

PPL/CS/BSE/ 864 /2009-10
November 6, 2009



To

The Bombay Stock Exchange Limited

Floor 25, P.J. Towers

Dalal Street

Mumbai 400 001

Kind Attn.: Mr. Subramaniam

The National Stock Exchange of India Limited

Exchange Plaza, Plot No. C/1, G Block

Bandra-Kurla Complex, Bandra (E)

Mumbai 400 051

Kind Attn.: Mr. Hari K.

Dear Sir,

Sub. : Natrol Offers Holiday Diet Tips, Carb-Cutting Tricks for Weight Control

Please find enclosed herewith a press release of Natrol Inc. USA, a leading player in the nutraceutical segment. Natrol Inc., USA is a wholly owned subsidiary of Plethico Pharmaceuticals Limited.

This is for your information and record.

Thanking You

For **PLETHICO PHARMACEUTICALS LIMITED**

Ashok Mishra

ASHOK MISHRA

COMPANY SECRETARY



Encl. : As above

PLETHICO PHARMACEUTICALS LIMITED

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Nourishing the Potential of Mind and Body™

For Immediate Release
(Images / Interviews / Samples Available)

Natrol Offers Holiday Diet Tips, Carb-Cutting Tricks For Weight Control

Carb-Control Supplements Like Natrol® Carb Intercept® Can Help Take The Guilt Out Of Eating Starch-Heavy Meals†

CHATSWORTH, Calif., November 4, 2009 — Carb overload opportunities are everywhere, especially during seasonal holidays. However, cutting carbs doesn't have to mean shying away from gatherings where breads, rice, pasta, pastries, and other starch-heavy foods might tempt you to break your diet. [Natrol, Inc.](#) -- a premier marketer, manufacturer, and distributor of nationally branded nutritional products -- offers the following tips for avoiding carb-related weight gain:

- **Eat Pre-Event:** Eat some healthy snacks before going to an event where food is being served. You'll be less likely to indulge in carb-laden foods if you're not starving when you arrive at your event. Also, keep healthful foods in your refrigerator at home, as well as at work, to avoid spontaneous snacking on carbs and sweets;
- **Plan Your Plate:** At a party or buffet, take a look at all the foods offered before loading up your plate. Then make a choice. Pick one item to indulge in, and only allow yourself to do so after you've eaten some of the healthier selections;
- **Use Effective Aids:** If you have trouble sticking to a low-carb diet, you might try an affordable carb-control supplement such as [Natrol® Carb Intercept®](#), which is meant to be used as part of a reduced-calorie diet plan to help you safely lose weight without counting carbohydrates. Natrol® Carb Intercept® helps neutralize carbs found in breads, cereals, rice, pasta, and other starch-containing foods, and it helps metabolize fat...all without causing the nervous energy associated with some diet pills;
- **Know The Enemy:** Watch out for foods containing "hidden" carbs. They can include processed cheese, certain deli meats that are made with fillers, and dishes made with honey. A number of cocktails can also contain carbs, especially drinks made with a fruit-juice-concentrate mixer; and,
- **Hydrate Healthily:** Drinking water or green tea when dessert is offered could help you keep to your diet. Also try staying active at a party. Stand, don't sit, and walk around the room when a craving hits, or even take a spin on the dance floor if that's an option.†

Natrol® Carb Intercept® contains [Phase 2® Carb Controller](#), a proprietary white bean extract. Each Natrol® Carb Intercept® serving provides 1,000mg of Phase 2® Carb Controller to neutralize carbohydrates. In addition, the new-and-improved Natrol® Carb Intercept® includes Foodbound™ Chromium, providing 40mcg of Chromium to help metabolize fats and proteins for energy, so consumers can still enjoy their favorite foods.†

"Natrol® Carb Intercept® has received testimonials from consumers, as well as positive feedback from health care professionals, media, retailers, and other members of our industry," says [Dr. Michael T. Yacilla, Natrol's Research and Development VP.](#)†

- more -

Holiday Diet Tips, Carb-Cutting Tricks For Weight Control From Natrol® Carb Intercept® / 2

A natural product, Natrol® Carb Intercept®, used in conjunction with a healthy calorie reduction and exercise program, can support weight loss and a low-carb lifestyle. For optimal effect, two capsules should be taken with a glass of water immediately before each starch-containing meal (not to exceed ten capsules daily).[†]

Natrol® Carb Intercept® is sold in quantities of 30, 60, and 120 capsules (average U.S. SRP is \$13.49, \$22.99, and \$34.49 respectively). For more information or a \$2-off discount coupon, go to http://www.natrol.com/coupons/CarbInt_2OFF_Online_Coupon.pdf.

Natrol products are offered by U.S. health food, drug and grocery stores, mass-market retailers, Natrol.com, and other online retailers. More information is available at www.Natrol.com, or by calling **1-800-2-NATROL** (1-800-262-8765), or emailing Customer-Service@Natrol.com.

About Natrol – CONSUMER. TECHNOLOGY. NUTRITION.

Natrol, Inc., headquartered in Chatsworth, CA, is a wholly owned subsidiary of [Plethico Pharmaceuticals Limited](#). Plethico Pharmaceuticals Limited (BSE: 532739.BO: PLETHICO), an herbal/nutraceutical-focused Indian Company, engages in the manufacture, marketing, and distribution of pharmaceutical and allied healthcare products in India and internationally.

Natrol, Inc. has a portfolio of health and wellness brands representing quality nutritional supplements, functional herbal teas, and sports nutrition products. Established in 1980, Natrol's portfolio of brands includes: [Natrol®](#), [MRI](#), [Prolab®](#), [Laci Le Beau®](#), [Promensil®](#), [Trinovin®](#), [NuHair®](#), and [Shen Min®](#). The company also manufactures supplements for its own brands and on behalf of third parties.

Natrol distributes products nationally through more than 54,000 retailers, as well as internationally in over 40 other countries through distribution partners and its UK subsidiary.

Consumer needs are central to Natrol's focus. The company pledges to deliver nutritional products with uncompromised service, quality, and innovation through the best that science, nature, and technology can offer. For more information, call 1-800-2-NATROL (1-800-262-8765) or visit www.Natrol.com.

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[†]These statements have not been evaluated by the [Food and Drug Administration](#). This product is not intended to diagnose, treat, cure, or prevent any disease. Consult your healthcare professional prior to use if you have or suspect a medical condition, are taking prescription drugs, or are pregnant or lactating.