



Sanofi Launches 'Combiflam® ICYHOT™' Pain Relief Topical in India

~Expands Consumer Healthcare Portfolio in India~

- Launches two new formats in topical analgesic – gel and spray
- Brings in ICYHOT® brand from Sanofi US; product is 'made in India'
- 'ICY' action reduces pain; 'HOT' action relaxes stiff muscles

Mumbai, September 11, 2017: Sanofi India Limited expands its consumer healthcare portfolio with a new addition in the pain-care segment - **Combiflam® ICYHOT™**, a topical analgesic. This over-the-counter (OTC) product is available in two formats – gel and spray, for instant and long-lasting relief to people suffering from muscle pains and sprains.

On application of Combiflam® ICYHOT™, it produces an icy and a hot sensation. The icy action reduces the pain, while the hot action relaxes stiff muscles to give effective pain relief.

In the modern world, personal health is vital for a healthy population to tackle societal and economic challenges of tomorrow. Given that the best advocate one can have for one's own health and well-being is oneself, Sanofi is committed to providing consumers with self-care solutions that empower them to better manage their personal health.

Dr. Shailesh Ayyangar, Managing Director - India and Vice President - South Asia, Sanofi, said, *"For over 30 years, people across India have trusted and relied on Sanofi's products for pain relief. In fact, Combiflam® is one of our flagship prescription brands and is present in 1 of 3 Indian households. Building on this legacy, the launch of Combiflam® ICYHOT™ gel and spray in the over-the-counter (OTC) segment further expands our consumer healthcare portfolio."*

In a survey conducted by IPSOS in India, every person admitted to suffering from some kind of pain in the last 12 months, but only 43% of the pain occasions were treated with an available painkiller at home.¹

Nikhilesh Kalra, General Manager – Consumer Healthcare, India & South Asia said, *"Typically, people choose the format of their painkiller depending on the type of pain they are suffering from. When it comes to seeking relief from muscular pains including neck, shoulder and back pain, **topicals** are the most preferred format. To address this gap in our pain segment, we have brought the ICYHOT® brand from Sanofi USA, and are manufacturing it indigenously to offer our Indian consumers a high quality **over-the-counter** product, at affordable prices."*

¹ Scope of the study: Pan-India 1,000 respondents, Dec 2014



Combiflam® ICYHOT™ gel is available in packs of 15g and 30g and priced at Rs.50 and Rs.98 respectively. The spray is available in packs of 35g and 55g and priced at Rs.115 and Rs.175 respectively. The Combiflam® ICYHOT™ pain relief range is available at chemists, on e-commerce websites and licensed modern trade.

Sanofi's Consumer Healthcare Business Unit has a strong presence in four segments, i.e. Pain-Care, Digestive Health, Allergy Solutions, and Vitamins, Minerals & Supplements.

About Sanofi - <http://en.sanofi.com/>

Sanofi, a global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi is organized into five global business units: Diabetes and Cardiovascular, General Medicines and Emerging Markets, Sanofi Genzyme, Sanofi Pasteur and **Consumer Healthcare**. Sanofi is listed in Paris (EURONEXT: [SAN](#)) and in New York (NYSE: [SNY](#)).

Sanofi Forward-Looking Statements

This press release contains forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995, as amended. Forward-looking statements are statements that are not historical facts. These statements include projections and estimates and their underlying assumptions, statements regarding plans, objectives, intentions and expectations with respect to future financial results, events, operations, services, product development and potential, and statements regarding future performance. Forward-looking statements are generally identified by the words "expects", "anticipates", "believes", "intends", "estimates", "plans" and similar expressions. Although Sanofi's management believes that the expectations reflected in such forward-looking statements are reasonable, investors are cautioned that forward-looking information and statements are subject to various risks and uncertainties, many of which are difficult to predict and generally beyond the control of Sanofi, that could cause actual results and developments to differ materially from those expressed in, or implied or projected by, the forward-looking information and statements. These risks and uncertainties include among other things, the uncertainties inherent in research and development, future clinical data and analysis, including post marketing, decisions by regulatory authorities, such as the FDA or the EMA, regarding whether and when to approve any drug, device or biological application that may be filed for any such product candidates as well as their decisions regarding labelling and other matters that could affect the availability or commercial potential of such product candidates, the absence of guarantee that the product candidates if approved will be commercially successful, the future approval and commercial success of therapeutic alternatives, the Group's ability to benefit from external growth opportunities, trends in exchange rates and prevailing interest rates, the impact of cost containment initiatives and subsequent changes thereto, the average number of shares outstanding as well as those discussed or identified in the public filings with the SEC and the AMF made by Sanofi, including those listed under "Risk Factors" and "Cautionary Statement Regarding Forward-Looking Statements" in Sanofi's annual report on Form 20-F for the year ended December 31, 2015. Other than as required by applicable law, Sanofi does not undertake any obligation to update or revise any forward-looking information or statements.

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