

Piramal Consumer Healthcare's Tetmosol Announces Pankaj Tripathi as Brand Ambassador; Launches New Campaign and Expands Portfolio

Repositions the brand as "Skin Infection ka Expert Solution," by cementing its authority as a cure for persistent skin infections; expands into new prickly heat powder omnichannel across India

Mumbai, 14.04.2026 – Piramal Consumer Healthcare's flagship brand Tetmosol today announced the onboarding of acclaimed actor Pankaj Tripathi as its new Brand Ambassador, alongside the launch of a new multimedia campaign. The move repositions the brand as an expert solution for skin infection.

The campaign is anchored in a sharp consumer insight: millions of Indians, particularly those leading active, outdoor lifestyles, routinely struggle with heat, sweat, and hygiene-related challenges. These conditions often lead to persistent skin infections that extend beyond physical discomfort to impact confidence and day-to-day productivity.

It also brings into focus a critical gap in consumer behaviour. While home remedies and regular soaps may offer short-term relief, they often fail to provide effective relief against stubborn ("ziddi") skin infections. Reinforcing its positioning of "Skin Infection ka Expert Solution," Tetmosol presents itself as a credible, efficacy-led solution for such persistent skin infections.

As part of this strategic shift, Tetmosol has also announced expansion of its portfolio with pan India launch of **Tetmosol Prickly Heat Powder**, marking its entry into adjacent, summer-relevant Skin health & hygiene categories. This move is expected to strengthen the brand's omnichannel presence across offline retail, e-commerce and quick commerce platforms, while also enabling access to non-chemist channels like supermarket and modern trade to enhance reach and accessibility.

Commenting on the announcement, Sai Ponugoti, CEO, Piramal Consumer Healthcare, said, *"Tetmosol has long been trusted by consumers for its efficacy in addressing skin infections. With our new campaign and positioning of 'Skin Infection ka Expert Solution,' we are sharpening our focus on solving persistent skin infections and cementing the brand's authority as an effective solution for skin infections.*

Bringing Pankaj Tripathi on board is a natural fit—his authenticity, relatability, and credibility align strongly with our brand values and help us communicate this message with greater impact. Alongside this, our expansion into adjacent categories such as prickly heat reflects our intent to strengthen Tetmosol's role as a more comprehensive and trusted partner in skin health for Indian consumers. Beyond functional efficacy, our new campaign underscores the link between skin health, confidence, and everyday performance, enabling individuals to overcome skin health concerns effectively and focus on what matters most while advancing our mission of helping India live free from skin infections."

Speaking on the association, Pankaj Tripathi said, *"The most impactful stories come from everyday realities. "Skin infections are something many people deal with in their daily lives but often don't pay enough attention to until it starts affecting their productivity and confidence. What I like about Tetmosol is its clear, solution-led approach to provide effective relief from skin infections. I'm glad to be associated with a brand that understands a real, everyday concern and helps people feel more confident in their own skin."*

With this campaign and category expansion, Tetmosol aims to deepen consumer engagement, expand into new use-cases and channels, and further reinforce its leadership as a trusted expert in skin infection solutions.

YouTube Link for the campaign - <https://youtu.be/JwZ7Z4Fp0pw>

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 17¹ 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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