Press Release

BSE: 500257 NSE: LUPIN REUTERS: LUPIN.BO BLOOMBERG: LPC IN

Lupin's Softovac in The Economic Times 'Promising Brands of 2018'

Mumbai, April 09, 2018: Lupin's Softovac has been recognized by The Economic Times in their list of "Promising Brands of 2018". The Economic Times 'Promising Brands of 2018' recognizes brands that have challenged the status quo by affecting change and remaining relevant to the current market context while redefining consumer paradigms. Winner brands were evaluated based on their innovation, consumer satisfaction, value proposition and advocacy across all categories.

Softovac is a bowel regulator and is the only brand in this category to be featured on the list of ET 'Promising Brands of 2018. Softovac, which entered the OTC segment in mid-2017, marks Lupin's foray into the fast growing Consumer Healthcare sector. Softovac is formulated from 100 percent natural actives that are scientifically known to provide effective relief from constipation and irregular bowel problems. Softovac is available in two variants, regular and a sugar-free variant suitable for diabetics and those concerned about sugar content.

"Constipation is a taboo topic for many Indians, who tend to ignore its symptoms and the adverse effects it can have on productivity and overall well-being." said Anil V Kaushal - Head, Consumer Healthcare Business, Lupin. "It is therefore extremely gratifying to have our efforts towards building strong consumer brands recognized soon after our launch. It is our aim to build an extensive portfolio of brand-led offerings like Softovac, to improve the well-being of our consumers through superior quality healthcare solutions available over the counter."

About Lupin Limited

Lupin is an innovation led transnational pharmaceutical company developing and delivering a wide range of branded & generic formulations, biotechnology products and APIs globally. The Company is a significant player in the Cardiovascular, Diabetology, Asthma, Paediatric, CNS, GI, Anti-Infective and NSAID space and holds global leadership position in the Anti-TB segment.

Lupin is the 11th and 7th largest generics pharmaceutical company by market capitalization (December 31st, 2017, Bloomberg) and revenues (September 30th, 2017, Bloomberg LTM) respectively. The Company is the 4th largest pharmaceutical player in the US by prescriptions (IQVIA MAT December 2017); 2nd largest Indian pharmaceutical company by global revenues (September 30th, 2017, Bloomberg LTM); 6th largest generic pharmaceutical player in Japan and 5th largest company in Indian Pharmaceutical Market (IQVIA MAT December 2017).

For the financial year ended 31st March, 2017, Lupin's consolidated sales and Net profit stood at Rs. 171,198 million (USD 2.55 billion) and Rs. 25,575 million (USD 381 million) respectively. Please visit http://www.lupin.com for more information. You could also follow us on Twitter - www.twitter.com/lupinglobal

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