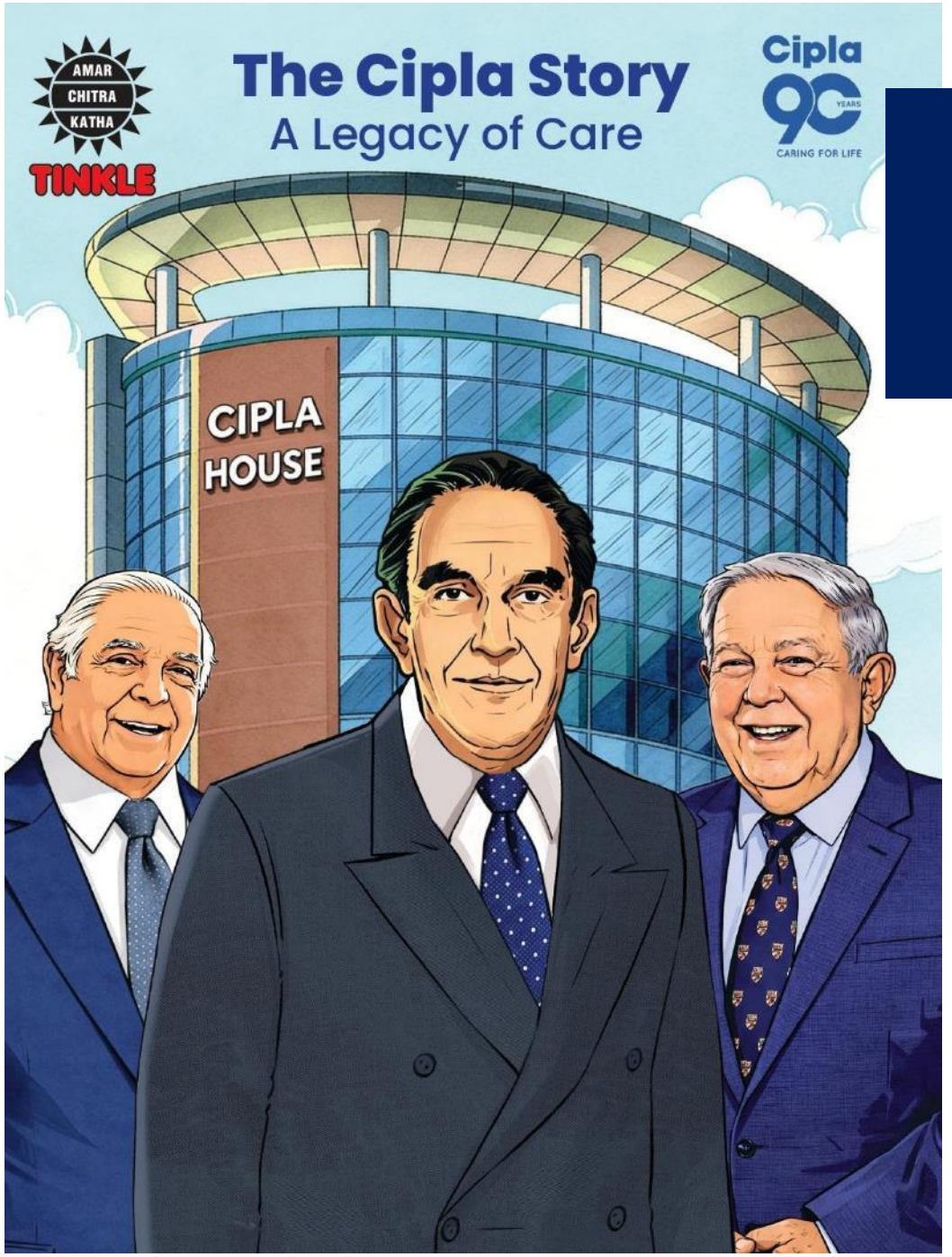


THE CIPLA STORY: A LEGACY OF CARE

ET Kaleido

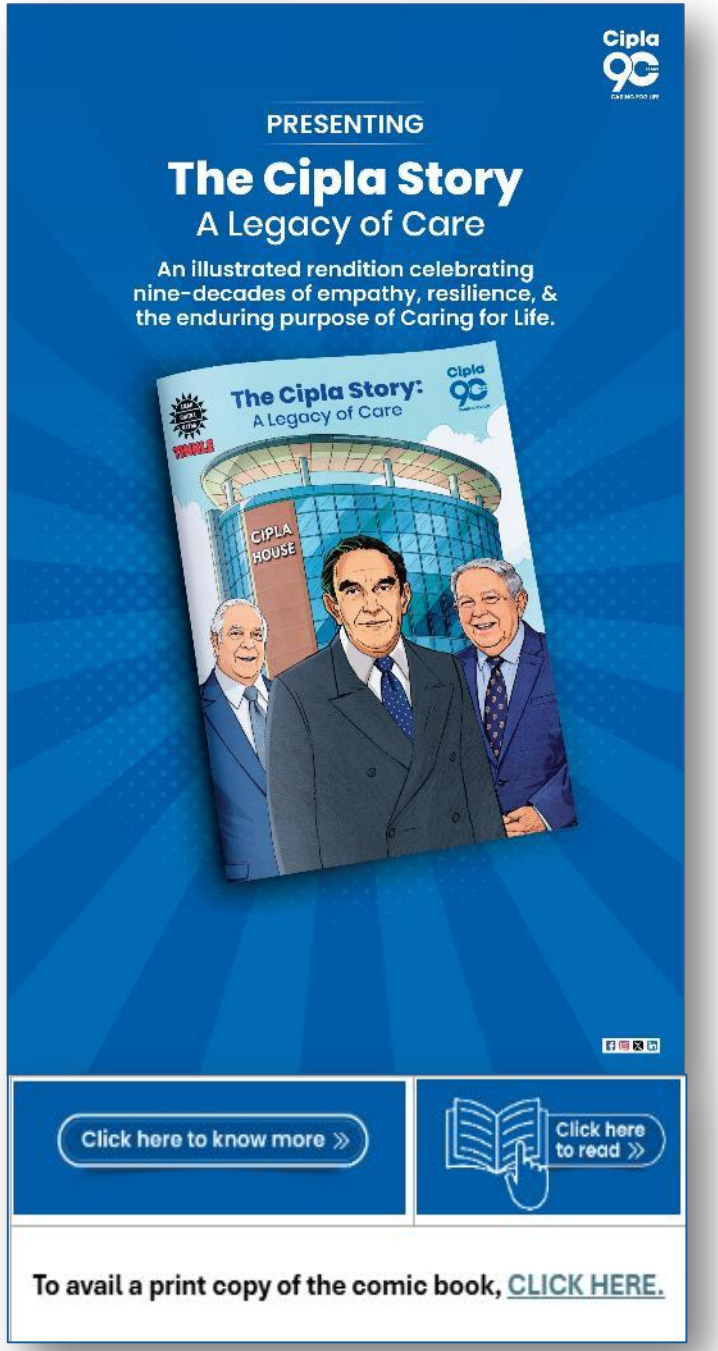
Best Strategic Brand Collaboration – Cipla and Amar Chitra Katha

Key Objectives of the Campaign:

- **Celebrate Cipla's 90-year legacy** through a culturally engaging Amar Chitra Katha comic.
- **Preserve the company's heritage**—from its 1935 founding to its milestones in affordable healthcare.
- **Inspire young readers, employees, and future scientists** through relatable storytelling.
- **Reach a wider audience** by sharing Cipla's journey as a story of courage, compassion, and national service.

