



Innovating for
affordable healthcare

Shilpa Medicare Limited

Corporate & Admin Office :

"Shilpa House", # 12-6-214/A-1, Hyderabad Road,
Raichur-584 135, Karnataka, India

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Email: info@vbshilpa.com, Web: www.vbshilpa.com

CIN: L85110KA1987PLC008739

Dated: 04 March, 2021

Corporate Relationship Department,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai-400 001

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No.C/1, G Block
Bandra Kurla Complex, Bandra (E)
MUMBAI-400 051

Dear Sir/Madam,

**Sub: Intimation U/R 30 of the SEBI(LODR) Regulations- Reg.
Ref: Stock Code: NSE: SHILPAMED/BSE-530549**

Shilpa Medicare Limited enters into Gynecology Segment by launching its First Women Intimate Cleansing Spray in India under the Brand Name "SwatchShil"

Shilpa Medicare Limited, a research-led global integrated pharmaceutical company, today announced **launch of India's First Women intimate cleansing spray under the brand name "SwatchShil"** and shall be available in Jasmine and Floral Fragrance in 100ml Spray pack.



"SwatchShil" intimate Cleansing Spray is a Soap-free and alcohol-free solution with a pH of 3.7 ± 0.5 , which is ideal for the Women intimate area, helps in maintaining the optimum pH level and avoids vaginal discomfort and effectively maintain intimate hygiene.

Shilpa's "SwatchShil" presented first time in India in an innovative 'Bag on Valve' spray canister for hassle free usage – 360-Degree rotation, easy to apply in all possible direction, angle, and position. "SwatchShil" has differentiated advantage of hands-free application for enhanced utility and ease of use unlike current products available in the market.



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While the market size of intimate hygiene is near about Rs. 80 crores, owing to the niche and urban presence, "SwatchShil" will give Shilpa an entry with differentiated products into rapidly growing Women intimate hygiene products segment.

"**SwatchShil**" is made available at Major Chemist's outlet in North and East zones of India and shall be available soon in the South and West zones. It is also available online for Purchase at www.shilpacare.in with attractive launch offers, also shall be available on online portals like Amazon, Flipkart etc...

This is for your information and doing the needful.

With Regards,

For **SHILPA MEDICARE LIMITED**

Vishnukant Chaturbuj Bhutada
Managing Director
DIN: 01243391





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affordable healthcare

**Good for mom.
Good for daughter.**



Manufactured by:




