



## Sanofi-aventis launches nation-wide campaign, 'Take Control of Diabetes'

*Also initiates digital 'Doing More Together' campaign in India to support diabetes research and spread greater awareness*

**Mumbai, November 8, 2010:** Aventis Pharma Limited (sanofi-aventis Group), has launched a nation-wide campaign ahead of World Diabetes Day that will educate diabetes patients and their families to 'Take Control' of the disease. This year's campaign is initiated under the International Diabetes Federation's slogan "Let's take control of diabetes. Now." The objective is to improve patient education to ensure that they understand the complications associated with avoiding or delaying treatment as well as the need to control the disease by maintaining their Glycosolated hemoglobin (HbA1c) levels under 7.

As one of the official partners of the International Diabetes Federation (IDF)'s World Diabetes Day campaign, sanofi-aventis is aligning its nation-wide program to address the growing need for diabetes education and prevention.

The campaign covers over 600 activities ranging from detection drives, patient education programmes, HbA1c camps, diabetes walks and doctor meetings. The aim of these pan-India activities is to achieve greater awareness about the benefits associated with effectively managing the disease and the risks of poor control.

Says **Susheel Umesh, Senior Director, Commercial Operations, Diabetes & Tier 1**, "sanofi-aventis is the only company in India to offer such a diverse product portfolio for diabetes management. Our aim is to offer a comprehensive solution to the patient which is why apart from prescription drugs we have also ventured into manufacturing of blood glucose devices. We follow a patient-centric approach and provide patients with the best-in-class and all-inclusive treatment options. Our focus is not on treatment but on providing a diabetes solution."

Diabetes imposes life-long demands on people living with diabetes and their families. Because people with diabetes do better when they take active control of their own care, it is of paramount importance that they receive ongoing, high-quality diabetes education that is tailored to their needs and delivered by skilled health professionals.

Susheel further added, "As part of our Take Control campaign, we aim to reach close to 34,000 patients across the country by organizing over 600 activities. World Diabetes Day is an important platform to amplify the message of diabetes control and management. We have also initiated a digital campaign called 'Doing More Together' where every click on [www.balloons4diabetes.in](http://www.balloons4diabetes.in) will contribute towards generating awareness and we want more and more people to go to the website and pledge support".



**About sanofi-aventis group:** Sanofi-aventis, a leading global pharmaceutical company, discovers, develops and distributes therapeutic solutions to improve the lives of everyone. Sanofi-aventis is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Sanofi-aventis in India operates through four entities - Aventis Pharma Limited, Sanofi-Synthelabo (India) Limited, Sanofi Pasteur India Private Limited and Shantha Biotechnics. Sanofi-aventis and its 100% subsidiary Hoechst GmbH are the major shareholders of Aventis Pharma Limited and together hold 60.4% of its paid-up share capital. Sanofi-Synthelabo (India) Limited and Sanofi Pasteur are 100% subsidiaries of sanofi-aventis Group. Aventis Pharma Limited is listed on the Bombay Stock Exchange and the National Stock Exchange. The Company focuses its activities on seven major therapeutic areas namely – Cardiovascular diseases, Metabolic Disorders, Thrombosis, Oncology, Central Nervous System disorders, Internal Medicine and Vaccines.

**About Diabetes:** Diabetes is a chronic, widespread condition in which the body does not produce or properly use insulin, the hormone needed to transport glucose (sugar) from the blood into the cells of the body for energy. More than 230 million people worldwide are living with the disease and this number is expected to rise to a staggering 350 million within 20 years. According to the World Health Organization estimates, India had 32 million diabetic subjects in the year 2000 and this number would increase to 80 million by the year 2030. The International Diabetes Federation has reported that the 50.8 million diabetic subjects in India in 2010 would rise to 87 million by the year 2030. It is quite evident from the above observations that diabetes has become a major health problem in India.