



Combiflam® Range of Pain Relief Solutions launches Pain Education Campaign:

an initiative to help people find credible information on the web to
manage pain effectively

*~ Actress Soha Ali Khan, doctors and Sanofi India come together
to launch the social initiative to empower people to manage physical pain*

Lucknow, 11th June 2018 – Bollywood actor and author **Soha Ali Khan**, and **Sanofi India** - makers of the Combiflam® range; India's largest selling pain relief brand¹, announced the launch of the first initiative under its pain education campaign - '*Pain Clinics*'. This phase comprises a series of doctor and pain expert videos on a dedicated YouTube channel to generate awareness and educate people, so that they can understand and treat pain in an informed and responsible manner.



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The subsequent phases of the campaign will include multi-channel awareness drives and data-driven insights rolled out across the country to help people understand and manage pain effectively.

Link: <https://www.youtube.com/channel/UC9yVHuYW7tZQkmiqVLR-nNw>

According to a survey conducted by IPSOS in India, every person admitted to suffering from some kind of pain in the last 12 months, and 43% of the pain occasions were treated with an available painkiller at home.² This shows the need for an initiative that brings national pain management experts and doctors on board, to provide tips and advice on how pain can be better managed.

Commenting on the launch, **Nikhilesh Kalra, General Manager – Consumer Healthcare, India & South Asia, Sanofi**, said, "Combiflam® tablet is India's most prescribed pain relief brand³ and relieves over 1.8 billion pain incidences in a year⁴. It is the trusted household name for millions of people and healthcare practitioners. Given this legacy, we believe Sanofi India is best placed to help guide people in understanding and treating their pain. It is common for people to seek health related information on internet. However, not all information one finds on

1 Source: AC Nielsen Dec'17 Dataset

2 Scope of the study: Pan-India 1,000 respondents

3 Source: CMARC Oct'17 Dataset

4 Source: AC Nielsen Dec'17 Dataset



the web is credible, and hence, we felt the need to launch a credible source of information, and are proud to present the first phase with – ‘*Pain Clinics*’.

“Uttar Pradesh has some of the highest pain incidences in the country, and an average of 15 lakh incidences of pain are resolved by the Combiflam® Range of Pain Relief Solutions, every day. This is why Uttar Pradesh is a very important State for us, and a social initiative such as this one will be of great value. We are launching this initiative in Uttar Pradesh and plan to scale it across the country”, added **Nikhilesh Kalra**.

Dr. Moazzam Jah, Specialist - Arthroscopy and Sports Injury explained, “It is common for people to trust the internet for information and solutions, for their pain. This is dangerous and misleading, and we as doctors, strongly advocate that patients speak to us or ensure they consume information that is not only validated, but also medically correct. Combiflam® tablet has also been a victim of some misleading social media messages in the past that have questioned its safety and efficacy. I have been using Combiflam® tablet for my patients for several years now, and I have never seen any alarming side-effects from it.”

Commenting on Combiflam® as an authority on pain, **Dr. Jah** added, “Sanofi has used their years of experience in pain management in India, to provide information and guidance to people through this social initiative and these doctor videos, which are backed by medical expertise will be of great use to the public. I appreciate the initiative taken by Combiflam® Range of Pain Relief Solutions, for ‘*Pain Clinics*’.”

Present at the launch, **Bollywood actress and author, Soha Ali Khan**, shared her personal experiences and highlighted the significance for awareness on pain management in India. She said, “As a professional, and as a homemaker – a mother, a daughter and a wife, I wear several hats, managing different things together. No matter how much care one takes, physical pain of some sort will find its way to you. I have always relied on doctors to manage my pain, and now ‘Pain Clinics’ doctor videos will also be within arm’s reach. Having learnt that Combiflam® has been helping people manage pain in India for over 30 years⁵, I believe they have the experience and expertise to lead an initiative like this. This also shows us that they are committed to the cause of helping people understand and win over their pain, through sharing credible information. Thankfully with ‘Pain Clinics’ - doctor video series by Combiflam® Range of Pain Relief Solutions, we can now have tips and advice from doctors, sitting in the comfort of our homes, or while at work.”

Sanofi India Ltd. is launching this social initiative in seven cities of Uttar Pradesh - Lucknow, Kanpur, Allahabad, Gorakhpur, Moradabad, Varanasi and Bareilly. As a health journey partner, Sanofi empowers consumers to live healthier and fuller lives by increasing awareness and providing a full range of holistic pain relief solutions.

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About Sanofi - <http://en.sanofi.com/>

Sanofi, a global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi is organized into five global business units: Diabetes and Cardiovascular, General Medicines and Emerging Markets, Sanofi Genzyme, Sanofi Pasteur and **Consumer Healthcare**. Sanofi is listed in Paris (EURONEXT: [SAN](#)) and in New York (NYSE: [SNY](#)).

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