

## Cipla Health's Prolyte ORS launches TV commercial

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The TV commercial focuses on the correct formulation and its appropriate usage to keep dehydration at bay



Prolyte ORS, the professional rehydration brand of Cipla Health, has launched a new TVC to educate Indians about the glucose-electrolyte solution called Oral Rehydration Salts (ORS), its correct formulation and its appropriate usage to keep dehydration at bay.

Prolyte ORS offers a healthy blend of ingredients entailing a unique scientific formulation recommended by the WHO which helps in fluid maintenance in the body leading to speedy recovery within the confines of your home.

The TVC showcases a real-life scenario at a medical store with a customer asking for 'any' ORS as he does not have much knowledge of WHO approved ORS formulation. This situation further progresses into a 'thought-sparking' conversation by a child disguised as a teacher explaining the 'why' behind the WHO and the importance of making an informed decision while picking the right formulation of ORS.

Shivam Puri, CEO, Cipla Health, said, "We wish to encourage them to make sound decisions about their health and overall safety. The new Prolyte ORS TVC helps consumers to make the right choice when it comes to their overall well-being. We hope to continuously make a difference in their lives."