



Got a Genius at Home? It's time to show it to the world with Seven Seas® new campaign #My Little Genius

- *The activity will aid young parents to acknowledge and appreciate the creativity and hidden talent in their child*
- *Call for entries to get your child featured in 'The Museum of Genius,' a platform to display your child's true potential*

Mumbai, 7th of November 2019: In the run-up to children's day, Seven Seas®, a heritage brand of Procter & Gamble Health Limited (formerly known as Merck Limited), launches a new campaign 'My Little Genius'. The campaign encourages parents to discover the true potential in their little one and celebrate it with the whole world.

As part of the campaign, Seven Seas® will launch 'The Museum of Genius' on the occasion of children's day. The virtual museum is a platform to exhibit the creative streak in your child, where your tiny tots' innovative idea will be celebrated online. To be part of 'The Museum of Genius', upload a video or photo of your child's unique creation on Facebook or Instagram using the hashtag #MyLittleGenius. First 50 entries each day will win free samples of Seven Seas® Kids Emulsion*.

Procter & Gamble Health Limited's, Managing Director, Milind Thatte said, "Seven Seas® is delighted to launch this very special campaign #MyLittleGenius on the occasion of children's day aligned to our philosophy of helping unlock every child's true potential. Children have so many unique qualities and hidden talents such as those depicted in our campaign films released on various digital channels including our Seven Seas® Facebook page. We call on parents to send in stories of their little geniuses at the earliest and see their child's talent celebrated on the Seven Seas® 'Museum of Genius'."

'The Museum of Genius' featuring the entries of the little geniuses will be digitally unveiled by Bollywood Actress and celebrity mother Raveena Tandon around children's day.

Bollywood Actress and celebrity Mother, Raveena Tandon said, "I am glad to be part of a campaign that promotes the creativity and true potential in children. My association with Seven Seas® is a long-standing one that focuses on growth and development of children through nutrition supplementation, to help them unlock their true potential. I am excited to unveil the Seven Seas® 'Museum of Genius' this children's day and going through the hidden talents of children across India. I call on parents to share their entries and help Seven Seas® showcase their stories".

The on-ground unveiling of the 'Museum of Genius' will take place at The Krazy Kids Carnival on 17th November in the presence of Actress Raveena Tandon. She will be present at the event to create awareness on the importance of Omega-3 Fatty acids and essentially DHA, Vitamin A, and D for the growth and development of young children.

Link to The Museum of Genius: https://www.seven-seas.com/en_IN/my-little-genius.html

Facebook page: <https://www.facebook.com/SevenSeasIN/>

Instagram page: <https://instagram.com/sevenseasqr?igshid=1xyauvkgw4u5h>

See our first #MyLittleGenius story here: <https://youtu.be/wMStCThnMDs>

About Seven Seas:

At the core of Seven Seas® philosophy is the belief that a healthy life begins with great nutrition. Backed by our scientific expertise and standard of excellence, we're committed to bringing you high quality of nutritional supplements for you and your family's good health. Since its establishment in 1935 with the introduction of its flagship Cod Liver Oil product, Seven Seas® has evolved to providing a wide range of nutritional supplements

to meet your needs at every stage of life's journey. With continuous efforts and investments in scientific research throughout the years, the Seven Seas products are now sold in more than 60 countries worldwide.

**Seven Seas Kids Emulsion is a first of its kind orange-flavoured cod liver oil, with multivitamins and 3x DHA compared to any other malt-based health drink for kids.*

About Procter & Gamble Health Limited:

Procter & Gamble Health Limited (formerly Merck Limited) is one of India's largest VMS Companies manufacturing and marketing over-the-counter products, vitamins, minerals, and supplements products for a healthy lifestyle and improved quality of life. 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 Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide.

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