Little's gives babies a voice with its new campaign 'Life is Hard. Switch to Softer'

The baby care brand flips category storytelling by putting the baby's voice at the centre of its latest digital/ AI campaign

Mumbai, January 28, 2026: Piramal Consumer Healthcare (PCH), a division of Piramal Pharma Limited has launched a new digital campaign for its baby care brand, Little's, **'Life is Hard. Switch to Softer,'** placing the baby at the centre of the story.

In a space where most communication is directed at parents through tips, guides, and checklists, Little's shifts attention to baby's experience that often goes unheard. The narrative draws from an everyday truth that babies quietly endure discomfort they cannot express, whether it is irritation from a rough diaper, dryness from bathing products, or sensitivity caused by harsh ingredients. These moments may appear routine to adults but for a baby, they shape how safe, soothed, and secure the world feels.

Bringing this perspective to life, the digital narrative unfolds through three films centred on Little's Fluffy Soft Diapers, Little's Organix Moisturizing Baby Bathing Bar, and Little's Organix Baby Lotion. Told through a baby's internal monologue, the films portray everyday situations from the baby's point of view, revealing how overwhelming even simple moments can be when comfort is compromised. The storytelling is warm and relatable, encouraging parents to pause and reflect on how deeply small choices affect their baby's wellbeing.

This thinking is rooted in the brand's 3S philosophy of Soft, Safe, and Sensitive, which guides the development of its entire portfolio across diapers, personal care, feeding products, wipes, and toys. Each product is designed to minimise irritation, avoid harsh exposure, and support a baby's delicate skin and developing senses, helping reduce everyday discomfort that they cannot articulate.

From a business perspective, Life Is Hard. Switch to Softer supports awareness and trial across Little's growing range, while reinforcing its positioning as a comprehensive baby care brand for modern, digitally engaged parents who are increasingly conscious of what their babies experience, not just what they use.

Abhishek Kumar, VP, Piramal Consumer Healthcare comments, *"Baby care has traditionally been communicated through the parent's lens. With this campaign, we wanted to shift the focus to the baby — the one actually experiencing the world for the first time. 'Life is Hard. Switch to Softer.' captures that truth with humour and empathy. At Little's, our products are built to be soft, safe and sensitive, because even small choices have a big impact on a baby's comfort and well-being. This campaign reflects our intent to create care that feels gentler, more thoughtful and more relevant for today's parents."*

With this 3 part AI crafted campaign, Little's refreshes category storytelling by letting the baby speak first reminding parents that when life feels hard for little ones, softer choices can make all the difference.

Little's, founded in the 1980s, has built a strong legacy as a trusted name in baby care. Over the past three decades, it has become one of India's most beloved brands for baby products, gaining the confidence of Indian mothers. The brand offers a comprehensive range of products catering to babies from birth to 2 years of age, addressing their diverse needs at different life stages. Its product portfolio includes diapers, wipes, feeding, toys & baby personal care, all of which are widely used and recommended by parents. Little's has earned a reputation for providing reliable and high-quality products to support babies' well-being and growth.

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 I BSE: 543635), offers a portfolio of differentiated products and services through its 17[1] 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.

For Investor Queries:
Gagan Borana
Investor Relations & Enterprise Risk Management
gagan.borana@piramal.com

Madhusudan Dalmia
Investor Relations
madhusudan.dalmia@piramal.com

For Media Queries:
Madiha Vahid
Lead – Branding & Communications
madiha.vahid@piramal.com