INTERNAL LAUNCH EMAIL

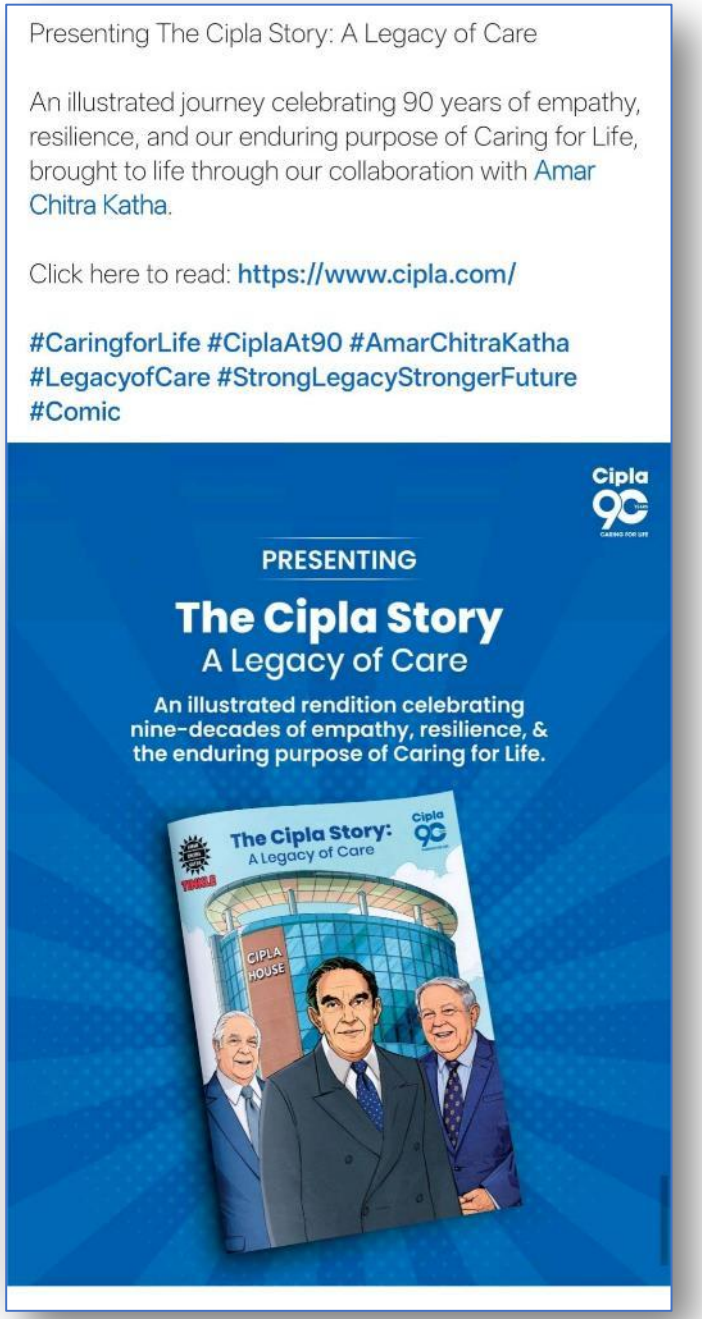
- Link to comic book pdf shared for **free reading access** to all employees.
- Link leading to comic book **launch video** embedded
- Additionally, a link to a form also shared where employees can **order a hard copy** of the comic book.



SOCIAL POSTS

- **Static Post**: External launch of the comic via social media along with access to free soft copy for online reading.
- **Video Post**: Launch Video giving a sneak peek of the comic in an engaging format.





LAUNCH EVENT SET-UP:
CUSTOMISED ENTRYWAY & PHOTO BOOTH WITH PROPS





INTERNAL LAUNCH EVENTS- KEY MOMENTS: UNVEILING THE COMIC BOOK COVER BY DR Y.K. HAMIED AND MR M.K. HAMIED





Dr Y.K. Hamied and Mr M.K. Hamied unveiled the comic book cover which features them along with their father and the founder of Cipla, late Dr K. A. Hamied.

INTERNAL LAUNCH EVENTS- KEY MOMENTS: LIVE STREAMING AND AUDIENCE INTERACTIONS

- Global internal **live streaming** for employees
- **Interactive Q&A** with students from a Cipla Foundation partner school
- **Special engagement session** with senior leaders who answered questions and shared moments from their Cipla journey.



POST-LAUNCH ACTIVITIES: INTERACTION WITH CIPLA VOLUNTEERS AND YOUNG ADULTS

- The activity took place during a visit organised by Cipla Foundation of children from a partner school.
- Cipla Volunteers **read the comic aloud** to the children in their group, discussing key milestones depicted in the comic
- An **art activity** was organised where the children drew their favourite moments from the comic

