



Polybion celebrates World Health Day, launches 'Pragati Utsav' to raise awareness on Vitamin B Deficiency

- *The convoy aims to help empower over 4500 doctors across Bihar and Rajasthan*

India, 7th April 2023: Commemorating World Health Day, Polybion from P&G Health, launched 'Pragati Utsav' to help empower the medical fraternity in the hinterlands of Bihar and Rajasthan with the necessary knowledge for effective diagnosis of Vitamin B deficiencies. This ride aims to reach over 4,500 Health Care Professionals (HCPs) over a span of two months. Operational since mid March, the convoy will tour across Bihar, covering 3 routes via Darbhanga, Muzaffarpur and Patna and across Rajasthan covering the areas of Banswara, Chttorgarh, Bhilwara, Fatehpur, Jaisalmer, among others and culminate end of April 2023.

'Polybion Pragati Utsav' aims to impart awareness and education on the signs of Vitamin B deficiencies, thereby helping to empower doctors with the required information for an accurate diagnosis and treatment. The ride will cater to general practitioners operating in villages of Bihar and Rajasthan. The 40 - 60minute sessions will showcase real-life patient profiles, focusing on knowledge-based modules and practice-based diagnostic essentials to outline the benefits of Vitamin B. All attendees will also be awarded with a 'Certificate of Training', awarded by Academy of Advanced Medical Education, on completing the session.

Milind Thatte, Managing Director, Procter & Gamble Health Limited, said, *"Indian Journal of Endocrinology and Metabolism reveals that nearly 47% of the Indian population suffers from Vitamin B12 deficiency¹. With our flagship brand Polybion at the forefront, we at P&G Health are actively working towards creating heightened awareness around Vitamin B deficiencies. Through the 'Polybion Pragati Utsav' we aim to lead conversations on the importance of Vitamin B consumption to build a stronger immunity. Starting with the HCPs in Bihar and Rajasthan, we plan to impart education on the importance of monitoring the patient's complete blood count (CBC), peripheral smear and Serum B12."*

Vijay Pampana, Marketing Director, added, *"Vitamin B deficiencies can lead to low or reduced body energy levels, brain function, cell metabolism and immune functions, resulting in weakness, anaemia, viral and bacterial infections and such other health problems. But these symptoms are often ignored, making early identification and seeking timely diagnosis the need of the hour. This is the challenge we seek to address through the 'Polybion Pragati Utsav', by helping empower the doctor community to help address Vitamin B deficiencies more effectively"*.

As an ongoing effort, P&G Health is constantly engaging with patients, consumers and Healthcare Professionals (HCPs) to help educate and raise awareness around Vitamin B deficiencies. P&G Health also contributes to scientific learning and knowledge exchange forums for medical practitioners, including diagnostic workshops, continuing medical education, case-based discussions and discussion forums.

¹ Singla R, Garg A, Surana V, Aggarwal S, Gupta G, Singla S. Vitamin B12 deficiency is endemic in Indian population: a perspective from North India. [Indian Journal of Endocrinology and Metabolism](#). 2019 Mar;23(2):211

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.

About Procter & Gamble: P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Ambi Pur®, Ariel®, Gillette®, Head & Shoulders®, Olay®, Oral-B®, Pampers®, Pantene®, Tide®, Vicks®, and Whisper®. P&G operates in approximately 70 countries worldwide.

CONTACTS

Media Contacts - Procter & Gamble Health Limited:

- Ruchita Mehra | mehra.r@pg.com
- Paromita Kundu | kundu.p.1@pg.com

Agency Contact - 20:20 MSL:

- Priyanshi Shah | priyanshi.shah@2020msl.com
- Bhavneet Kohli | bhavneet.kohli@2020msl.com