

## Saina Nehwal invests in Soothe Healthcare Personal Care, makers of Paree™ sanitary pads

*~Brand ambassador strengthens commitment and turns strategic investor~*

*~Funding will be directed for expansion of business and branding initiatives~*

**National, Nov 17, 2015:** Soothe Healthcare today announced Saina Nehwal, World's No 1 Badminton Champion's strategic investment in the company's personal care business. Saina, who is the brand ambassador for Soothe Healthcare's Paree™ sanitary pads, has further reinforced her confidence and commitment in the brand and has taken on the role of a key investor in the business. With this investment, *Saina takes a center court position to play a meaningful role in Make In India, Girl Child and Swach Bharat' initiatives being propelled by the government.*

Soothe Healthcare is a young company co-founded by an iconic wall street investor and professionals who have held leadership roles in leading multinational companies in India and abroad. The company manufactures Paree™ sanitary pads in a fully automated, high capacity manufacturing unit in Greater Noida, which holds the highest quality certifications in India and abroad.

On making the investment, **Saina Nehwal said**, "I am delighted to have been associated with the brand and even more elated to strengthen my relationship with the company. A sanitary pad is a high social-impact product and Paree™ combines quality and affordability, thereby revolutionizing the personal hygiene segment in women's personal care in India. Paree™ has the potential of reaching every household in India and this is what sets the brand apart. It is about time that we recognize the heroes of the manufacturing industry contributing significantly to the Make in India campaign and to the society at large."

**Sahil Dharia, CEO, Soothe Healthcare elaborates that** "We are excited to have Saina Nehwal as our brand ambassador and a strategic investor for Soothe's Paree™. Funding received will be directed for expansion of business and branding initiatives. Soothe Healthcare is committed to taking a leading position for affordable consumer healthcare products. Over & above earning potential, we also aim to create high social impact in society and our efforts were recognized by the 'Spirit of Manufacturing' award that the company won last year. Saina's association will further help the company achieve these goals as she is a role model for young aspiring girls and women, and connects very well with them."

Recently, the company secured an undisclosed amount in funding from Anil Gupta, Ex President Reliance, who was also previously involved with the company as its advisor before eventually seeing the opportunity and investing himself. The company will use the money to accelerate marketing and branding activities, for brand Paree™. As per estimates, the sanitary pads market is expected to grow 5 times to Rs 21,000 crores in India by 2025. Paree™ targets 165 million girls between the age group of 10-24 years in India. Paree™ sanitary pads are a top quality hygiene product positioned at the middle of the market with a goal to become a household brand within the next 5 years. The Paree™ brand of sanitary napkins is sold through select retail and e-commerce touch points across India.

**About Soothe Healthcare:**

An ISO 9001:2008 certified company; Soothe Healthcare is a 'Spirit of Manufacturing' award winning company engaged in manufacturing and marketing Consumer-Healthcare products. The company is committed to improve quality of life for global community by deploying advanced technology and the latest innovations in healthcare. Paree™ is the flagship brand of Soothe Healthcare offering personal care products to women and girls. Paree™ sanitary pads are a top quality product made to world-class specifications by a fully automated machine in a hygienic facility with best in class quality certifications.

Soothe Healthcare is amongst the top suppliers of sanitary pads to central and state governments under the National Health Mission (NHM).