

## **Rich Pharmaceuticals Explains How Targeted Immunotherapy Aids in the Treatment and Recovery of AML Patients**

BEVERLY HILLS, CA – April 10, 2018 - [Rich Pharmaceuticals, Inc.](#) (OTC: [RCHA](#)), a Biopharmaceutical Company focused on developing and commercializing innovative therapies in oncology, discusses how its Targeted Immunotherapy works in conjunction with patient's immune system to help aid in the treatment of Acute Myelogenous Leukemia (AML).

Rich Pharmaceuticals is working toward clinical trials using its Targeted Immunotherapy approach that aids in defending the body against cancer. Its drug, TPA, helps boost the body's natural immune system. TPA has been known for many years to be one of the most potent differentiation agents known to science, able to modulate the growth, survival, function and metabolism of a variety of primary cells and cell lines. The mitogen activity of TPA results from it being a signaling agent to the nucleus to perform targeted actions. In addition to the induction of differentiation, TPA has been demonstrated to modulate the growth, survival, function and metabolism of a variety of primary cells and cell lines. This broad range of mediated biologic effects is what allows one to classify TPA use as an immunotherapy.

In 2016, more than 60,000 cases of leukemia were expected to be reported, with more than 4,000 deaths expected to occur. Current leukemia survival rates in the US vary from subtype to subtype, ranging from 26.6% to 82.6%. In most cases of leukemia, chemotherapy is the first line of treatment for this disease, though some patients require stem cell transplant therapies to eliminate the leukemia entirely. What Rich Pharmaceuticals is attempting to do is to introduce a new drug allowing the body's immune system to take a much more vigorous role in battling the cancer.

AML is an aggressive disease that requires urgent and intensive therapy. Patients diagnosed with AML are, on average, between 64 and 68 years of age. Patients over 60 treated with standard chemotherapy are cured of their disease less than 20 percent of the time. In addition, patients who develop AML after an antecedent hematologic disorder or prior leukemogenic chemotherapy/radiation have similarly poor outcomes as do patients whose disease is associated with specific cytogenetic and clinical features.

### **About Rich Pharmaceuticals:**

Rich Pharmaceuticals, Inc. is a clinical-stage Biopharmaceutical Company focused on developing innovative therapies in oncology, with initial concentration in treating Acute Myelocytic Leukemia (AML), Hodgkin's Lymphoma (HL) and other blood related diseases. It is currently in Phase 1/2 clinical trials for the treatment of AML and HL. Rich Pharmaceuticals' goal is to extend refractory patients life expectancy and increase quality of life. Learn more at [www.richpharmaceuticals.com](http://www.richpharmaceuticals.com).

### **Forward-Looking Statements:**

This news release contains "forward-looking statements" as that term is defined in Section 27(a) of the Securities Act of 1933, as amended, and Section 21(e) of the Securities Exchange Act of 1934, as amended. Statements in this press release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, among other things, references to novel technologies and methods, our business and product

development plans, our financial projections or market information. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainties associated with developing new products or technologies and operating as a development stage company, our ability to raise the additional funding we will need to commence clinical trials and to continue to pursue our business and product development plans, including the business and product development plans contained in this news release, our ability to develop and commercialize products based on our technology platform, competition in the industry in which we operate and market conditions. These forward-looking statements are made as of the date of this news release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements. Although we believe that any beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in the reports and other documents we file with the SEC, available at [www.sec.gov](http://www.sec.gov).

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