



Combiflam® Range of Pain Relief Solutions introduces Pain Education Campaign in Bihar

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

Patna, 10th October 2018 – At a press conference in the city today, **Sanofi India**, makers of the Combiflam® range - India's largest selling pain relief brand¹, announced the launch of *Pain Clinics* in Bihar, under its pain education campaign. *Pain Clinics* comprises of 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>

Key Highlights of Bihar's Pain Medicine Market

- Bihar has the **highest number of headache incidences** in India.²
- Across a **population of 10 crore** in Bihar, more than **11 crore Combiflam® tablets** are sold in a year.³

According to a survey conducted by ISM Global and IPSOS in India, every person admitted to suffering from some kind of pain in the last 12 months, and 57% 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 initiative, **Mr. Nikhilesh Kalra, General Manager – Consumer Healthcare, India & South Asia, Sanofi**, said, "For over three decades, Combiflam® has been

a trusted pain solution for millions of Indians and healthcare professionals across the country. Our Combiflam® tablet is India's most prescribed pain relief brand⁴ and relieves over 1.8 billion pain incidences in a year.⁵ Many people seek pain related information on digital and social

1 Source: AC Nielsen Dec'17 Dataset

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

3 Source: Data on file

4 Source: CMARC Oct'17 Dataset

5 Source: AC Nielsen Dec'17 Dataset



media but not all the information is credible. For this reason, we launched our pain education campaign and are proud to now introduce *Pain Clinics* in Bihar.

He further added, "Our research has shown that Bihar has the highest number of headache incidences in the country. On an average, over 3 lakh pain incidences in the state are resolved by the Combiflam® Range of Pain Relief Solutions, every day³. This is why we believe a social initiative such as this one will be of great value here."

Sanofi plans to extend this campaign across the country in a phased manner.

Also present at the conference, **Dr. Amulya Kr. Singh, Consulting Orthopedic Surgeon and Medical Director of Akshat Seva Sadan Yarpur, Patna** said, "It is becoming increasingly common for people to trust the internet and social media for information and solutions, for their pain. We as doctors strongly advocate that patients should understand that these sources of information can often be misleading, and they should 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. Singh** added, "All the content on the *Pain Clinics* channel has been created in consultation with pain management experts, making it trustworthy and credible. Having an easily accessible repository like this on a universal platform such as YouTube makes this of great use to the public. I commend Sanofi for launching *Pain Clinics* and believe that Bihar and all of India will benefit from such an initiative."

The campaign was first rolled out in Uttar Pradesh and the *Pain Clinics* channel has received over 1,53,000 views till date. 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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