



IGC Announces “Drops of Clarity” Marketing Initiatives for Hyalolex™

BETHESDA, MD, July 25, 2018. India Globalization Capital, Inc. (NYSE American: IGC) announces the launch of its branding campaign and marketing outreach for Hyalolex™, an oral cannabinoid-based supplement for the treatment of symptoms associated with Alzheimer’s.

“In fiscal 2018, the Company’s focus was to develop and lay the foundation to commercialize cannabinoid based alternative therapies for indications such as Alzheimer’s disease, Parkinson’s disease and pain. According to the Alzheimer’s Association, “Alzheimer’s is a brain disease that causes a slow decline in memory, thinking and reasoning skills”. The name Hyalolex™ is derived from the Greek prefix *hyalo* meaning glass-like, clear, transparent. Our marketing and branding campaign, therefore, is entitled ‘Drops of Clarity’.

This initiative will commence in several states where we will highlight the potential benefits of Hyalolex™ as a supplement to authorized cannabis physicians as well as to caregivers and patients via both a digital format and through grassroots outreach. We expect to utilize this methodology, in conjunction with licensing arrangements with manufacturers, to expand our reach into multiple U.S. markets and Canada. Education and product differentiation are key components for ‘Drops of Clarity’,” said Ram Mukunda, CEO.

About Alzheimer’s Disease

Alzheimer’s disease (AD) is a form of dementia. It is known as America’s most expensive disease, with an estimated cost to the U.S. economy of \$236 billion. AD currently affects more than 5.3 million Americans and over 65% of AD patients are women. Over the next 20 years, the number of those afflicted with the disease is expected to double. The forecast is staggering, considering that to date, no effective cure has been found.

About IGC

IGC has two lines of business, a legacy infrastructure business and a cannabis pharmaceutical business that has developed a lead product for treating Alzheimer’s patients. The Company recently announced that it is working on using blockchain to address issues specific to the cannabis industry that address transactional difficulties, product labeling, product identification assurance (PIA), and product origin assurance (POA). The company is based in Maryland, USA.

Our website: www.igcinc.us. Twitter @IGCIR

Forward-looking Statements:

Please see forward looking statements as discussed in detail in IGC’s Form 10K for fiscal year ended March 31, 2018, and in other reports filed with the U.S. Securities and Exchange Commission.

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