



Early Detection Matters: How P&G Health's 'Baarah (12) Ka Naara' is making Anemia Awareness Accessible and Actionable

- *1 in every 2 women in India is Anemic¹ with symptoms such as tiredness, weakness, shortness of breath & headache, impacting quality of life and productivity.*
- *'12 Ka Naara' campaign by P&G Health and FOGSI throws spotlight on optimal hemoglobin (Hb) level of 12, and the importance of timely Hb testing, treatment, and supplementation*
- *Includes Free Hemoglobin Testing, Health Expert Guidance and Community Education programs across 21 Cities in 13 states*

Mumbai, Sep 25, 2024: To tackle the widespread health issue of iron deficiency anemia (IDA), P&G Health India, has launched '12 Ka Naara', a new campaign in collaboration with one of India's leading healthcare associations - Federation of Obstetric and Gynecological Societies of India (FOGSI).

According to the latest National Family Health Survey (NHFS-5) data, a staggering 57% of women in India suffer from Anemia with many cases going unnoticed until they become severe. '12 ka Naara' is designed

Why '12 Ka Naara' matters:

1. **Spotlight on Haemoglobin:** Importance of maintaining an optimal Hb level of 12g/dL
2. **Nationwide Reach:** Spanning 13 states including Uttar Pradesh, Maharashtra, Bihar, West Bengal, Tamil Nadu, Karnataka, Rajasthan and more, the campaign will engage communities through extensive activities in 21 cities
3. **Community Engagement:** Interactive sessions like Nukkad Nataks (street plays) and Mahila Sabhas (women's health forums) will enrich understanding, while Residential Welfare Associations (RWAs) will host on-ground activations including free hemoglobin testing camps
4. **Expert Education:** FOGSI healthcare practitioners will provide crucial insights on anemia prevention and management, supported by education materials and diet charts and assistance in diagnosis during camps.

¹The National Family Health Survey (NFHS-5)

to bridge the gap between awareness and action, highlighting the importance of maintaining an optimal Hb level of 12, specifically targeting early detection and education around anemia in women.

Milind Thatte, Managing Director, Procter & Gamble Health Limited, emphasizes, *“With Anemia affecting such a large segment of our population, collective efforts to promote early detection and timely intervention are the need of the hour. P&G Health’s Livogen has been at the forefront of these efforts through programs such as the ‘Na Na Anemia Bus Yatra’ which took diagnoses, treatment, and management to the hinterlands of our nation. ‘12 Ka Naara’ is an extension of this commitment, towards empowering women in urban communities with the knowledge and tools they need to manage their health proactively. Despite 50% of anemic women suffering from mild anemia, not many are aware that if left untreated for long, the condition may worsen to moderate IDA impacting both quality of life and productivity.”*

Dr. Jaydeep Tank, President of FOGSI adds, *“Iron deficiency anemia is one of the most common nutritional deficiencies in India. If left untreated, it can affect physical growth and development adversely. We are delighted to partner once again with P&G Health for ‘12 Ka Naara’, which will see Doctors from 21 FOGSI Chapters across many states participating in a large-scale effort to educate people on optimal haemoglobin levels and taking appropriate action. This will aid to identify the problem early and enable timely medical intervention. With the right dietary and supplementary intervention anemia can be managed, and quality-of-life can be improved.”*



Vijay Kumar Pampana, Marketing Director, P&G Health, Milind Thatte, Managing Director, P&G Health (second and third from left), along with eminent doctors from FOGSI (sixth from left to right) Dr. Sandeep Nikhade, Dr. Suvarna Khadilkar, Dr. Madhuri Patel, Dr. Jaydeep Tank, President, FOGSI, Dr. Neerja Bhatla at the Medical Advisory Workshop held as part of Baarah ka Naara initiative to share insights on combating IDA in India.



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:

Paromita Kundu | kundu.p.1@pg.com

Agency Contact – SPAG FINN Partners

Sarah Rajan | sarah.rajan@finnpartners.com

Jyotsana Saluja | Jyotsana.saluja@finnpartners.com