



March 7, 2022

BSE Limited

Department of Corporate Services,
P. J. Towers, Dalal Street,
Mumbai Samachar Marg,
MUMBAI - 400 001.

✓ **National Stock Exchange of India Limited**

Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
MUMBAI - 400 051.

Sub: Disclosure pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/Madam,

Enclosed is a Press Release as regards the Company having signed on six-time world boxing champion, Mary Kom as the brand ambassador for its Women's Cardiovascular Health Awareness Initiative, Shakti.

This may kindly be considered as a disclosure pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you,

FOR LUPIN LIMITED

**R. V. SATAM
COMPANY SECRETARY
(ACS-11973)**



Encl- : a/a.

LUPIN LIMITED

Registered Office: 3rd Floor, Kalpataru Inspire, Off W. E. Highway, Santacruz (East), Mumbai - 400 055 India. Tel : (91-22) 6640 2323.

Corporate Identity Number: L24100MH1983PLC029442

www.lupin.com

Lupin signs on Mary Kom for its Women's Cardiovascular Health Awareness Initiative, Shakti

The initiative brings internationally eminent cardiologists to increase awareness of health screening tests amongst pre-menopausal women

Mumbai, India, March 07, 2022: Global pharma major Lupin Limited (Lupin), announced today that it has signed on six-time world boxing champion, Mary Kom as the brand ambassador for its Shakti campaign. The campaign is aimed at increasing the awareness on heart diseases among women. Coronary heart diseases are the leading cause of death for women in India and yet awareness levels on the issue remain abysmally low.

Speaking on the occasion, Rajeev Sibal President, India Regional Formulations, Lupin Ltd. said, "We are delighted to announce Mary Kom as the brand ambassador for our women's heart health initiative, Shakti. Early detection and management of cardiovascular risk factors are paramount for improving women's cardiovascular health and reducing premature mortality. With Mary Kom anchoring the campaign, we hope to drive the much-needed awareness on the issue and encourage women to sign up for early screening checks and take corrective measures to avoid future risk of heart diseases."

Pleased on the association with this cause, Mary Kom said, "Good health is very important to me because my flexibility, form, and professional life depend on it. Along with a physical fitness regimen, one should also embed preventive screening tests for working towards optimal health. It is a myth that coronary heart disease is a man's disease or that only older women are at risk. I'm happy to partner with Lupin in their efforts to spread awareness and promote good heart health among women."

Lupin will be hosting a Facebook Live session featuring Mary Kom, Lupin CEO Vinita Gupta, and leading cardiologists to draw attention to the myths surrounding cardiovascular diseases in women on 8th March 2022 at 8.00 p.m. IST. <https://youtu.be/Fanwgc8T3tU>.

Lupin's Shakti campaign is aimed at engaging with the target audience across India through multiple activities, both offline and online through interactive social media sessions, sharing informative videos from doctors, and in-clinic awareness activities for patients to establish a better understanding of cardiovascular diseases among women. In its next phase, the campaign aims to help women improve their health and significantly contribute to the wellbeing of society as they are its backbone and play a pivotal role in shaping the nation.



BSE: 500257

NSE: LUPIN

REUTERS: LUPIN.BO

BLOOMBERG: LPCIN

About Lupin

Lupin is an innovation-led transnational pharmaceutical company headquartered in Mumbai, India. The Company develops and commercializes a wide range of branded and generic formulations, biotechnology products and APIs in over 100 markets in the U.S., India, South Africa and across Asia Pacific (APAC), Latin America (LATAM), Europe and Middle-East regions.

The Company enjoys leadership position in the cardiovascular, anti-diabetic, and respiratory segments and has significant presence in the anti-infective, gastro-intestinal (GI), central nervous system (CNS) and women's health areas. Lupin is the third largest pharmaceutical company in the U.S. by prescriptions. The company invested 9.6% of its revenue on research and development in FY21.

Lupin has 15 manufacturing sites, 7 research centres, more than 20,000 professionals working globally, and has been consistently recognized as a 'Great Place to Work' in the Biotechnology & Pharmaceuticals sector.

Please visit www.lupin.com for more information.

Follow us on Twitter: <https://twitter.com/LupinGlobal> | LinkedIn: <https://www.linkedin.com/company/lupin>

Facebook: <http://www.facebook.com/LupinWorld/>

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