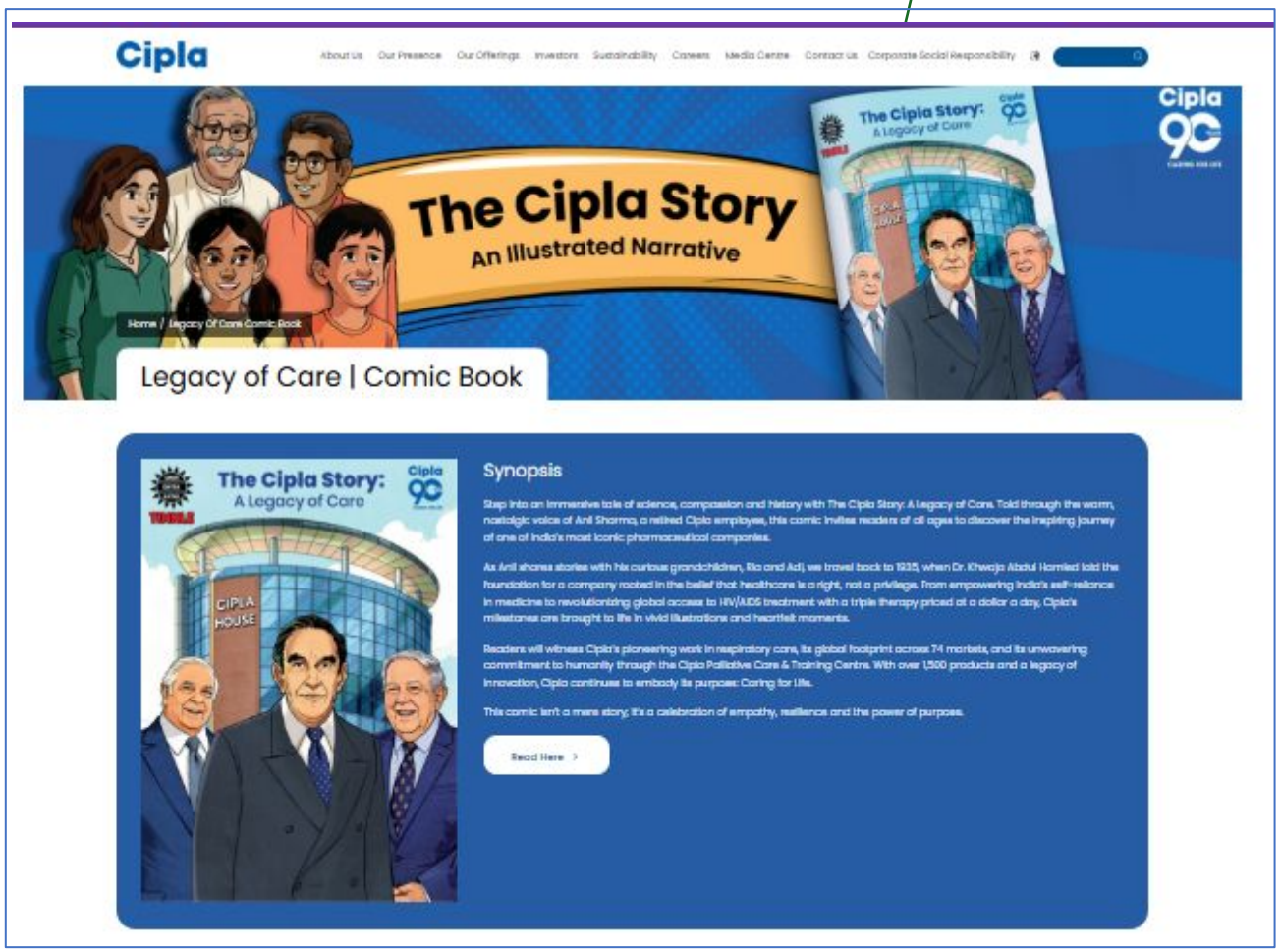


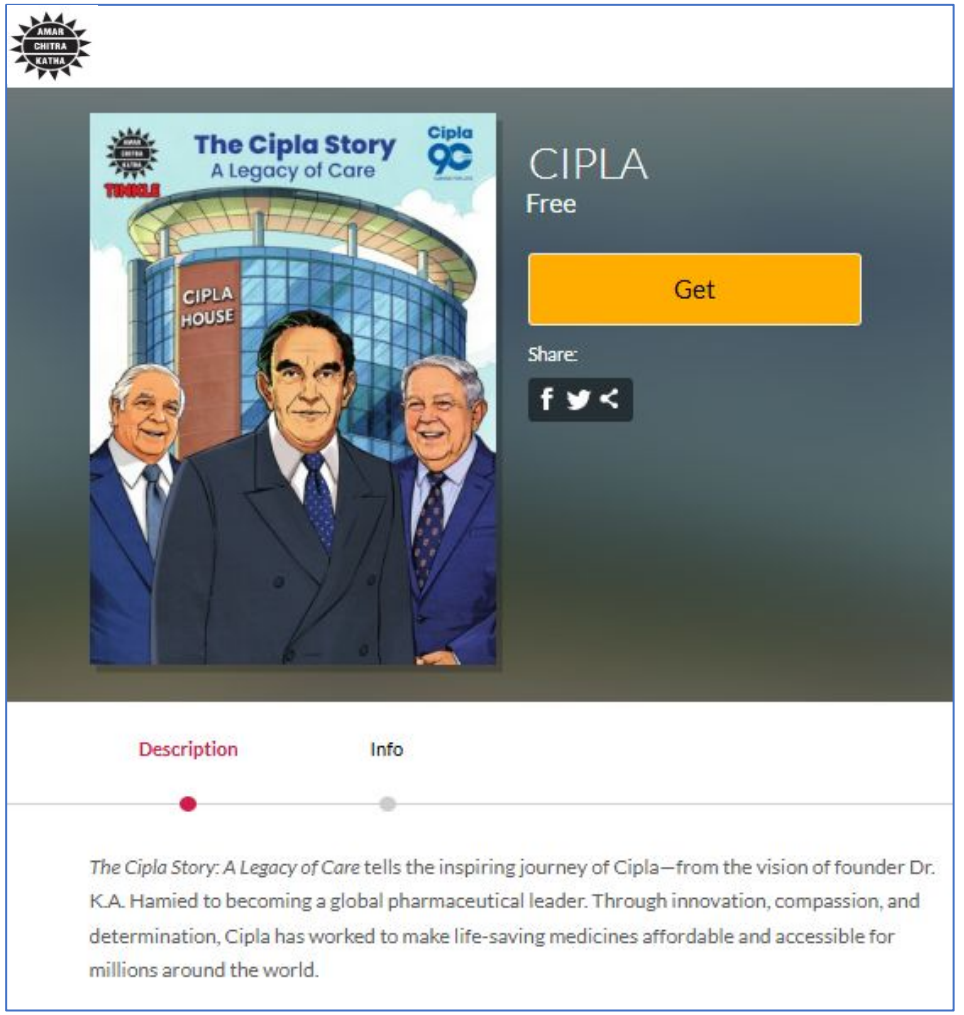




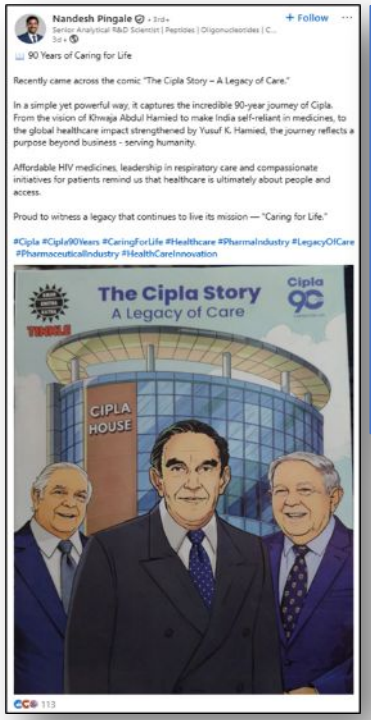


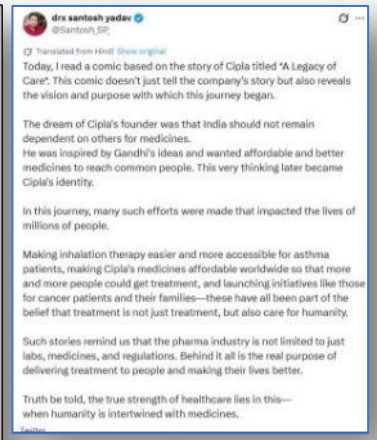
ENABLING ACCESS: COMIC AVAILABLE TO READ FOR FREE ON THE CIPLA WEBSITE AND ACK APP





