

Press Note

Emcure Pharma's SAKHI - Diabetes Awareness Program makes it to Asia Book of Records

Mumbai, November 19, 2024: Emcure Pharmaceuticals, a leading pharma company with a strong focus on women's healthcare, achieved a significant milestone on World Diabetes Day, making it to the Asia Book of Records for orchestrating the largest virtual diabetes awareness campaign focused on women's health. The record-setting initiative brought together 20,000 healthcare professionals (HCPs) to create awareness and recommend essential lifestyle modifications for women managing diabetes.

Prevalence of diabetes in women (18 years and above) in India in 2022 is 23.7%.¹ Studies estimate that approximately 8-10% of women in India have diabetes, though rates vary by region, age group, and urban versus rural setting. Urban areas often have a higher prevalence due to lifestyle factors, while rural areas show increasing rates as well.²

The awareness campaign, unveiled at the prestigious 52nd Annual Conference of Research Society for the Study of Diabetes in India (RSSDI) in Delhi, introduces a comprehensive "9 Steps" approach for diabetes management and prevention in women. This evidence-based framework, developed in collaboration with over 20,000 healthcare professionals, addresses the unique challenges faced by women with diabetes.

- Step 1 – 1 resistance exercise in a day
- Step 2 – 2 hours of gap between dinner and bedtime
- Step 3 – 3 to 2 meals per day
- Step 4 – 4 rest breaks or mini breaks
- Step 5 – 5 servings of fresh fruits and vegetables
- Step 6 – 6 minutes of meditation
- Step 7 – 7 hours of sleep
- Step 8 – 8 glasses of water
- Step 9 – 9,000 steps a day

A '9-Steps' poster to reinforce the importance of effective lifestyle modification and management of diabetes was released during the RSSDI meeting in Delhi on November 15, 2024. In addition, the official Asia Book of Records ceremony recognizing this noteworthy accomplishment took place during this occasion.

The campaign, part of Emcure's "SAKHI" initiative, demonstrates the company's commitment to improving women's health through innovative approaches to disease management and prevention.

About Emcure Pharmaceuticals Limited: Emcure is a leading Indian pharmaceuticals company headquartered in Pune engaged in developing, manufacturing and globally marketing a broad range of pharmaceutical products. Known for its commitment to innovation, quality, and patient-centricity, Emcure is an R&D driven company that develops and manufactures a wide range of differentiated pharmaceutical products designed to improve patient health and well-being across several major therapeutic areas.

Established in 1981, Emcure is ranked as the 12th largest pharma company in India in terms of Domestic Sales for MAT June 2024*. Emcure is present in 70+ countries globally including Europe and Canada.

References:

1. Worldwide trends in diabetes prevalence and treatment from 1990 to 2022: a pooled analysis of 1108 population-representative studies with 141 million participants. Zhou, Bin et al. The Lancet, online first, November 13, 2024. Open access.
2. Indian J Ophthalmol. 2021 Oct 29;69(11):2932–2938.

Disclaimer: These 9 steps are not substitute for the medicines prescribed by their physicians