



**#HAR**G**HAR**TIRANGA

An embodiment of our commitment to nation-building.



## #HARGHARTIRANGA

The Organisation of Pharmaceutical Producers of India (OPPI) established in 1965, represents the research-based global pharmaceutical companies in India. OPPI remains committed to supporting the nation's healthcare objectives and collaborating with all stakeholders to find sustainable solutions. OPPI believes the need for innovation must be balanced with the necessity for more accessible medicines, within a robust IP environment.

*'Har Ghar Tiranga'*, a campaign under the aegis of *Azadi Ka Amrit Mahotsav*, was aimed to invoke the feeling of patriotism in the hearts of the people and to promote awareness about the Indian National Flag. Hoisting of Indian National Flag by more than 20 Crore households across India from 13th to 15th August 2022, is a matter of great pride.

We would like to congratulate the Government and the Hon. PM Shri. Narendra Modi-ji on this campaign and would like to re-iterate OPPI's commitment towards a healthy nation-building and collaborating with the Government, Industry and Academia to achieve healthcare for all.

Responding to Hon. Shri PM Narendra Modi's clarion call to the nation 'Har Ghar Tiranga' to commemorate the 75th anniversary of India's Independence, OPPI and its members unfurled the Tiranga with pride and enthusiasm, reaffirming the commitment to nation-building.

Opening our hearts, homes and offices to mark the momentous occasion, OPPI encouraged its member companies to participate in this campaign by capturing moments of *'Har Ghar Tiranga'* celebrations.

OPPI has shared these glimpses of unfurling the Tiranga, as a tribute to the Indian National Flag under *Azadi Ka Amrit Mahotsav*, an embodiment of our commitment to nation-building, on its social media handles.

Our social media handles ran the campaigns with the hashtags *#HarGharTiranga*, *#IndependenceDay2022*, tagging the relevant Government stakeholder handles.

Sharing some glimpses of this celebration across OPPI and its member companies in the following pages.

