

## News Release

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## Neurobion Forte reveals its New Brand Identity by Achieving Guinness World Records™ Title and Donating to a Cause

*~ Creates a new Guinness World Records achievement for "The Largest Shirt Mosaic (Logo)" in Mumbai measuring 133.89 sq mts using True Heroes T-shirts as part of its annual #HelpingTrueHeroes initiative*

**Mumbai, 10 October, 2018:** Neurobion Forte, India's No 1 Vitamin brand from the house of Merck is back with its annual campaign #HelpingTrueHeroes, to recognize real-life Heroes who are changing the world through their extraordinary acts. True to its brand promise of being 'Saathi Asli Hero Ka', this year the brand set out on a journey across the country to look for True Heroes who are making strides to improve the public health system in India.

To celebrate this initiative, and spread these stories on a grander scale, Neurobion Forte associated with GUINNESS WORLD RECORDS™ to create a unique record, which not only helped amplify the #HelpingTrueHeroes message, but also unveiled the new brand identity - 'N' whose main focus was to act as a beacon guiding people through the world of Nerve Care.

Elaborating on the GUINNESS WORLD RECORD™ title, **Mr. Milind Thatte, Managing Director Merck India**, said, "*Neurobion Forte, India's No.1 Vitamin Brand\* has been helping True Heroes fight body discomforts for more than 50 years. We are very proud of our GUINNESS WORLD RECORDS™ title wherein in a one-of-its-kind record, Neurobion Forte replicated its new brand logo using T-shirts to form a 133.89 sq mts mosaic logo -- the largest in the world. This initiative is a part of our #HelpingTrueHeroes initiative which is in its third year. By doing this we aim to spread the message that even True Heroes need a helping hand and we all should do our own bit to help them. The True Hero T-shirts used for the record would be donated to the charity working with True Heroes who have done remarkable work for the betterment of the society*"

Adding to this momentous occasion, **Mr Swapnil Dangarikar, Official Adjudicator, GUINNESS WORLD RECORDS™**, '*The record for largest shirt mosaic was never attempted before. To break the record, the mosaic had to be more than 100sq mts. Neurobion Forte managed to successfully create the largest shirt mosaic measuring 133.89 sq. mts. They are now officially amazing*'

To know more about #HelpingTrueHeroes , click <https://www.facebook.com/NeurobionForte/> .  
Your simple share can only help support India's True Heroes and help take their inspiring stories across the country.

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*A large population today suffers from Vitamin B deficiencies without knowing the real cause and the risks of this condition. Neurobion Forte is a Vitamin B supplement that helps fight the body discomforts caused due to lack of B vitamins. In India, Neurobion is the no.1 selling and doctor prescribed vitamin brand\*.*

\*As per the IQVIA May 2018 SSA dataset in terms of volume sold in the Vitamin/Mineral/Nutrient category.

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### **About Merck's Consumer Health Business**

Brands of the Consumer Health business, such as Neurobion<sup>®</sup>, Bion<sup>®</sup>, Nasivin<sup>®</sup>, Seven Seas<sup>®</sup>, Dolo-Neurobion<sup>®</sup>, and Femibion<sup>®</sup> are innovative leaders in key markets, backed by science and trusted by consumers worldwide. The Consumer Health business is with over 3,700 employees globally active in over 40 markets. The portfolio comprises brands with annual total sales of about \$ 1 billion. Consumer Health is a business of the Healthcare business sector within the Merck Group with global headquarters in Darmstadt, Germany.

For more information please go to [www.merck-consumer-health.com](http://www.merck-consumer-health.com) or [https://twitter.com/merck\\_ch](https://twitter.com/merck_ch).

### **About Merck**

Merck is a leading science and technology company in healthcare, life science and performance materials. Around 50,000 employees work to further develop technologies that improve and enhance life – from biopharmaceutical therapies to treat cancer or multiple sclerosis, cutting-edge systems for scientific research and production, to liquid crystals for smartphones and LCD televisions. In 2015, Merck generated sales of € 12.85 billion in 66 countries.

Founded in 1668, Merck is the world's oldest pharmaceutical and chemical company. The founding family remains the majority owner of the publicly listed corporate group. Merck, Darmstadt, Germany holds the global rights to the Merck name and brand. The only exceptions are the United States and Canada, where the company operates as EMD Serono, Millipore, Sigma and EMD Performance Materials.