

## Familiarisation Programme - OTC landscape

A **knowledge sharing seminar** was conducted for Directors of the Company on **Friday, April 5, 2024 at 3 pm via Microsoft TEAMS**.

Following Directors attended the programme:

1. Mr. Chittranjan Dua, Chairperson, Independent Director
2. Mr. Gurcharan Das, Independent Director
3. Mr. Krishnamurthy Iyer, Independent Director
4. Dr. Ashima Goyal, Independent Director
5. Mr. Ghanashyam Hegde, Director & Company Secretary

Apart from the Directors, Ms. Flavia Machado- Senior Manager (Legal and Secretarial) also attended the meeting.

Ms. Susan Joshi, was invited as speaker of the session and was introduced to the participants.

*Ms. Susan Joshi is an expert on health and wellness consulting and communications with special interest in OTC - consumer healthcare, social health projects and patient access strategies. She is armed with MPharm and has won many accolades during her career. In her last assignments, Susan has served as Managing Director of Havas Health and Sorento Healthcare communications.*

Ms. Joshi explained background of pharma field, especially OTC landscape and detailed on below aspects:

1. Self-Care readiness and its key enablers
2. India- selfcare readiness assessment
3. Self-medication process
4. Market factors shaping consumer healthcare
5. Treatment approach and treatment spends
6. Indian OTC market- Global vs Indian subcontinent
7. Growth drivers and challenges
8. Drivers in Consumer healthcare market- Consumer Behaviour and evolved choices
9. Digital/virtual and offline purchases

Thereafter, participants discussed these topics in detail with Ms. Joshi. They further raised their queries regarding OTC and other consumer care concerns- with respect to ayurvedic and allopathic medicines, which were answered by Ms. Joshi.

The meeting concluded at 4.30 p.m. with vote of thanks to Ms. Susan Joshi and all other participants.