

Challenge chess grandmaster Viswanathan Anand at a game of chess; participate in the “Crocin Cold & Flu Max ‘Chess Challenge’”

Log on to the Crocin Facebook page (<https://www.facebook.com/GSKCrocin>) and start playing

New Delhi, 8 Nov 2013: Crocin Cold & Flu Max*, a variant from the healthcare brand Crocin, provides chess players across the country with an opportunity to meet their idol - 5 times world champion and Padma Vibhushan **Viswanathan Anand**. Consumers can participate in the **Chess Challenge** on Crocin’s Facebook page and stand a chance to win exciting prizes - five daily prizes up for grabs. In addition, 10 lucky winners will get a chance to meet Viswanathan Anand and 1 winner amongst them gets the opportunity to play a game of chess with him. To participate, consumers can log on to: <https://www.facebook.com/GSKCrocin>.

The contest is on from November 7, 2013 to November 28, 2013.

Players can register on the Crocin Chess Challenge Facebook app and begin to earn points by playing against the computer. All games against the computer are timed; hence it would be a real test of skill and technique. Registering on the app awards the player with a personalized digital certificate for accepting the challenge. Players can also earn points by taking the quiz which has chess-based questions or inviting friends to the Chess Challenge.

The pecking order of the players on the game’s leader board is also interestingly constructed classifying players as *Brilliant Bishops*, *Relentless Rooks*, *Knowledgeable Knights* and the *Chess Champion* based on increasing order of their performance and points. While 5 *Relentless Rooks* stand to win Viswanathan Anand merchandise every day, top 10 *Knowledgeable Knights* will get a chance to meet the legend himself. 1 *Chess Champion* will be crowned from amongst the top 10 performers who will get to play a game of chess with Viswanathan Anand.

Speaking about the contest, **Mr. Jayant Singh, EVP-Marketing, GlaxoSmithKline India**, said, *“Over the years, Crocin has been trusted by millions of consumers in India to get effective relief from pain. Backed by the strong heritage of Crocin, New Crocin Cold & Flu Max not only provides effective relief from 5 signs of Cold and Flu but also helps bring back your focus. Chess is one such game that epitomizes focus and concentration. We are glad to host the ‘Chess Challenge’ with the brand ambassador for Crocin Cold & Flu Max Vishwanathan Anand. We wish him a great championship ahead!”*

Delighted at being associated with the contest, **Mr. Viswanathan Anand**, said, *“Chess is a unique game that truly tests the player’s ability to strategize and foresee. I am glad to be a part of the Crocin Cold & Flu Max ‘Chess Challenge’; the contest provides a platform for chess lovers to enjoy the game and also showcase their knowledge about the game through the quiz. What is interesting is that the game can also be enjoyed by inviting friends to join. I am looking*

forward to being challenged by the contest winner; it will certainly be an exciting game of chess!”

The Chess Challenge is supported by an extensive campaign consisting of display banners, YouTube video pre-rolls and stamp ads. Viswanathan Anand and Crocin have a long-standing association and the Chess Challenge takes this association forward. A five-time World Champion, Viswanathan Anand is the only person in the sport to have won a World championship title in all formats - match, knock-out and tournament. So are you ready for a game with Viswanathan Anand?

The Crocin Chess Challenge** is live at <https://www.facebook.com/GSKCrocin> .

** Crocin® is a trademark of the GlaxoSmithKline group of companies. Paracetamol, Caffeine and Phenylephrine Tablets. Use as directed on pack. When cold and flu symptoms cloud your mind, Crocin Cold and Flu Max helps relieve the symptoms-so that you can think clearly again. Seek medical advice incase of overdose even if symptoms of overdose are absent. Avoid excessive intake of caffeine while taking this product. ** Terms and Conditions apply*

About GlaxoSmithKline Consumer Healthcare Ltd

GSK Consumer Healthcare is a subsidiary of GlaxoSmithKline plc. of U.K, a global science based healthcare company. GSK Consumer Healthcare has continually benefited from the technical and marketing inputs that have been available as a consequence of this association. GSKCH is the largest player in the health food drinks industry. The Company with its manufacturing plants located in Nabha, Rajahmundry and Sonapat has a total workforce of about 3475 people.

GSK Consumer Healthcare has a strong marketing and distribution network in India comprising over 700 distributors and a direct coverage of over 8 lakh retail outlets. Its flagship product, Horlicks, is a widely regarded and highly respected brand for over 100 years. The Company also manufactures and markets Boost, Viva and Maltova and in addition markets and distributes a number of products in diverse categories, which include prominent names such as Eno, Crocin and Iodex as well as products from the global portfolio like and Sensodyne.