

## Sanofi India launches 'Allergy Free' - an awareness initiative on living with allergies during the COVID-19 pandemic

*Multi-channel platforms to educate people on living with allergies*

**Mumbai 30<sup>th</sup> June 2020:** This World Allergy Week (June 28 – July 04), Sanofi India Limited launches a multi-channel educational initiative to raise awareness about allergies and their impact on the quality of life.

Given the sensitivities of the current global pandemic, there is a lurking sense of fear that has gripped everyone. Allergy free helps keep people informed on the typical symptoms of allergies, flu and cold, and the main warning signs of COVID-19.

The website [www.allergyfree.co.in](http://www.allergyfree.co.in) is a comprehensive and regularly updated portal. Taking this information to where our customers really access it, this portal also links across various social media channels including **Facebook** (@AllergyFreeInd), **Twitter** (@AllergyFree), **Instagram** @AllergyFreeIndia) and **YouTube** (AllergyFree India).

Commenting on the launch, **Nikhilesh Kalra, General Manager – Consumer Healthcare, India & South Asia, Sanofi**, said, *“In India, while the prevalence of allergies has increased five times, but 50% of the allergy sufferers are unaware of this problem. Allergies can have a major impact on people’s productivity and their sense of well-being. Importantly, if ignored, allergies could have long-term consequences on their health. Therefore, there is a real need for a revolutionary shift in mindset towards allergies. ‘AllergyFree’ is our endeavour to raise awareness so that people can ‘live allergy-free’.”*

We also run educational programs from time to time including medical experts and people living with allergies to help understand allergies better. We are also reaching people via print, radio, digital platforms and now social media handles. Our ultimate goal is to help people Live Allergy Free and manage allergies with the right approach.

### About Sanofi India

As Sanofi India, we are in a great place to make a difference. For six decades, we have earned the trust of our customers and stakeholders, for our commitment to promoting health in India. As partners of hope in every Indian’s health journey, we engage across the entire health cycle – from prevention to wellness, treatment, patient support & capacity building.

### About Sanofi

Sanofi is dedicated to supporting people through their health challenges. We are a global biopharmaceutical company focused on human health. We prevent illness with vaccines, provide innovative treatments to fight pain and ease suffering. We stand by the few who suffer from rare diseases and the millions with long-term chronic conditions.

With more than 100,000 people in 100 countries, Sanofi is transforming scientific innovation into healthcare solutions around the globe.

Sanofi, Empowering Life

**Media Relations Contact:**

Aparna THOMAS

Senior Director – Communications & CSR (India & South Asia)

[aparna.thomas@sanofi.com](mailto:aparna.thomas@sanofi.com)