



## Press release

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### **‘SevenSeaS® Original’ all set to sail under Merck in India**

- **The purest form of cod liver oil and leader in the vitamin segment in over 100 countries**
- **Focus on enhancing immunity of Indian consumers**
- **Bollywood actress, Raveena Tandon, signed on as brand ambassador**

Mumbai, January 05, 2012 – The Indian Consumer Healthcare division of Merck KGaA, the world’s oldest pharmaceutical and chemical company, is set to make a strong impact in the Indian nutritional supplement market with SevenSeaS Original Pure Vitamin Rich Cod Liver Oil; currently the leader in the vitamin segment in over 100 countries. SevenSeaS Original is the purest form of cod liver oil; retaining all its natural nutrients, and one of the most trusted natural sources of vitamins A and D.

Remarked Dr. Marek Dziki, Managing Director, Merck Limited, “Many of us have grown up on SevenSeaS Original Pure Vitamin Rich Cod Liver Oil. It is a highly trusted brand with a rich heritage of over 75 years and is deeply entrenched in the memories of the Indian consumer for the past six decades. We are delighted that Merck is bringing the goodness of this time-tested, natural source of key nutrients and vitamins to the Indian population.”

SevenSeaS Original contains more natural vitamin A and vitamin D per unit weight than any other common food. It also comprises two unique active ingredients, DHA



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and EPA, which are most potent in promoting health and defending the body against infections and diseases.

“The cod liver oil market is presently growing at a rate of nearly 18%. Research indicates that the Indian consumer is well aware of the importance of building immunity in order to keep pace with today’s hectic world. Erratic food habits and deficient nutrition compromise ones resistance to disease and ailments. SevenSeaS Original Pure Vitamin Rich Cod Liver Oil addresses this inadequacy in nutrition and helps in building immunity levels,” stated Mr. Ashish Bhatt, Business Head, Consumer Healthcare, Merck Limited.

What makes SevenSeaS Original unique is its patented technology called Ocean Gold. This high-end method for extracting the purest form of cod liver oil ensures that none of the oil’s original nutrient values are lost in the extraction process. Every SevenSeaS Original pack carries the Ocean Gold Ultra Pure™ mark of assurance.

Actress Raveena Tandon, brand ambassador for SevenSeaS Original Pure Vitamin Rich Cod Liver Oil in the Indian market, spoke at the welcome event: “Children today are at a higher risk of getting drained both physically and mentally due to increased pressures to perform at schools, sports and other myriad activities in which they participate. In this daily race; food and essential nutrients take a back seat. Where I, too, want my kids to excel; I constantly fret over whether they are getting adequate nutrition. SevenSeaS Original Pure Vitamin Rich Cod Liver Oil is just the solution as it covers all the areas of their development. Children are finicky about what they eat and I feel that natural supplements like SevenSeaS Original will only help in further building up their immunity.”

### **About Consumer Healthcare**

Merck launched the Consumer Healthcare division in India in 2007. With leading brands like Nasivion®, Evion® and Maxepa®, amongst others, it is rapidly growing at 18% per annum (IMS ORG Oct 2011). The division boasts of a portfolio consisting of leading brands that cater to various therapeutic segments, namely, everyday health protection, nasal decongestants and women & children’s health care.

### **About Merck**

Merck is a global pharmaceutical and chemical company with total revenues of € 9.3 billion in 2010, a history that began in 1668, and a future shaped by approximately 40,000 employees in



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67 countries. Its success is characterized by innovations from entrepreneurial employees. Merck's operating activities come under the umbrella of Merck KGaA, in which the Merck family holds an approximately 70% interest and shareholders own the remaining approximately 30%. In 1917 the U.S. subsidiary Merck & Co. was expropriated and has been an independent company ever since.

**Merck in India** Merck Limited (formerly E. Merck Limited) was set up in India as the first Merck subsidiary in Asia in 1967. The Merck Group has been operating in India through appointed agents since a little before the turn of the twentieth century. The Company operates both its Pharmaceuticals and Chemicals businesses in the country. Merck was also the first Merck Group Company to go public in the year 1981. The Merck Group now holds 51.8% of the share capital in Merck Limited, while the remaining 48.2% is traded on the Bombay Stock Exchange Ltd. and National Stock Exchange of India Ltd. Merck Specialities Pvt. Ltd., the wholly owned Indian subsidiary of Merck KGaA, was incorporated in 2005.

Following the acquisition of Millipore, a leading life science company in USA, in 2010; the resulting entity, Merck Millipore is now a leader in the field of life sciences. Prior to that, in 2009, Merck acquired Bangalore Genei to become one of the leading bioscience entities in India. In 2010 (January – December), the turnover of Merck Limited totalled Rs. 5090.8 million.

Merck, through its manufacturing facility at Goa, is the only manufacturer of Guaiazulene, Thiamine Disulfide (TDS) and Oxynex ST, in addition to being the largest manufacturer of Vitamin E in India. Merck in India also produces injectables and soft gel capsules; its Dehydrated Culture Media plant is the first for Merck outside Germany.

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