



Pfizer Limited

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April 7, 2022

The Corporate Relationship Dept.
BSE Limited
1st Floor, P.J.Towers
Dalal Street, Fort
Mumbai – 400 001
Scrip Code: 500680

The Manager, Listing Dept.
The National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block
Bandra-Kurla Complex, Bandra (E)
Mumbai – 400 051
Scrip Symbol: PFIZER

Dear Sirs,

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 regarding declaration of Voluntary Retirement Scheme for field colleagues.

Over the past few years, Pfizer Limited has been on a journey to reshape itself into a more growth-oriented and innovative biopharma company. In **Phase One** of this transformation, we have introduced several new products and expanded indications. Since 2018, we have also doubled our doctor base, doubled our retailer coverage, increased our stockist base by four times and expanded our presence to over 3,00,000 towns and villages.

The **Phase Two** of this journey is based on three important considerations:

- Our portfolio of breakthrough medicines is more specialty-oriented and requires us to adopt newer go-to-market models to cater to the growing needs of our customers.
- Our established business will benefit from deeper market penetration across products and geographies.
- Digital disruptions have revolutionized how our customers and patients experience services and products. This has been further accelerated by the Global pandemic.

As such, we are **now** transforming the way we engage with customers. We are doing this by investing in enhanced customer experiences to support our breakthrough science.

We are expanding our digital capabilities and broadening healthcare professionals' access to our scientific and therapy-area expertise through new and enhanced platforms, tailored and enhanced content, on-demand support and real-time insights for a more personalized experience. With this vision in mind, it is imperative to stand in the future and give shape to an organization that is New and Fit for Purpose and allow us the flexibility to serve our customers with focus, agility, while harnessing the power of our science.

Towards this, our talent strategy is evolving into a three-pronged approach that spans across acquiring talent with futuristic skills and a growth mindset, and at the same time, upskilling our current talent. We are also exploring meaningful partnerships that will augment our efforts in this direction. We are bringing in new roles such as specialists for the in-house Studio Team, Subject Matter Experts across Health Solutions, Market Access, Strategic Accounts, and Medical, and refreshing talent wherever needed to meet our growth aspirations.

As a part of this 'new look' at our talent strategy, we have announced a Voluntary Retirement Scheme (VRS) to field colleagues this morning. This announcement does not apply to colleagues supporting the Upjohn business. The eligibility criteria of the VRS offer have been determined in line with our value of Equity to ensure a fair and transparent experience for all colleagues. We will support all eligible colleagues through this process with dedicated helpdesks and career transition services.

The financial impact of the VRS shall be communicated separately upon acceptance of the scheme by the eligible employees.

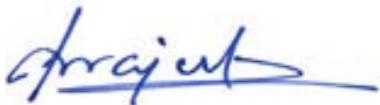
As we embark upon the next phase of our growth journey in India powered by our strong portfolio, enhanced customer experiences, new platforms and offerings, and a specialized workforce, we recognize the tremendous commitment and achievements of all our colleagues. We wish to reiterate that our customer-facing colleagues and relationships – whether maintained virtually, in-person or hybrid – will continue to play a pivotal role as we advance our new ways of working. We will continue to build out an appropriate go-to-market structure for each business and therapy area in the coming months.

We request you to kindly take the above on record.

Thanking you,

Yours truly,

For Pfizer Limited



Prajeet Nair
Company Secretary