

Piramal Consumer Healthcare Launches i-choose, Unifying Women's Intimate Care Solutions Under One Brand

Mumbai, June 17, 2026 – Piramal Consumer Healthcare today announced the launch of i-choose, a new master brand that brings together its women's intimate care portfolio under one unified identity, with actor **Sanya Malhotra** coming on board as the brand ambassador for their menstruation & grooming categories.

Built around the philosophy that every woman knows their body the best and the core insight of *'Every choice a woman is unable to actively exercise, is a step away from all that she can be'*. i-choose, aims to make the woman's body the most trusted voice in her life. By providing her with products, tools, knowledge, & validation that allows her to choose what her body needs.

The launch marks the integration of Piramal Consumer Healthcare's existing women's intimate care brands - i-activ, i-know & i-feel under a master brand **i-choose**.

While i-pill & i-pill daily, our flagship contraceptive brand which will operate independently under the house of i-choose.

The new brand's philosophy comes alive across the i-choose portfolio that caters from menarche to menopause, where every product is anchored in a choice that a woman can make for her body. From "I choose comfort" with a Period Panty and "I choose to understand my fertility" with an Ovulation Test Kit, to "I choose smoothness" with a Hair Removal Roll-On and "I choose clarity on life's next phase" with a Menopause Test Kit, these are just some of the many ways in which i-choose enables women to make informed, personal choices across menstruation, fertility, pregnancy, intimate wellness, and menopause.

The entire range of i-choose will be available across consumer touch points across channel from Online to Offline. Commenting on the launch, **Sai Ponugoti, CEO, Piramal Consumer Healthcare**, *"For far too long, conversations around women's intimate health have been fragmented, functional, and often shaped by stigma rather than understanding. At Piramal Consumer Healthcare, we believe women today are seeking more than just products — they are looking for solutions that respect their choices, lifestyles, and evolving needs across life stages. With i-choose, we are bringing together a decade of trust, category expertise, and consumer understanding into one unified platform built around a simple but powerful belief: women know their bodies best."*

As awareness around women's wellness continues to grow in India, we see a significant opportunity to not only build categories but also reshape the conversation around intimate care to make it more open, accessible, and empowering."

Speaking of the association, Sanya Malhotra said, *"I am very happy to partner with i-choose because the brand stands for something that truly resonates with me — the freedom for women to listen to themselves and make choices with confidence. What I found especially meaningful about this association is that it approaches women's wellness with honesty, empathy, and understanding, rather than judgment. Conversations around intimate care have often been uncomfortable or overlooked, and I appreciate that i-choose is helping make them more open, relatable, and empowering for women across different stages of life."*

India's women's intimate care market is witnessing strong momentum, driven by rising awareness, evolving lifestyles, and growing openness towards conversations around menstrual, fertility, and intimate wellness. The [Indian feminine hygiene market](#) is currently estimated at approximately USD 1.16 billion and is projected to reach USD 2.29 billion by 2031, reflecting the rapid shift towards modern and preventive wellness solutions among women consumers. i-choose enters this moment not just as a new brand, but as a consolidation of the trust and category expertise that Piramal Consumer Healthcare has built with Indian women over the years.

YouTube link for the campaign: <https://www.youtube.com/watch?v=2FDgxFh4hk>

About Piramal Consumer Healthcare: Piramal Consumer Healthcare portfolio comprises 25+ brands with offerings spanning across multiple wellness categories. It aims to be among the top three Consumer Healthcare companies in India. Over the last two years, the business has invested significantly in various growth levers. The Company's strategy of expanding the product portfolio and distribution network has worked well and the Consumer Healthcare business is evolving into a strong player in India's Consumer Healthcare market. For more information visit: [Piramal Pharma Consumer Healthcare](#)

About Piramal Pharma Limited: Piramal Pharma Limited (PPL, NSE: PPLPHARMA | BSE: 543635), offers a portfolio of differentiated products and services through its 17 global development and manufacturing facilities and a global distribution network in over 100 countries. PPL includes Piramal Pharma Solutions (PPS), an integrated contract development and manufacturing organization; Piramal Critical Care (PCC), a complex hospital generics business; and Piramal Consumer Healthcare business, selling wellness products across consumer healthcare categories. In addition, one of PPL's associate companies, Abbvie Therapeutics India Private Limited, a joint venture between Abbvie and PPL, has emerged as one of the market leaders in the ophthalmology therapy area in the Indian pharma market. Further, PPL has a strategic minority investment in Yapan Bio Private Limited, that operates in the biologics / bio-therapeutics and vaccine segments.

For more information, visit: [Piramal Pharma](#) | [LinkedIn](#)

1. Includes one facility via PPL's minority investment in Yapan Bio.

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