Innovating for
affordable healthcare

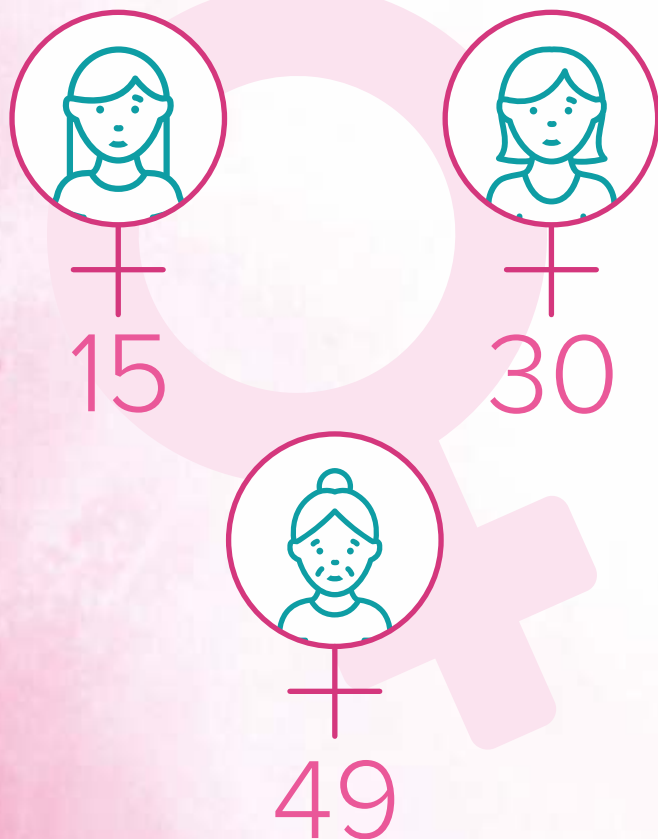
Shilpa Medicare Limited

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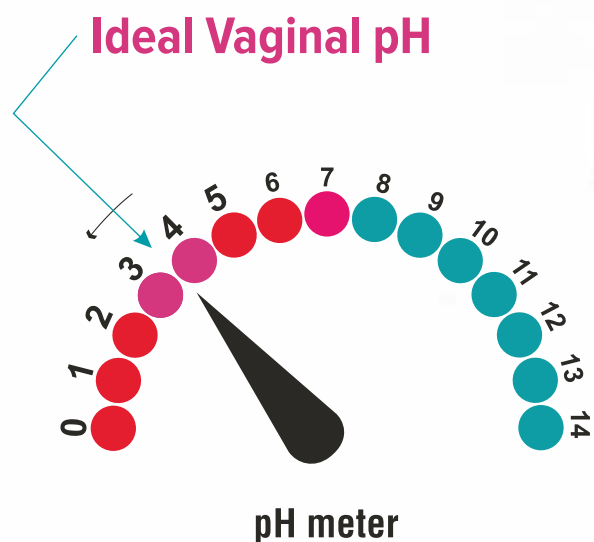
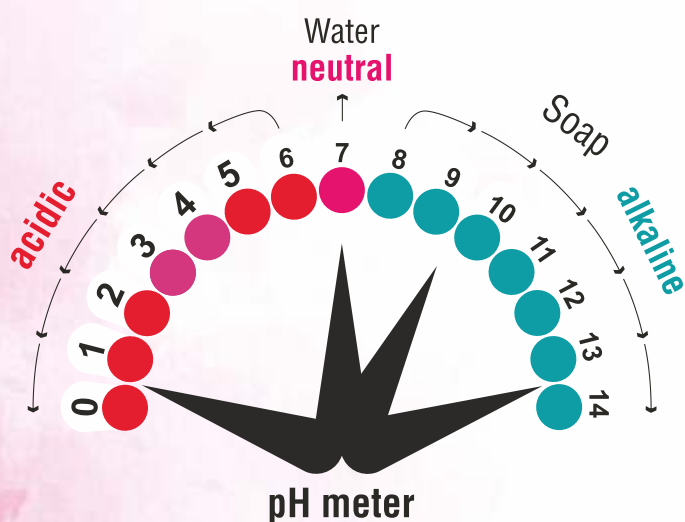
 040-29551445

In India,
**number of
women in the
reproductive
age group
(15-49 years)**
is more than
31 crores¹



Good
menstrual hygiene
triggers healthy
vaginal flora,
confidence, and
self-esteem

Normal healthy vaginal pH is between 3.5-4.5



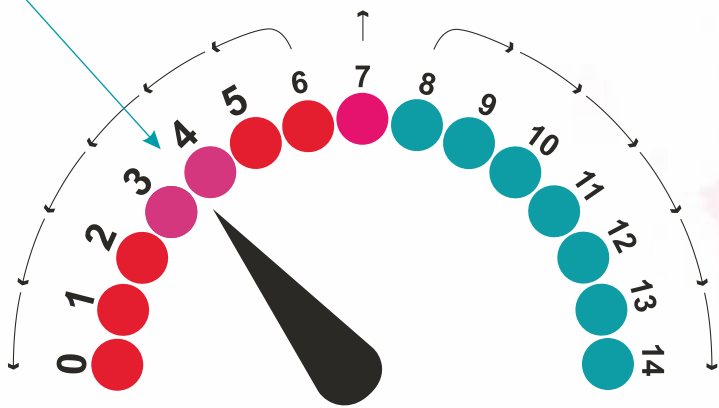
Disturbed pH will lead to multiplication of harmful bacteria leading to symptoms like **foul odour, irritation & white discharge**

Launching
for the first time in
India



SwatchShil

INTIMATE CLEANSING SPRAY



pH meter

**No foul odour, irritation
& white discharge**



Available in
JASMINE and
FLORAL FRAGRANCE
in **100 ml** pack



Imported from Germany
Bag on Valve System,
Actuator.



Launching
for the first time in
India



SwatchShil

INTIMATE CLEANSING SPRAY

- ❧ Maintains the balance of vaginal microflora
- ❧ Powerful broad-spectrum bactericidal effect
- ❧ Non-antibiotic bactericide and no drug resistance
- ❧ Effective in inhibiting fungi development and growth
- ❧ Keeps the vagina within an acidic pH between 3.5 and 4.5
- ❧ Reduces vaginal complaints and guard against vaginal infections
- ❧ Vaginal complaints like itching, burning, increased discharge or unpleasant smells can be reduced
- ❧ Rinsing with CO₂-enriched water enhances clinical regeneration of detergent-damaged skin

1. Das, B., & Patra, S. (2017). Antimicrobials. Nanostructures for Antimicrobial Therapy, 1–22; Goy R C et al., 2009, A Review of the Antimicrobial Activity of Chitosan 2. Insights into the Mode of Action of Chitosan as an Antibacterial Compound (Dina Raafat, Kristine von Bargaen, Albert Haas and Hans-Georg Sahl) 3. Chitosan preparations for wounds and burns: antimicrobial and wound-healing effects (Tianhong Dai, Masamitsu Tanaka, Ying-Ying Huang and Michael R Hamblin) 4. Open Journal of Obstetrics and Gynecology 04(13):787-799 5. Archives of Dermatological Research volume 296, pages163–168(2004)

Launching
for the first time in
India



SwatchShil

INTIMATE CLEANSING SPRAY

Advantages over market products:

- ❧ **Hassle free usage – 360 degree rotation, easy to apply**
- ❧ **Hands free application**



Imported from Germany
Bag on Valve System,
Actuator.

**360 degree use,
Spray it & Leave**




Launching
for the first time in
India



SwatchShil

INTIMATE CLEANSING SPRAY

	 SwatchShil	VW_S_	CI__ & D__	HIM____ INT____ WASH
Non-antibiotic bactericide and no drug resistance	✓	x	x	x
Effective in inhibiting fungi development and growth	✓	x	x	x
Hands Free Usage	✓	x	x	x
Water Required	x	✓	✓	✓
Cleansing Spray Formulation	✓	x	x	x
Cleansing Liquid	x	✓	✓	✓
Convenient to Use	✓	x	x	x
Ease of carrying	✓	x	x	x

