



June 7, 2021

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 launch by the Company of its Digital Asthma Educator platform. The platform guides asthma patients on the correct technique of using inhalers.

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

**Rajvardhan
Vishnu Satam**

Digitally signed by Rajvardhan Vishnu Satam
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Date: 2021.06.07 10:43:45 +05'30'

**R. V. SATAM
COMPANY SECRETARY
(ACS -1 1973)**

Encl- : a/a.

Lupin Launches Digital Asthma Educator platform

Mumbai, India, June 07, 2021: Global pharma major Lupin Limited (Lupin) today announced the launch of its Digital Asthma Educator platform. The platform guides asthma patients on the correct technique of using inhalers. The new platform is the latest initiative under Lupin's long running umbrella programme, Joint Airways Initiative (JAI), for patients suffering from respiratory ailments.

According to estimates, India has nearly 35 million people living with asthma, including children. While there is no cure for Asthma, it is manageable with proper treatment, vigilance, drug adherence and regular medical checks, thus enabling patients to lead a normal life.

Studies have revealed that incorrect use of inhalers often inhibits effective treatment of chronic respiratory ailments, leading to poor clinical control and eventually poor patient health outcome. Hence, it is important for patients to learn correct inhalation technique for better management of the respiratory ailment.

Speaking on the occasion of the launch, **Mr. Rajeev Sibal, President - India Region Formulations, Lupin** said, "In our constant endeavour to assist patients in their journey to manage their ailment, we are proud to launch India's first Digital Asthma Educator which would guide patients on correct inhalation technique along with various value-added services, thus assisting them to breathe better. Studies indicate that nearly 90% of patients don't use their inhalers correctly. This can have multiple implications such as developing uncontrolled symptoms, a higher rate of asthma attacks or even flare-ups. We believe this platform would assist healthcare professionals in significantly helping their patients understand correct inhalation technique and better manage their ailment."

As market leaders in respiratory therapy with a wide range of products, Lupin is continuously working towards several innovative measures for creating awareness about respiratory diseases and their management.

In order to create awareness on this particular initiative, Lupin will undertake a pan India integrated marketing campaign including social media and radio channels. Posts on JAI Digital Asthma Educator will be targeted at both doctors and patients. To create awareness on the importance of correct inhalation technique, radio bytes from 50+ leading healthcare professionals will be broadcast across India on 93.5 FM. In addition to these promotions, Lupin will engage with leading healthcare professionals to launch the JAI - Digital Asthma Educator platform among all doctors in India.

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.

BSE: 500257

NSE: LUPIN

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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 revenues on research and development in FY2021.

Lupin has 15 manufacturing sites, 7 research centers, 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: www.twitter.com/LupinGlobal | LinkedIn: www.linkedin.com/company/lupin/

Facebook: www.facebook.com/LupinWorld/

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