

**ALKEM LABORATORIES LTD.**

Regd. Office : ALKEM HOUSE, Senapati Bapat Marg,
Lower Parel (West), Mumbai - 400 013, Maharashtra, India.

- Phone: +91-22-3982 9999 • Fax: 022-2495 2955
- Email: contact@alkem.com • Website: www.alkemlabs.com
- CIN: L00305MH1973PLC174201

19th August, 2025

To,

| | |
|---|--|
| The Corporate Relationship Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001. <i>Scrip Code: 539523</i> | National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai 400 051. <i>Scrip Symbol: ALKEM</i> |
|---|--|

Sub: Press Release – Alkem launches Olesoft Trucera, an advanced ceramide-boosting moisturizing lotion for skin barrier repair.

Dear Sir(s)/Madam,

This is to intimate you that Alkem Laboratories Limited (the “Company”) has announced the launch of Olesoft Trucera moisturizing lotion, an advanced science-led formulation designed to restore hydration, strengthen the skin barrier, and soothe skin flare ups with an inside out approach.

A press release in this regard is enclosed herewith.

Kindly take the same on record.

Sincerely,
For Alkem Laboratories Limited

Manish Narang
President – Legal, Company Secretary & Compliance Officer

Encl: a/a

Alkem launches Olesoft Trucera, an advanced ceramide-boosting moisturizing lotion for skin barrier repair

Mumbai, August 19, 2025: Alkem Laboratories Ltd. (BSE: 539523, NSE: ALKEM, “Alkem” and its subsidiaries), today announced the launch of Olesoft Trucera moisturizing lotion, an advanced science-led formulation designed to restore hydration, strengthen the skin barrier, and soothe skin flare ups with an inside out approach.

Olesoft Trucera contains N-Palmitoyl Serinol that stimulates the skin’s natural ceramide production, a potent blend of five ceramides to lock in moisture and support the skin barrier’s function, and dual oat-extract actives along with Niacinamide to provide anti-inflammatory benefits. Olesoft Trucera will be available on prescription, so consult a doctor before using.

Commenting on the launch, Dr. Vikas Gupta, Chief Executive Officer, Alkem, said, “Indian consumers are increasingly seeking advanced skincare regimens with products that are clinically validated and contain high-performance actives. Alkem is strengthening its presence in this space with differentiated, evidence-backed solutions that address patient needs. The launch of Olesoft Trucera reflects this approach, combining science and clinical insights to offer a meaningful option for long-term skin barrier repair and lasting protection against moisture loss. This is also part of Alkem’s broader strategy to focus on smart product selection in high-growth therapy areas.”

Alkem already has a strong presence in the moisturizer segment with its Olesoft range of products, including Olesoft Max, Olesoft Lite, Olesoft PPK and Olesoft pH 5.5. According to Strategic Marketing Solutions and Research Centre (SMSRC) data from April 2025, Olesoft Max is the most prescribed moisturizer by dermatologists in India. Additionally, Olesoft Lite was named “Best Launch of the Year” in the face moisturizer category by IQVIA in June 2025.

About Alkem:

Alkem Laboratories Ltd. is a leading Indian pharmaceutical company with a legacy of 50 years in providing high quality medicines to patients. It is the fifth largest pharmaceutical company in the Indian market with a dominant position in the therapy areas of anti-infectives, gastrointestinal, pain management drugs and supplements. It also has a growing portfolio of products in chronic therapies such as diabetes, neurology, cardiology, dermatology and urology. It has 19 state-of-the-art manufacturing facilities and cutting-edge research and development (R&D) centers across India and the US to develop and manufacture generic formulations, active pharmaceutical ingredients (APIs) and biosimilars. Apart from India, the company has meaningful presence in the US, Latin America, Australia and several Asian countries. “Inspiring Healthier Lives” is at the core of the values and culture of the organisation and reinforces its steadfast commitment to global health improvement. For more information, please visit www.alkemlabs.com and follow us on [LinkedIn](#), [Instagram](#), [Facebook](#).

Contacts

Media:

Isha Trivedi

alkemcorpcomm@alkem.com

+91-98925 90003

Investors:

Purvi Shah

purvi.shah@alkem.com

+91-84337 00890