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: Softovac, the bowel regulator brand of pharma major Lupin Limited, has been recognised by The Economic Times in their list of "Promising Brands of 2018". The Economic Times 'Promising Brands of 2018' recognizes brands that have challenged 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 the only laxative brand to feature on the list of ET 'Promising Brands of 2018. Softovac, which entered the OTC segment in mid-2017, marks Lupin's first 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. With the new communication on mass media, Softovac has challenged the taboo against the discussion of constipation. Softovac is available in two variants, regular and Sugar free variant Softovac- SF suitable for diabetics and those concerned about sugar content.

"Constipation is a taboo conversation topic for many Indians, who tend to ignore its symptoms and the adverse effects it can have on productivity and overall wellbeing." said Anil V Kaushal - Head, Consumer Healthcare Business, Lupin. "It is therefore extremely gratifying to have our efforts towards building strong consumer brands recognised 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

CIN: L24100MH1983PLC029442 Registered Office: Lupin Ltd, 3rd Floor, Kalpataru Inspire, Off Western Express Highway, Santacruz (East), Mumbai 400 055.

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