

We aim to help consumers in recognizing the need to act on relieving the pain v/s bearing it

Sandeep Verma, Country Division Head, Consumer Health, Bayer India shares that for over 50 years, consumers all over India have relied on Saridon to fight headaches

What is the essence of your brand and how do you believe it resonates with the customers and your audience?

“At Bayer, we are committed to empowering people to take control of their health and making every day healthcare easily accessible to all. For over 50 years, consumers all over India have relied on Saridon to fight headaches. In today’s times, young adults put on brave face



Sandeep Verma
Country Division Head,
Consumer Health

and hide their pain as they continue with their lives. We want to motivate people to stop hiding their headaches and instead act on it with their trusted ally Saridon. Our ongoing campaign ‘Sardard Chupao, Nahin Mitao is played out across multiple touchpoints focusing on contextual topics that impact consumers today, helping them recognize the need to act on relieving the pain versus bearing it.”