Press Release

Piramal Pharma Limited's Consumer Healthcare launches Little's AquaSense Baby Wipes - 99.9% Water

Introduces the product through an integrated campaign, 'It's Basically Water', highlighting a water first approach to baby care

Mumbai, January 20, 2026: Piramal Consumer Healthcare today announced the launch of Little's AquaSense Baby Wipes, a new addition to its flagship baby care brand Little's. Crafted with 99.9% RO purified water, AquaSense is designed to offer an exceptionally gentle and safe cleansing experience for newborns and infants.

Developed to meet the evolving expectations of modern parents, Little's AquaSense Baby Wipes combine high purity with thoughtful formulation. The wipes are made with RO purified water, are pH balanced, dermatologically tested, free from alcohol and parabens, and suitable for sensitive skin. They are also fully biodegradable, reinforcing the brand's commitment to safety and responsible choices for everyday baby care, right from birth.

The launch underscores Piramal Consumer Healthcare's continued focus on raising purity and safety benchmarks in the baby hygiene category. Little's AquaSense embodies the brand's philosophy of Science with Care, bringing together scientific rigor and a deep understanding of parental trust.

Speaking about the launch, Abhishek Kumar, VP Marketing, Piramal Consumer Healthcare, said: *"Today's parents are highly conscious about the products they use on their baby's skin. With Little's AquaSense Baby Wipes, we are introducing a product that reflects our 3S promise of being soft, safe and sensitive. The 99.9% water formulation delivers an experience that is as close to pure water as possible, setting a new reference point for gentle baby cleansing."*

Brand ambassador Yami Gautam further shared her experience: *"Choosing the right products for my baby is extremely important to me. Little's AquaSense Baby Wipes feel incredibly gentle and reassuring. They truly feel like water, which is exactly what you want when caring for a baby's delicate skin."*

The launch is supported by an integrated communication campaign centered around the idea of the 'Its Basically water!!'. The product will be available across e-commerce platforms.

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 Pharma's Consumer Healthcare portfolio comprises 25+ brands with offerings spanning across multiple categories. It aims to be among the top three over the-counter (OTC) product 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 OTC market. For more information visit: Piramal Pharma Consumer Healthcare

About Piramal Pharma Ltd:

Piramal Pharma Limited (PPL, NSE: PPLPHARMA I 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 the India Consumer Healthcare business, selling over-the-counter consumer and wellness products. 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

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*Includes one facility through minority investment in Yapan Bio