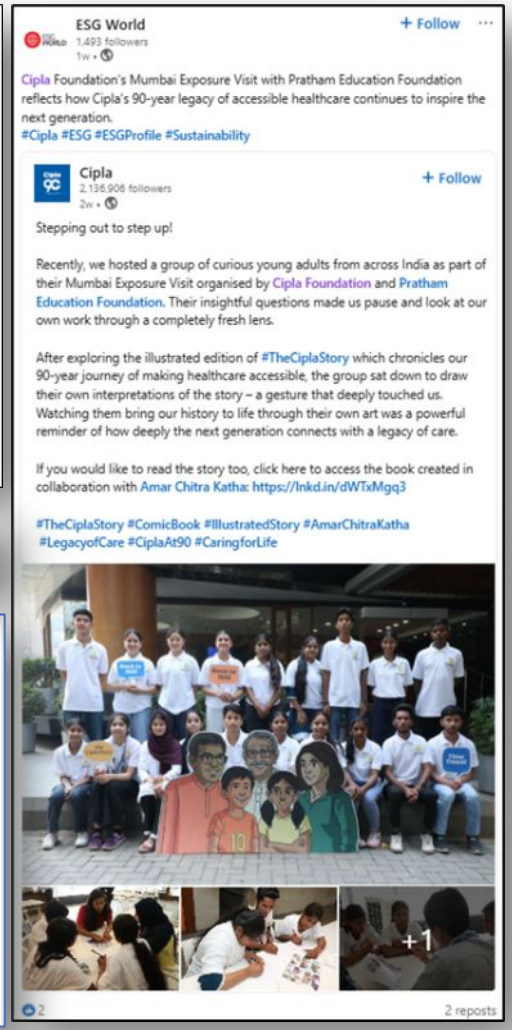
REACTIONS ON SOCIAL MEDIA

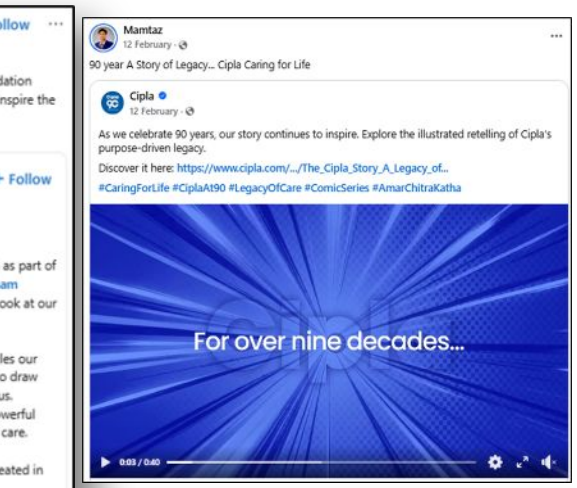




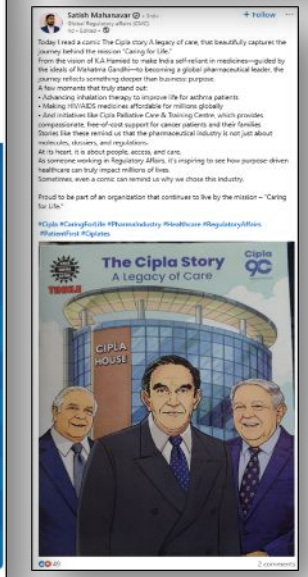






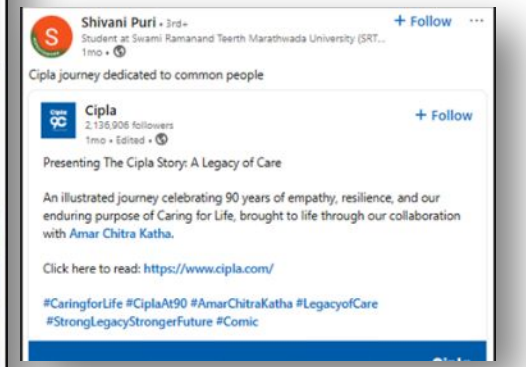




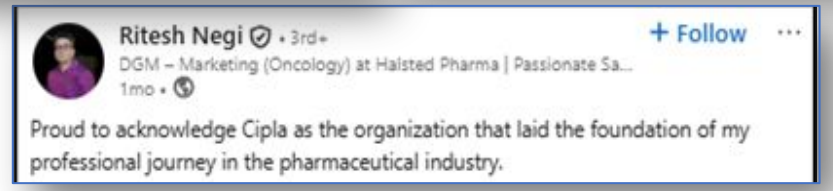












THANK YOU!