

Sun Pharma announces new initiative through pain relief brand Volini

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Volini Uparna is a unique innovation born from consumer insight



Sun Pharmaceutical Industries has announced a purpose-driven initiative through its trusted pain relief brand, Volini. During this year's Pandharpur Wari, one of Maharashtra's oldest and most revered spiritual pilgrimages, Volini unveiled a culturally inspired innovation—the Volini Uparna, bringing a modern twist to an age-old tradition.

Each year, more than 3 million Warkaris embark on a 21-day journey, walking over 250 kilometres to the temple town of Pandharpur in Maharashtra. A constant symbol on this journey is the Uparna, a humble cloth worn over the shoulder representing comfort and resilience and faith.

This year, Volini reimagined the Uparna, not merely as a piece of cloth, but as a meaningful intervention. The Volini Uparna features a specially designed sleeve holding Volini Gel, offering pilgrims easy access to instant pain relief for aching joints and muscles as they walk.

The distribution took place at Pirachi Kuroli, a key stop along the Wari route. To bring this effort to life, a dedicated team engaged local residents who helped hand over the Uparnas to pilgrims.

This initiative exemplifies Volini's enduring brand promise, "No Time for Pain," and underscores Sun Pharma's commitment to supporting communities in meaningful and empathetic ways. With a legacy of supporting Warkaris through on-ground pain relief camps, Volini has taken a significant leap forward this year, evolving from a functional product experience to a meaningful cultural companion.

The Volini Uparna is a unique innovation born from consumer insight, seamlessly blending tradition with functionality to ease physical strain during one of India's most intense spiritual journeys.