



Entod Pharmaceuticals Ltd

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NATIONAL MYOPIA WEEK 3.0 REACHES OUT TO 5 CRORE PEOPLE IN INDIA

Dear Myopia Warrior,

Below is the official campaign report of the National Myopia Week 2024 #AllEyesonMyopia Campaign (14th to 20th Nov 2024) - an initiative by the MATANAND Welfare Foundation & the Strabismus and Paediatric Ophthalmological Society of India (SPOSI), proudly supported by ENTOD Pharmaceuticals.

Overall Reach

✓ Reached over 5 crore (50 million) people in India, including parents, teachers, children, and healthcare professionals.

Offline / On-the-ground Awareness

✓ Engaged with 2000 ophthalmologists across 400 districts in India for various awareness programs.

✓ Conducted free eye check-ups and myopia awareness sessions in 200 schools, benefiting over 50,000 students.

✓ Organized myopia awareness drives and campaigns in 250 eye hospitals/clinics, reaching 1,00,000 patients and families.

✓ Organized over 100 myopia awareness rallies in collaboration with the leading eye hospitals/institutions across the country.

Online Awareness

✓ Collaborated with 100 social media influencers, including health and parenting figures.

✓ Over 60 eye doctor influencers registered on our official campaign website www.nationalmyopiaweek.org

✓ 150+ reels and 500+ stories shared on social media platforms.

✓ Our hashtag #AllEyesonMyopia trended at Number 2 on X (Twitter), with over 3,380 tweets in a day and a total reach of 1.8 crore (18 million).

✓ Our hashtag #NationalMyopiaWeek trended at Number 3 on X (Twitter), with over 2,500 tweets in three days and a total reach of 1 crore (10 million).

✓ Our hashtag #Entodpharma trended at Number 3 on X (Twitter), with over 3,100 tweets in three days and a total reach of 1.2 crore (12 million).

✓ Our #AllEyesonMyopia theme song was released globally on all popular music platforms including Spotify, Apple Music, JioSaavn, YouTube music, etc.

Press Coverage

✓ Organised first of its kind round table meetings involving prominent Paediatric Ophthalmologist and journalists to update on myopia disease and awareness.

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✓ **National Media Coverage** - News articles on myopia awareness and children's eye health released on leading news platforms such as Times of India, NDTV, TV9 Bharatvarsh, Financial Express, etc on behalf of our eye doctor ambassadors. Over 25 national news stories were published.

✓ **Regional Media Coverage** - Utilised prominent regional news publications like Dainik Bhaskar, Orissa Times, The Hans India, etc to extend outreach to rural and urban areas. Over 125 regional news stories were released and published on behalf of our eye doctor ambassadors.

Radio Awareness

✓ Partnered with Radio City 91.1 FM, broadcasting regular myopia awareness messages by eye doctors and radio jockies in six major cities: Delhi, Mumbai, Chennai, Hyderabad, Bangalore, and Kolkata.

Kashmir Outreach

✓ Extended myopia awareness initiatives to remote regions of Kashmir, conducting myopia awareness activities in 18 Kashmiri schools and eye clinics across the region.

Hotstar documentary

✓ Engaged a leading Hotstar documentary production team to cover all our myopia awareness activities. The documentary on the mission of ENTOD Pharmaceuticals and its myopia awareness activities will be released in early 2025 on the Hotstar OTT platform expected to be viewed by over 30 million people in India.

National Myopia Week 2024 more than exceeded its goals by expanding reach and impact compared to 2023. Through collaborative efforts with eye doctors, media houses, schools and social media influencers, it successfully raised awareness about myopia, emphasizing the importance of regular eye checkups for children and lifestyle changes to slow down myopia progression.

For us this is more a movement than a week-long annual campaign, so requesting you to continue tagging #AllEyesonMyopia in all your year-round myopia awareness campaigns.

We now look forward to National Myopia Week 4.0 (14th Nov to 20th Nov 2025).

We thank you for your unwavering support in making this awareness drive into a mega success for our country.

Yours Sincerely,

On Behalf of

Nikkhil K Masurkar

CEO - ENTOD Pharmaceuticals

President - MATANAND Welfare Foundation

