



December 21, 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 of Softovac Liquifibre, a 100% Ayurvedic liquid laxative.

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 Softovac Liquifibre, a first-of-its-kind liquid fibre

Mumbai, December 21, 2023: LupinLife, the consumer healthcare business of global pharma major, Lupin Limited (Lupin) today announced the launch of Softovac Liquifibre, a 100% Ayurvedic liquid laxative. With this, the company enters the Indian liquid laxative market with this innovative product that is a formulation of Isabgol fibre in liquid form and natural actives such as Sonamukhi, Harad, Mulethi, Saunf, Amaltas and Gulab Dal.

Softovac Liquifibre expands the Softovac product portfolio and provides a choice for consumers who prefer time-tested Ayurvedic ingredients. The product has been proven safe and clinically efficacious versus benchmark liquid laxative products.

Rajeev Sibal, President – India Region Formulations, Lupin said, “Studies indicate that constipation impacts the daily lives and productivity of millions. Softovac has been the go-to product for this condition for many years now. The new Softovac Liquifibre is an ayurvedic solution that is clinically validated for efficacy and safety. We have leveraged advanced technologies to achieve optimal particle size of the key ingredient, Isabgol, in this liquid formula, enhancing its palatability. Softovac Liquifibre is a gentle and non-habit forming formula, ensuring efficacy along with comfort and well-being for its users.”

With its appealing mango-flavored, sugar-free formulation, Softovac Liquifibre is also suitable for diabetics and is available in 225 ml bottles at all leading chemists and pharmacies 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.

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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For further information or queries please contact –

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