

Press Release	Contact:
<b>INVESTOR RELATIONS</b> Ashish Girotra <a href="mailto:ashishg@drreddys.com">ashishg@drreddys.com</a> (Ph: +1 6093756145)	<b>MEDIA RELATIONS</b> Lori McCreary <a href="mailto:lmccreary@drreddys.com">lmccreary@drreddys.com</a> (Ph: +1 6093752995)

107 College Road East  
Princeton, NJ 08540  
[www.promiuspharma.com](http://www.promiuspharma.com)

## **Promius Pharma Launches No Time 4 Migraines PSA to Educate Patients and Caregivers During Migraine Awareness Month**

Princeton, NJ, USA. June 23, 2017 – Drawing attention to Migraine Awareness Month, Promius Pharma has launched a public service announcement (PSA) to educate patients and caregivers on how to better understand and manage the impact of migraine attacks on everyday life.

Featuring board-certified neurologist Trupti Gokani and migraine sufferer Grace Gold, the educational PSA speaks directly to the scale and scope of migraine attacks. It discusses common attack symptoms and management strategies with an aim of empowering patients to more effectively understand and minimize the impacts of the condition. The PSA, disseminated via television, radio, digital and social media channels, is an extension of the Promius Pharma online education resource NoTime4Migraines.com. Launched in August 2016, NoTime4Migraines.com has empowered patients to seek better control of migraine attacks—their symptoms and impact on everyday life at home, work, school, or in social settings.

"Promius Pharma is committed to raising migraine awareness," explained Harshal Deshpande, Director at Promius Pharma. "People need to better understand migraine and how it impacts their daily lives. The No Time 4 Migraines campaign provides tools for people to better recognize symptoms associated with acute migraine attacks and be prepared with appropriate management strategies."

People are encouraged to visit [www.NoTime4Migraines.com](http://www.NoTime4Migraines.com) to learn more about migraine attacks. The site includes an opportunity to sign up to learn more and is connected to Facebook, Twitter, and YouTube.

### **About Migraine**

As many as 55 million Americans experience migraine attacks. In the US, migraine is up to 3 times more common in women than men. Many of these people are not aware of the variable nature of migraine attacks, leaving them unaware of the treatment options available. Acute migraine attacks can last up to 72 hours and may include symptoms such as nausea, light and sound sensitivity, and moderate to severe pain.

### **About Promius Pharma LLC**

Promius Pharma is a wholly owned subsidiary of Dr. Reddy's Laboratories, one of the largest and most respected pharmaceutical companies in the world. With a robust commercial infrastructure and extensive

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research and development capabilities through its parent company, Promius Pharma is committed to bringing new products to market that meet patients' needs in dermatology and neurology. For more information, visit [www.promiuspharma.com](http://www.promiuspharma.com).

**Contact information:**

Promius Pharma, LLC  
107 College Rd E  
Princeton, NJ 08540  
[www.promiuspharma.com](http://www.promiuspharma.com)

Investor Relations:  
Ashish Girotra (USA)  
[ashishg@drreddys.com](mailto:ashishg@drreddys.com)  
+1 (609) 375-6145

Media Relations:  
Lori McCreary (USA)  
[lmccreary@drreddys.com](mailto:lmccreary@drreddys.com)  
+1 (609) 375-2995

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