Zydus
dedicated to life

Cadila
Healthcare Limited

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September 16, 2013

**Bombay Stock Exchange** Limited
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Attention: Mr. Sanjay Golecha
Mr. Gopalkrishnan

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**National Stock Exchange** of India Ltd.
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Attention: Famose Pochara
Asst. Vice President

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**Ahmedabad Stock Exchange** Limited
Kamdhenu Complex
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Panjra Pole,
Ahmedabad – 380 015

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**Re.:** Press Release

Dear Sir / Madam

We enclose herewith a copy of press **release dated** September 16, 2013 under the title **"Lipaglyn™ – India's first NCE launched in the market"** to be released in the News Papers which gives the full details of the same.

Please bring the aforesaid news to the **notice of** the members of the exchange and the investors at large.

Thanking you,

Yours faithfully,
FOR **CADILA HEALTHCARE LIMITED**

**UPEN H. SHAH**
**COMPANY SECRETARY**

**Encl.:** As above.

# Lipaglyn™ - India's first NCE launched in the market

***India, September 16, 2013***

Three months after announcing its breakthrough in research, the Zydus Group has launched Lipaglyn™, a novel drug targeted at bridging an unmet healthcare need for treating Diabetic Dyslipidemia and Hypertriglyceridemia in Type II diabetes, not controlled by statins alone. Lipaglyn™ will be available across India and can be prescribed by cardiologists, diabetologists and general physicians. The therapy is priced at Rs. 25.90 per tablet.

The therapy is marketed by Zydus Discovery, a new division launched to exclusively market the original research products of the group's research pipeline, the first being Lipaglyn™ . With a strength of 200 people, the division also has regional medical advisors to support the scientific promotion of discovery research products. The launch of Lipaglyn™ begins with a series of CMEs and scientific symposia to highlight the gaps in the current management of diabetes and the unmet healthcare need of Diabetic Dyslipidemia.

Diabetic Dyslipidemia is a condition where a person is diabetic and has elevated levels of the triglycerides, a decrease in the "good" high-density lipoprotein (HDL) cholesterol and may have elevated levels of the "bad" low-density lipoprotein (LDL) cholesterol and total cholesterol concentration in the blood. Optimal LDL cholesterol levels for adults with diabetes are less than 100 mg/dL, optimal HDL cholesterol levels are equal to or greater than 40 mg/dL, and desirable triglycerides levels are less than 150 mg/dL. Lipaglyn™ , is the first therapy to be approved for this condition.

Speaking on the occasion, Mr. Pankaj R. Patel, Chairman and Managing Director, Zydus Cadila said, "It's a great milestone for Indian pharmaceutical research today as Lipaglyn™ completes its journey from the lab to the market. Lipaglyn™ has opened up a new path in the care and management of diabetes and its complications and I believe this is just the beginning of India's contribution to the world of pharma research."

Research has shown that diabetes is one of the major risk factors of CVD. Globally, 3 out every 4 patients suffering from diabetes also suffer from dyslipidemia. India has a population of nearly 65 million diabetics and 77 million pre-diabetics and of this, an estimated 55 million people currently suffer from diabetic dyslipidemia. In dyslipidemia patients with diabetes, CV risk is heightened by 3-4 times as compared to people without diabetes. Hence, addressing the problem of diabetes and dyslipidemia is crucial in tackling the health risk posed by CVD.

Discovered by the Zydus Research Centre, the dedicated NCE research arm of the Zydus group, Lipaglyn™ is a best-in-class innovation. A team of 400 research scientists at ZRC designed a unique cellular mechanism of action following an extensive structure-activity relationship study.

As a dual PPAR agonist, Lipaglyn™ has a predominant affinity to PPAR alpha and moderate affinity to PPAR gamma. This two-pronged, dual action helps in a reduction of triglycerides and LDL (bad) cholesterol, and an increase in HDL (good) cholesterol and also showed a reduction in Fasting Plasma Glucose and glycosylated haemoglobin (HbA1c), thereby confirming its beneficial effects of both lipid and glycemic control in diabetic patients. Lipaglyn™ has a superior safety profile. With a non-renal route of elimination, Lipaglyn™ has no adverse events like edema, weight gain, myopathies or derangement of liver and/or kidney functions, thus making it safe and efficacious. Lipaglyn™ is recommended for once daily administration as a 4 mg tablet.

Zydus Discovery will offer a dedicated Lipaglyn™ support programme to patients and caregivers. The programme shall provide counselling and support through toll-free helpline numbers and online support through its website www.Lipaglyn.com.