

Press release

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Glenmark launches world's first Hypertension Awareness symbol, endorsed by Association of Physicians of India (API) & Hypertension Society of India (HSI)

Also pledges on-ground screening of 5 million people for high BP in India

- *One in 3 adults in India has hypertension (high blood pressure)*
- *Almost 50% of people with hypertension do not know they have it*
- *Clinicians urge for greater public awareness and early community screening*

Mumbai, India; July 18, 2020: Glenmark Pharmaceuticals, a research-led, integrated global pharmaceutical company, today launched the world's first hypertension awareness symbol, in collaboration with Association of Physicians of India (API) and Hypertension Society of India (HSI). **The symbol is developed in consultation with 50,000 leading doctors in the country, to raise awareness of the growing burden of hypertension and the need for timely screening.**

Glenmark has also pledged on-ground support to the cause, by committing to screen 5 million people for hypertension, through screening kiosks at corporate hospitals in all major metro cities. Further, a dedicated task force of 200 people has been set up to conduct screening camps throughout the year in non-metros and remote parts of the country.

Commenting on the significance of these interventions, Dr. Shashank Joshi, Consulting Endocrinologist - Mumbai, Dean of Indian College of Physicians, and Past President of Hypertension Society of India, said, "Hypertension is the most preventable cause of heart disease and stroke, yet it is rarely diagnosed in time because of its silent symptoms. It hits Indians at a far younger age than western populations, with many heart attacks and strokes occurring a decade earlier on average. The only way to catch it is through regular and timely community screenings."

Dr. Siddharth Shah, Consulting Diabetologist - Mumbai, Emeritus Editor of API textbook of Medicine, and Editor in Chief of JAPI, explained, "The new hypertension awareness symbol will help increase awareness about this global silent killer and hopefully encourage more conversation around its signs, symptoms and treatment. The time has come for India to pay more attention to this condition that continues to claim hundreds of thousands of lives."

Hypertension (high blood pressure) is one of the biggest risk factors for heart disease, stroke and kidney disease. The condition is directly responsible for 29% of all strokes and 24% of heart attacks in India. These advanced diseases pose a major burden on the country's healthcare infrastructure and contribute to high rates

of morbidity and mortality. Clinicians stress that early and timely diagnosis is key to preventing the disease from advancing to more serious secondary complications.

Dr. Hemant Thacker, Consultant in Cardio-Metabolic disorders - Breach Candy & Bhatia Hospital Mumbai, said, “Without doubt, hypertension is one of those conditions where awareness plays a major role in disease management. This combined with regular screening will drive early detection and early initiation of treatment, which in turn will lead to fewer lives lost to hypertension.”

India’s hypertension screening program typically starts at the age of 30, which experts are now saying is too late. Early blood pressure screening from 18 years of age and promotion of healthy lifestyles have been advised as the two-prong approach to reduce India’s current hypertension crisis.

To know more about hypertension visit <https://bpincontrol.in/>

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About Glenmark Pharmaceuticals Ltd

Glenmark Pharmaceuticals Ltd. (GPL) is a global research-led pharmaceutical company with presence across Generics, Specialty and OTC business with operations in over 50 countries. Glenmark’s key therapy focus areas globally are respiratory, dermatology and oncology. It is ranked among the top 80 Pharma & Biotech companies of the world in terms of revenue (SCRIP 100 Rankings published in the year 2019). For more information, visit www.glenmarkpharma.com

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