



Neurobion is the *Sabse Bada B*, confirms Mr. Amitabh Bachchan

With its 3x strength of B-vitamins¹, Neurobion offers an effective solution to help address and manage Vitamin B deficiency.

Mumbai, February, 2025: Neurobion Forte, India's #1 Nerve Care brand, launched its new campaign - '*Sabse Bada B*', featuring legendary actor Amitabh Bachchan as the brand ambassador, calling for people to pay attention to Vitamin B deficiency and its signs and symptoms. The campaign aims to bring attention to the essential role of Vitamin B in nerve health management in relieving associated symptoms such as tingling, numbness & weakness.

Vitamin B deficiency is an often overlooked, but widespread issue, with symptoms like tingling, numbness and weakness, impacting quality of life for crores of Indians. These symptoms, if ignored, can significantly impair daily functioning and overall productivity. Given that Vitamin B plays an essential role in maintaining nerve health, its deficiency can have long-term consequences, including nerve damage. Neurobion Forte with its **3x strength of B-vitamins** offers an effective solution to help individuals address and manage this deficiency and maintain nerve health.

The '*Neurobion Sabse Bada B*' campaign, through the trusted voice of Amitabh Bachchan, aims to bring attention to this condition and encourage early intervention.

Brand Ambassador Amitabh Bachchan shared, *"I am pleased to associate with Neurobion, India's #1 Nerve Care brand, to help spread awareness on Vitamin B deficiency. Small steps like timely identification of associated symptoms like tingling, numbness and weakness, can go a long way in improving quality of life. I encourage people to learn more on Vitamin B deficiency and the supportive role that Neurobion can play. Please do consult your doctor for more details and guidance on your symptoms."*

Vijay Kumar Pampana, Marketing Director, P&G Health India, added, *"Our goal with the '*Sabse Bada B*' campaign is to bring Vitamin B deficiency and its symptoms into the spotlight, making every individual aware of the importance of taking care of their nerve health. Many people suffer silently with symptoms of Vitamin B deficiency – such as tingling, numbness and weakness. Most are unaware of how easily they can improve their quality of life by addressing this issue. Together with legendary actor Mr. Amitabh Bachchan, fondly known as Big B, we want to spread a message on proactive nerve health management and the long-term benefits of Vitamin B across India's cities and heartlands."*

"How do we turn India's attention to Vitamin B deficiency? This was the question that sparked our campaign. In India, deficiencies are often relegated to the background, treated as lesser concerns, until something bold forces them into the spotlight. Nerve health issues are widespread, yet awareness about Vitamin B deficiency remains alarmingly low. Together with Mr. Amitabh Bachchan, who we all fondly know as Big B, we aim to make Vitamin B deficiency an important health conversation In India." - says **Pritesh Angane, Chief Strategy Officer, Sparkt.**

The '*Neurobion Sabse Bada B*' campaign will be brought alive with a TV Commercial and an integrated outreach plan on the role and importance of Vitamin B for improving nerve health and its associated symptoms like tingling, numbness and weakness. It is expected to resonate across India's cities and heartlands, creating a national conversation around the significance of Vitamin B in everyday health and well-being.

¹In comparison to Vitamin-B strength in ordinary Vitamin-B tablets.

TV Commercial link: <https://www.youtube.com/watch?v=-1qhnwAD4fk>

Agency credits for Sabse Bada B campaign:

Creative Agency: Sparkt
Chairman & MD: Aditya Chandra
Chief Strategy Officer: Pritesh Angane
Senior Creative Director Copy: Prathamesh Mirashi
Associate Creative Director Art: Vikas Pawar
Account Manager: Relma Noronha
Agency Producer: Anmol Mahajan
Production house: Lucifer Circus
Executive Producer: Gaurav Channa
Director: Shwetabh Verma

PR Partner – Actimedia PR & SPAG FINN Partners
Media Partner – Mediacom

About Procter & Gamble Health Limited: Procter & Gamble Health Limited is one of India's largest VMS companies manufacturing and marketing vitamins, minerals, and supplements products for a healthy lifestyle and improved quality of life, including Neurobion, Livogen, SevenSeas, Evion, Polybion and Nasivion. Please visit www.pghealthindia.com for the latest news and information about Procter & Gamble Health Limited and its brands.

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