



Date: 15th September, 2026

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

Scrip Code: 539730

Sub.: Furlicks Goes from 6 to 22 SKUs: Fredun Pharmaceuticals Ltd. Accelerates Pet Wellness Expansion:

Dear Sir/ Madam,

Please find enclosed press release titled “**Furlicks Goes from 6 to 22 SKUs: Fredun Pharmaceuticals Ltd. Accelerates Pet Wellness Expansion**” 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





Furlicks Goes from 6 to 22 SKUs: Fredun Pharmaceuticals Ltd. Accelerates Pet Wellness Expansion

Mumbai, September 15, 2026: Fredun Pharmaceuticals Limited (FPL) is charting the next phase of growth for Furlicks with a **significant phase-wise portfolio expansion** following its acquisition of the pet-wellness brand. **Over the next 6 -9 months, FPL plans to introduce 16 new products**, taking the brand from its existing six-SKU oral-strip portfolio to **22 SKUs in the first phase**.

Furlicks currently addresses a range of pet wellness needs, from **skin and coat and gut health to joint care, calming, oral care and multivitamins**. The upcoming portfolio will build on this foundation, taking the brand beyond oral strips into a broader range of **pet wellness and functional nutrition formats**. It will include **dissolving strips, cold-extruded, air-dried and freeze-dried products, alongside functional biscuits**. This expansion will allow Furlicks to engage with a wider range of pet-care occasions while strengthening its proposition around convenience, innovation and everyday wellness.

While the acquisition marked FPL's strategic entry into the pet-wellness category, the upcoming product expansion marks the **next step in Fredun Pharmaceutical Ltd.'s ambition to build Furlicks into a differentiated, multi-format pet-wellness platform**.

Speaking on the expansion, Mr. Fredun Medhora, MD & CFO, Fredun Pharmaceuticals Ltd., said, "We did not acquire Furlicks to simply add another brand to our portfolio; we acquired it because we saw the potential to build a meaningful pet-wellness business around a differentiated proposition. The next 6 - 9 months are about turning that potential into scale. With 16 new products across multiple formats, we are expanding Furlicks' role in the everyday lives of pets while bringing **FPL's strengths in manufacturing, R&D and product development to accelerate innovation**. Our ambition is to build Furlicks into a trusted, accessible and relevant holistic **pet-wellness brand** for millions of pet parents across India."

With Furlicks already available online across India, the next phase will focus on **deepening the portfolio, expanding formats and strengthening accessibility**, using FPL's strengths, allowing the brand to engage with pet parents across a wider range of everyday wellness occasions.

The first phase of 16 new launches is a peek into **Furlicks' larger product roadmap**, establishing the foundation for the brand's next stage of growth. While the brand's core promise of making pet care

simpler, more convenient and easier for pet parents. will be retained - FPL is also focusing on developing Furlicks into a **comprehensive, innovation-led pet-wellness platform for the Indian market.**

About Fredun Pharmaceuticals Limited

Fredun Pharmaceuticals Limited (FPL) is a legacy brand in the healthcare segment with expertise spanning across four decades with focus on pharmaceuticals, healthcare, consumer-facing wellness and specialised healthcare categories. Through its businesses and subsidiaries, FPL continues to build capabilities across product development, manufacturing, distribution and consumer-focused healthcare solutions.

About Furlicks

Furlicks is a pet-wellness brand focused on making everyday pet care simpler and more convenient through innovative oral-strip solutions. Its portfolio spans categories including skin and coat, gut health, joint care, calming, oral care and multivitamins, with a focus on convenient formats designed around the needs of modern pet parents.