### Amplification on OPPI Social Media handles



































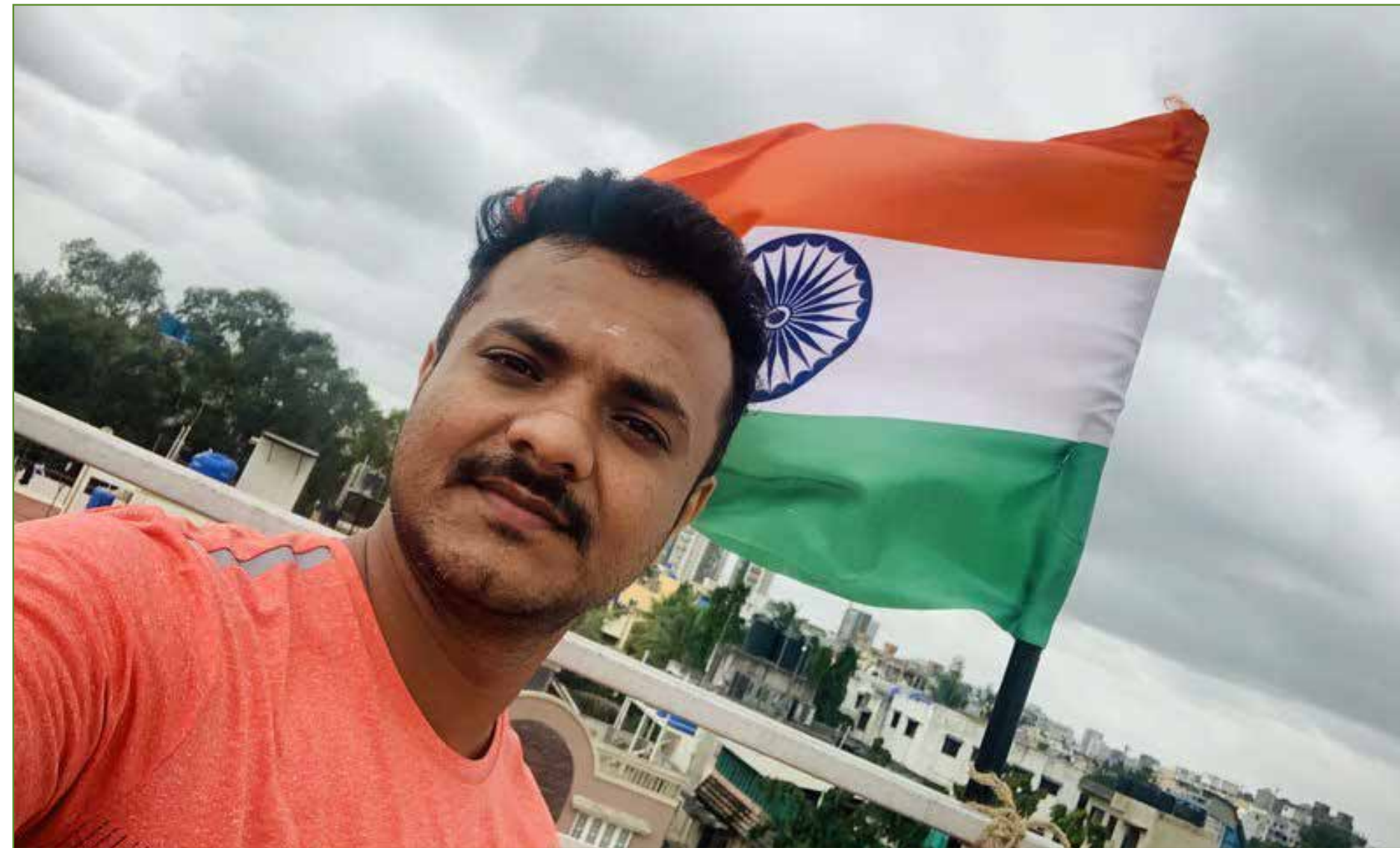


























































SOCIAL MEDIA GALLERY

OPPI India

@OPPIIndia

रोगी-सुरक्षा और देश के सभी नागरिकों तक स्वास्थ्य सेवाएँ पहुँचाने के लिए @OPPIIndia सदैव है प्रतिबद्ध

आप सभी को स्वतंत्रता दिवस की ढेर सारी शुभकामनाएं 🇮🇳

#HarGharTiranga #AzadiKaAmritMahotsav

Translate Tweet

OPPI

बीमारियों से मिले आज़ादी और स्वास्थ्य सेवाएँ पहुँचे सबके पास स्वतंत्रता दिवस की शुभकामनाएं #HarGharTiranga

10:00 AM · Aug 15, 2022 · Twitter Web App

SOCIAL MEDIA GALLERY

OPPI India

@OPPIIndia

On the occasion of completing 75 years of independence, as India celebrates Azadi Ka Amrit Mahotsav, here's a message from Vivek Sehgal, Director-General @OPPIIndia, congratulating the country on this milestone & highlighting the long way we've come when it comes to healthcare.

OPPI

"As a nation, India has come a long way since independence and made noteworthy advancements in various sectors including healthcare. Over the past few years, we have significantly boosted our efforts towards healthcare for all, enabling an environment for drug research & development with production capacities and capabilities second to none, making us a global beacon of success. Our member companies have been part of this journey from the beginning, and we, as OPPI take pride in their contribution to India's growth story.

We continue to remain committed to serve the needs of Indian patients and invest in R&D and expanding access to innovative medicines, and medical devices. Our association is aligned with the Hon'ble Prime Minister's call for an 'Atmanirbhar Bharat' and the aspirational Vision India:2047 and we will continue to collaborate and partner with the government to work towards fulfilling this vision. A new dawn is rising in India, and we are excited for what lies ahead".

Vivek Sehgal

Director General – OPPI

12:00 PM · Aug 15, 2022 · Twitter Web App

OPPI India

@OPPIIndia

Responding to @PMOIndia 's clarion call to the nation #harghartirangaaabhiyan to commemorate #75yearsofIndependence, @OPPIIndia & our Members unfurled the Tiranga with pride & enthusiasm, reaffirming our commitment towards building healthy nation. #IndependenceDay2022 #15thaugust

OPPI

2:28 PM · Sep 1, 2022 · Twitter Web App

Tweet your reply

Reply

OPPI India

@OPPIIndia · Sep 1

Replying to @OPPIIndia

@Pharmadept @PMOIndia @MoHFW\_INDIA @mansukhmandviya @OPPIIndia @BoehringerIN @BayerPharma

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SOCIAL MEDIA GALLERY

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9:37 AM · Sep 6, 2022 · Twitter Web App

Tweet your reply

Reply

OPPI India

@OPPIIndia · Sep 6

Replying to @OPPIIndia

@Pharmadept @PMOIndia @MoHFW\_INDIA @mansukhmandviya @GSK

SOCIAL MEDIA GALLERY

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9:37 AM · Sep 6, 2022 · Twitter Web App

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@OPPIIndia · Sep 6

Replying to @OPPIIndia

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# #HARGHARTIRANGA

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