



August 16, 2023

BSE Limited

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

✓ **National Stock Exchange of India Limited**

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

Dear Sir/Madam,

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

We are pleased to enclose a Press release regarding launch by the Company of Jeet, a patient support program to raise awareness of cardiovascular disease among patients.

This may kindly be considered as a disclosure pursuant to Regulation 30 of the Listing Regulations.

The above is for your information and dissemination.

Thanking you,

For LUPIN LIMITED

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

Encl: a/a

Lupin Launches Jeet, a Patient Support Program to Raise Awareness of Cardiovascular Disease Among Patients

*Program to focus on Cardiovascular disease and associated co-morbid conditions
Rewards-based patient support program for medication and heart-healthy lifestyle adherence*

Mumbai, August 16, 2023: Global pharma major Lupin Limited (Lupin) announced the launch of Jeet, its patient support program dedicated to heart-health. The initiative launch coincides with India's 76th Independence Day, symbolizing freedom from disease-related stress and a journey towards a happier and healthier life. Jeet will be a trusted partner in cardiovascular care, offering a range of benefits including savings on medical costs, disease counselling, medication reminders and lifestyle support. Jeet can be accessible through the Play or App Store, as well as the website <https://lupinjeet.com>. Individuals can also connect with Jeet via the toll-free number 1800 202 7757.

Jeet offers a comprehensive approach to enhancing the doctor-patient experience by raising awareness about cardiovascular ailments and associated co-morbid conditions. The program includes features designed to encourage healthier lifestyle choices and provides support and care for a healthy heart. Jeet ensures timely medication reminders and promotes daily health and wellness activities including interactions that resonate with patients. Key functionalities include:

- **Rewards:** Jeet incentivizes the adoption of a healthier lifestyle and adherence to prescribed medications by allocating heartbeats for consistent, timely adherence.
- **Reminders:** Jeet enables uploading prescriptions and task scheduling to generate timely alerts, ensuring medications are taken punctually and reducing the likelihood of missed doses.
- **Support:** Jeet connects users with heart-health coaches, who offer insights into the disease, offer navigational support, and suggest lifestyle improvements.

Speaking on the launch, **Rajeev Sibal, President India Region Formulations, Lupin** said, "Technology holds the potential to enhance outcomes by increasing patients' awareness of their condition and possible lifestyle interventions. With Jeet, our primary focus is to offer patients comprehensive support services that enhance their journey in medication adherence, lifestyle adoption, and beyond. Our goal is to empower patients to embrace a healthier and happier life. Jeet is a testament to Lupin's unwavering commitment to patient-centricity and improving healthcare 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 the Asia Pacific (APAC), Latin America (LATAM), Europe, and Middle East regions.



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The Company enjoys a leadership position in the cardiovascular, anti-diabetic, and respiratory segments and has a 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 7.9% of its revenue in research and development in FY23.

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.

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LinkedIn: <https://www.linkedin.com/company/lupin>

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

For further information or queries please contact –

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Vice President & Global Head – Corporate Communications & Sustainability

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