



January 24, 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 the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Enclosed is a Press Release as regards, launch of digital therapeutics solution, LYFE.

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 Launches LYFE, its Digital Therapeutic Solution for Holistic Heart Care

Mumbai, India, January 24, 2023: Lupin Digital Health, a wholly-owned subsidiary of global pharma major Lupin Limited, today announced the launch of its digital therapeutics solution, LYFE. LYFE is India's only evidence-based holistic heart care programme that significantly reduces the risk of a heart attack and improves vitals and quality of life for cardiac patients.

Designed by leading Indian cardiologists, LYFE helps patients improve their heart health through doctor-connected online and offline modules. FDA and CE approved wearable devices record vital parameters and notify caregivers and doctors about off-range vitals and emergencies. LYFE's simple and intuitive interface offers medication reminders, 24X7 emergency and ambulance assistance. In addition, LYFE offers expert intervention in the form of dedicated care managers, health coaches and nutritionists. LYFE is an end-to-end solution for cardiac patients, in accordance with protocols designed by their treating cardiologists.

Commenting on the launch, **Rajeev Sibal, President – India Region Formulations, Lupin** said, "Patients with chronic cardiovascular diseases experience high level of uncertainty and require significant care and monitoring in their treatment regimen. Through our digital therapeutics platform LYFE we are leveraging the power of human intelligence and AI/ML to improve patient outcomes by enhancing doctor-patient collaboration, constantly monitoring health vitals, amplifying patient awareness and improving therapy adherence."

Sidharth Srinivasan, Chief Executive Officer – Lupin Digital Health said, "Accurate and regular monitoring is the cornerstone to devising and strategizing treatment routes. Through connected devices, LYFE enables seamless monitoring of patient vitals and intervenes to assist and guide patients during emergencies. Coupled with a host of features and designed with inputs from leading cardiologists, LYFE improves the quality of life of our patients and reduces the stress and anxiety of their caregiver."

Currently available in 10 cities, patients can reach out to their consulting cardiologists to avail LYFE services.

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



BSE: 500257

NSE: LUPIN

REUTERS: LUPIN.BO

BLOOMBERG: LPCIN

health areas. Lupin is the third largest pharmaceutical company in the U.S. by prescriptions. The company invested 8.7% of its revenue on research and development in FY22.

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/>

For further information or queries please contact:

Shweta Munjal

Vice President & Global Head – Corporate Communications, Lupin

Email: shwetamunjal@lupin.com

Kshitija Deshmukh, +91 98205 70161

Kshitija.Deshmukh@bcw-global.com

Jeanelle Rodrigues, +91 89768 10587

Jeanelle.Rodrigues@genesis-bcw.com