

FREDUN PHARMACEUTICALS LIMITED

Compassionate Healthcare

CIN No : L24239MH1987PLC043662



Date: 15th May, 2026

To,
BSE Ltd.,
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street - Fort,
Mumbai – 400 001

Scrip Code: 539730

Sub.: Press Release issued by Fredun Pharmaceuticals Limited

Dear Sir/ Madam,

Please find enclosed press release titled “**Fredun Pharmaceuticals Limited Announces Strategic Launch of “HORMONE RANGE PRODUCTS”**” issued by Fredun Pharmaceuticals Limited.

Kindly take the same on your records.

Thanking you,

Yours truly,

For **Fredun Pharmaceuticals Limited**

Fredun Nariman Medhora
Managing Director
DIN: 01745348





Fredun Pharmaceuticals Limited Announces Strategic Launch of “HORMONE RANGE PRODUCTS” A Premium Longevity & Human Performance Therapeutics Brand

Mumbai – May 15, 2026: – Fredun Pharmaceuticals Limited (BSE – FREDUN | 539730), is pleased to announce the launch of “HORMONE RANGE PRODUCTS, its premium specialty therapeutics brand focused on longevity, hormone health, recovery science, and human performance solutions. The initiative marks Fredun’s strategic entry into a rapidly expanding, high-value healthcare segment driven by increasing global demand for preventive, performance-oriented, and precision-based therapeutics.

Built on a doctor-led, ethical, and evidence-backed pharmaceutical model, the hormone range products combine clinical credibility with a digital-first patient / doctor engagement ecosystem to deliver an integrated healthcare experience focused on outcomes, adherence, and long-term patient value. The range is designed to address the growing shift from traditional disease management towards healthy lifespan optimization, preventive care, and advanced performance therapeutics.

Strategic Highlights

- Strategic expansion into high-growth longevity and specialty hormone therapeutics
- Doctor-led and evidence-backed platform focused on clinical outcomes
- Premium positioning in hormone health, recovery science, and performance care
- Digital + Pharma hybrid model enabling end-to-end patient engagement
- Focused on precision-driven, high-margin, and differentiated therapeutic categories
- Strengthening Fredun’s innovation-led specialty pharma portfolio
- The range of product portfolio will work hand in hand with our protein supplement range and help strengthen our reach within the existing demographic, while enabling us to offer a more comprehensive approach towards preventive healthcare, wellness, and performance therapeutics

The initial portfolio includes therapies and formulations based on testosterone and its salts, nandrolone, growth hormone-oriented solutions, and supportive hormone optimization therapies, developed to meet specialised clinical requirements under appropriate medical supervision. The platform is further supported by protocol-driven patient monitoring, doctor engagement, and direct-to-patient fulfillment capabilities designed to improve treatment continuity and patient adherence.

The brand leverages Fredun Pharmaceuticals Limited’s established strengths in pharmaceutical formulation development, quality-focused manufacturing, and global distribution capabilities, while creating new opportunities in premium, innovation-driven therapeutic segments. ADARO is positioned to build a differentiated presence through scientific quality, regulatory alignment, premium product experience, and clinically guided treatment pathways.

Core Business & Growth Drivers

- Premium, science-driven therapeutic positioning
- Focus on hormone optimization and preventive healthcare
- Digital-led patient acquisition and retention strategy
- Specialised formulations with strong clinical orientation
- Direct-to-patient engagement and subscription-based continuity model

- Expansion into emerging high-growth healthcare categories

With increasing consumer and medical focus on vitality, metabolic health, recovery science, and preventive wellness, Fredun believes its hormone range products are well-positioned to address an evolving market opportunity through a trusted, outcomes-focused, and ethically driven pharmaceutical approach. The launch further reinforces the Company's long-term vision of building a diversified and future-ready healthcare portfolio spanning both large-scale generics and advanced specialty therapeutics..

Commenting on the development, Mr. Fredun Medhora, Managing Director, Fredun Pharmaceuticals Limited said: *"The launch of our hormone range products represents a significant milestone in our journey towards building a more specialised and future-ready pharmaceutical portfolio. As we move up the value chain, our focus is on entering segments that demand high scientific rigor, clinical validation, and manufacturing excellence. This range reflects our vision by bringing together medical expertise and evidence-based formulations to create a credible presence in hormone and performance therapeutics."*

About Fredun Pharmaceuticals Limited

Fredun Pharmaceuticals Limited, healthcare and pharmaceuticals company offer a range of products, including antihypertensives, antidiabetic, antiretroviral drugs (ARVs) and narcotics. It is also engaged in the manufacturing of dietary/herbal supplements, nutraceuticals, cosmeceuticals, and other healthcare products along with animal healthcare products. With such a diverse range of products, the Company's objective is to be a holistic healthcare provider. The Company primarily exports its products to Africa, Southeast Asia, Commonwealth of Independent States (CIS) countries and Latin America.

In the FY25, Fredun reported total revenues of ₹ 456 Cr, with an EBITDA of ₹ 55 Cr and a PAT of ₹ 21 Cr.

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Further Information Please Contact Corporate Communication Advisor



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