



September 28, 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 the Company's Joint Airways Initiative, its digital asthma educator platform, having onboarded over 10,000 patients since its launch.

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's Joint Airways Initiative surpasses 10,000 Patients

*India's first Digital Asthma Educator Platform
Provides one-on-one training session to educate patients on inhalation technique*

Mumbai, September 28, 2023: Global pharma major Lupin Limited (Lupin) announced today that its digital asthma educator platform, Joint Airways Initiative (JAI), has now onboarded over 10,000 patients since its launch.

JAI, a visionary initiative by Lupin, equips patients with the knowledge and skills to manage their condition effectively. By offering a comprehensive range of services, including personalized inhalation technique guidance, pulmonary physiotherapy, dietary counselling, yoga, and medication adherence, JAI is committed to enhancing treatment outcomes and overall well-being. This is India's first digital asthma educator platform.

As per the Global Asthma Report 2022, 35 million Indians suffer from asthma and COPD, with less than 30% of them being aware of their condition. 90% of those diagnosed utilize their inhalers incorrectly, adversely impacting their treatment progress and overall health. JAI has bridged this gap by providing personalized, one-on-one training sessions to over 10,000 onboarded patients from qualified asthma educators on correct inhalation techniques.

For additional information on JAI, please visit www.jairespi.com or connect via the toll-free number 1800 267 9820.

Mr. Rajeev Sibal, President – India Regions Formulations, Lupin, said, "At Lupin, we are committed to placing patients at the heart of our initiatives. Given the alarming surge in asthma and COPD cases in India, largely linked to air pollution, there was an urgent need to educate patients on correct inhalation techniques to improve treatment outcomes. As leaders of respiratory therapy in India, JAI represents our endeavour to raise patient awareness and empower them to breathe better. We are delighted to have onboarded over 10,000 patients and supported them on their journey to better lung health."

"In the post-COVID era, patients are increasingly turning to digital interventions for their healthcare needs," said **Mr. Hirak Bose, Vertical Head Sales & Marketing – Respiratory, Lupin.** "With JAI, we have successfully reached out to patients, emphasizing the importance of correct inhalation techniques and lifestyle management for asthma and COPD. This milestone is a testament to our commitment to enhancing patient experiences, positively impacting their lung health journey, and providing better quality of life."



BSE: 500257

NSE: LUPIN

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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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