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Sanofi Aventis & Multicare Ink Strategic Agreement in the Philippines

Mumbai, September 02, 2011: Sanofi-Aventis Philippines Inc., which is part of the Sanofi Group, and Multicare Pharmaceuticals (Multicare), the Philippines subsidiary of Lupin Limited, have entered into a marketing and distribution agreement whereby Multicare will market Sanofi-Aventis's Central Nervous System (CNS) global brands, Solian® (Amisulpride) and Stilnox® (Zolpidem Hemitartrate) in the Philippines. The annual sales revenues of these brands are valued at PHP 138 million (IMS).

Solian® is the 3rd largest selling atypical anti-psychotic agent in the Philippines. It is indicated for acute and chronic schizophrenia characterized by both negative and positive symptoms. Stilnox® is the 2nd largest selling drug for insomnia and sleep disorders in the country. The agreement will enable Sanofi-Aventis to capitalize on Multicare's CNS marketing reach and expertise. Multicare will focus on bringing these brands into a higher growth path. Sanofi-Aventis is the 7th largest pharmaceutical company in the Philippines with over PHP 4billion sales turnover (IMS, June 2011 MAT).

Sanofi has seven growth platforms: diabetes solutions, human vaccines, innovative drugs, rare diseases, consumer healthcare, emerging markets, and animal health. Solian® and Stilnox® will be marketed by Multicare's dedicated CNS Business Unit. Multicare's CNS Team has a promotional reach of 95% MD coverage in the market. The inclusion of the Sanofi brands will further strengthen and consolidate Multicare's positioning as a leading CNS player in the country.

Romey Sy, President, Multicare said "We are delighted with this opportunity to expand our portfolio and market Sanofi's leading brands, Solian® and Stilnox®. This coupled with our current CNS range and other differentiated products in our pipeline will propel us to emerge as a leading CNS player in the country". Multicare has four key strategic business units focused on Women's Health, Pediatrics, Respiratory, GI, Diabetes Care & CNS and is amongst the fastest growing pharmaceutical companies in the Philippines market and recorded sales of PHP 480 million (IMS, June 2011 MAT).

Commenting on the same, Mr. Vinod Dhawan, President, AAMLA and Business Development, Lupin Limited said "The agreement demonstrates Lupin's commitment to building its branded formulations business in the Philippines, which is a growth market for us. It also underlines Lupin's differentiated strategy for select markets and is a strategic step that will help us build and strengthen our Philippines business. Since the brands are in-market, commercial products, our sales and marketing efforts will commence immediately and we are optimistic of it contributing positively to our topline in the coming years."

About Lupin Limited

Headquartered in Mumbai, India, Lupin Limited is an innovation led transnational pharmaceutical company producing a wide range of quality, affordable generic and branded formulations and APIs. The Company today has significant market share in Cardiovasculars, Diabetology, Asthma, Pediatrics, CNS, GI, Anti-Infectives and NSAIDs in addition holding global leadership positions in the Anti-TB and Cephalosporins space.

Today, Lupin is the 5th largest and fastest growing generics player in the US (by prescriptions), the only Asian company to achieve that distinction. The company is also the fastest growing top 10 pharmaceutical player in India, Japan and South Africa. (IMS Health)

For the financial year ended March 2011, Lupin's Consolidated Revenues and Profit after Tax were Rs.57,068 million USD 1.28 Billion) and Rs. 8,626 million (USD 193 million) respectively. Please visit http://www.lupinworld.com for more information about Lupin Ltd.

Lupin's Philippines subsidiary, Multicare Pharmaceuticals is a premium branded generics company with a strong presence in the Female Health, Childcare Central Nervous System segments. In FY 2011, Multicare recorded revenues of Philippine Peso 480 million registering a healthy growth of 25% against industry growth rate of 3.3%. As per IMS data it is also the 3rd fastest growing pharmaceutical company amongst the top 40 in the Philippines pharmaceutical industry.

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