-counter (OTC) product companies in India. Over the last two years, the business has invested significantly in various growth levers. The Company's strategy of expanding the product portfolio and distribution network has worked well and the Consumer Products business is witnessing strong growth.

For more information visit: [Piramal Pharma Limited – Consumer Products Division](#)

**About Piramal Pharma Ltd:** Piramal Pharma Limited (PPL, NSE: PPLPHARMA | BSE: 543635), offers a portfolio of differentiated products and services through its 17 global facilities which include end-to-end development and manufacturing capabilities and a global distribution network in over 100 countries. PPL includes Piramal Pharma Solutions (PPS), an integrated Contract Development and Manufacturing Organization; Piramal Critical Care (PCC), a Complex Hospital Generics business; and the India Consumer Healthcare business, selling over-the-counter products. In addition, one of PPL's associate companies, AbbVie Therapeutics India Private Limited (formerly Allergan India Pvt Ltd), a joint venture between AbbVie and PPL, has emerged as one of the market leaders in the ophthalmology therapy area. Further, PPL has a minority investment in Yapan Bio. In October 2020, PPL received 20% strategic growth investment from the Carlyle Group.

For more information, visit: <https://www.piramalpharma.com/>, [Facebook](#), [Twitter](#), [LinkedIn](#)

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