



Madhuri Dixit creates signature diabetes dance step for 'What Step Will YOU Take Today', a Sanofi India initiative

- A mission to get 1 million Indians to take a step towards spreading awareness about diabetes -

Mumbai, November 8, 2013: This year, Sanofi India Limited is marking World Diabetes Day (WDD) with the launch of its '**What Step Will YOU Take Today**' campaign that encourages people to take proactive steps to effectively prevent, manage and control diabetes. Renowned actor and acclaimed dancer, Madhuri Dixit, joined this campaign as a goodwill ambassador to create a 'signature step' that will instill solidarity for patients with diabetes.

The International Diabetes Federation (IDF) has reported that the number of Indian diabetic patients would rise from 63 million in 2012 to 101.2 million by 2030. To prevent diabetes from gaining epidemic proportions in India, it's important for people to become more conscious that it's not just hereditary, but can also be caused by a stressful lifestyle. This awareness can prevent the early onset of diabetes, help in timely diagnosis, reduce complications, and improve control and management --- and the overall quality of life!

The underlying message of Sanofi's 'What Step Will YOU Take Today?' campaign, demonstrates through this symbolic dance step, that everyone - general public, patients, family members, caregivers - 'can' and 'must' take action for better diabetes management.

Ms. Joanna Potts, Commercial Operations Officer at Sanofi India, a company at the forefront of diabetes management, shared, "Through this campaign 'What Step Will YOU Take Today', we will encourage people to take a step - no matter how big or small - to better prevent, control and manage the disease. We are delighted to have Madhuri Dixit express her support to this initiative, and hope her dance step spurs people across India to join in, as we 'step up' for diabetes management, not just on World Diabetes Day, but all 365 days in a year."

Madhuri Dixit was joined by 8 Diabetes Patient Champions from across India, who are winners of **Sanofi's 2013 'I Am A Champ' National Awards**, to perform this first-ever dance step for diabetes to a cheering crowd at High Street Phoenix Mall, Mumbai. This Award recognizes diabetics who have successfully controlled their condition, through treatment compliance, lifestyle management and most importantly, a positive attitude.

Madhuri Dixit's step to encourage better diabetes management can be viewed on YouTube. Speaking about her participation, Madhuri Dixit said, "My step to challenge diabetes is through the way I know best - dance; which I believe truly unites people. With our country being second in the world, next



only to China in its diabetic population, creating awareness about its prevention and management is critical. I am truly inspired by the eight 'I Am A Champ' winners who have shown that diabetes can be successfully conquered. I call on my fans to join this movement with this dance step, as India is stepping up to prevent and control diabetes. Show us 'What Step Will YOU Take Today!!'

DIABETES IN INDIA	The need for PREVENTION	The need for MANAGEMENT	The need for CONTROL
Key Facts & Figures	<i>63 million diabetes cases (20-79 yrs.)¹</i>	<i>32 million undiagnosed diabetes (20-79 yrs.)¹</i>	<i>50 to 60% of diabetic patients do not achieve the glycemic target of HbA1c below 7%²</i>
Simple steps to prevent, manage & control diabetes	<ol style="list-style-type: none"> 1. Do more physical activity 2. Eat plenty of fiber 3. Go for whole grains 4. Lose extra weight 5. Make healthier food choices <p>Ref: 3</p>	<ol style="list-style-type: none"> 1. Get screened for diabetes and pre-diabetes – <ul style="list-style-type: none"> • if you are overweight and have additional risk factors - such as a sedentary lifestyle or a family history of diabetes • if you are 45 years or more. <p>Should results be normal, testing should be repeated at least at 3-years intervals</p> 2. If diagnosed, consult your doctor for timely treatment and proper management <p>Ref: 4</p>	<ol style="list-style-type: none"> 1. Do a complete medical check-up - Comprehensive Diabetes Evaluation 2. Promote a Healthy lifestyle: <ul style="list-style-type: none"> • physical activity • healthy eating • Stop use of tobacco • weight management 3. Practice self-management: <ul style="list-style-type: none"> • take medication on time • self-monitoring of glucose and blood pressure when clinically appropriate 4. Prevent diabetes complications by : <ul style="list-style-type: none"> • self-monitoring of foot health • active participation in screening for eye, foot, and renal complications • immunization <p>Ref: 4</p>
<i>References</i>	<ol style="list-style-type: none"> 1. International Diabetes Federation. IDF Diabetes Atlas, 5th edn. Brussels, Belgium: International Diabetes Federation, 2011. http://www.idf.org/diabetesatlas 2. Int J Diabetes Dev Ctries. 2009 Jul-Aug; 29(3): 103–109. 3. http://www.mayoclinic.com/health/diabetes-prevention/DA00127 accessed on 30/10/2013 4. Adapted from Diabetes Care. January 2013; 36:S11-S66 		



About Sanofi

Sanofi, an integrated global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Present in India since 1956, the Group currently operates through five entities in the country – Sanofi India Limited (previously known as Aventis Pharma Limited), Sanofi-Synthelabo (India) Limited, Sanofi Pasteur India Private Limited, Shantha Biotechnics Limited and Genzyme India Private Limited.

About Sanofi Diabetes

Sanofi strives to help people manage the complex challenge of diabetes by delivering innovative, integrated and personalized solutions. Driven by valuable insights that come from listening to and engaging with people living with diabetes, the Company is forming partnerships to offer diagnostics, therapies, services and devices, including blood glucose monitoring systems. Sanofi markets both injectable and oral medications for people with Type 1 or Type 2 diabetes.

Aligned to the Sanofi Group's commitment to diabetes, Sanofi Diabetes India strives to become a true 360-degree partner for patients and healthcare professionals, offering a complete range of innovative and integrated solutions. The Company is at the forefront of diabetes management in India, with its comprehensive portfolio of oral and insulin products; multiple scientific initiatives for physicians; one of the industry's longest running patient support programs 'Saath7'; innovative devices such as the AllStar™, and awareness initiatives such as KiDS project (in association with IDF and PHFI), 'Sanofi Diabetes Blue Fortnight 2012' among others.

About Diabetes

Diabetes is a chronic disease that occurs as type 1 diabetes, which is an autoimmune disease characterized by the lack of insulin (the hormone that regulates blood glucose concentrations) production by the pancreas, and Type 2, a metabolic disorder in which there are two main biological defects: a deficient production of insulin and reduced ability of the body to respond to the insulin being produced.

Type 1 and Type 2 diabetes are characterized by an increase in blood glucose concentrations (hyperglycemia). Over time, uncontrolled hyperglycemia leads to the macrovascular and microvascular complications of diabetes. Macrovascular complications, which affect the large blood vessels, include heart attack, stroke and peripheral vascular disease. Microvascular complications affect the small blood vessels of the eyes (retinopathy), kidney (nephropathy) and nerves (neuropathy). The global incidence of diabetes is growing at an alarming rate, with more than 371 million people worldwide living with the condition today. The International Diabetes Federation has reported that the 63 million diabetic patients in India in 2012 would rise to 101.2 million by 2030.

Sanofi India Media Contacts:

Aparna THOMAS

Senior Director - Communications & Public Affairs
Tel.: + (91) 22 2827 8169
aparna.thomas@sanofi.com

Nikita MERCHANT

Assistant Manager – External Communications
Tel.: + (91) 22 2827 8112
nikita.merchant@sanofi.com