Boehringer Ingelheim

Press Release

LUPIN

BSE: 500257	NSE: LUPIN	REUTERS: LUPIN.BO	BLOOMBERG: LPC IN

Lupin and Boehringer Ingelheim Announce Strategic Co-marketing Agreement

Boehringer Ingelheim for Lupin to market linagliptin under the brand name Ondero® and Ondero Met™ in India

Mumbai, October 14, 2015: Pharma major Lupin Limited (Lupin) and Boehringer Ingelheim today announced a joint strategic alliance for co-marketing linagliptin, a novel Dipeptidylpeptidase-4 (DPP-4) inhibitor in India. Boehringer Ingelheim, one of the fastest growing multinational pharmaceutical company in India (IMS MAT August 2015) has a strong presence in the DPP-4 Inhibitors market in India which is growing at 27% (IMS MAT August 2015). According to the agreement, Lupin will market and sell linagliptin under a separate brand name Ondero® (monotherapy) and Ondero Met™ (fixed-dose combination with metformin) which will be promoted by Lupin's 400 strong dedicated Diabetes specialty field force. Boehringer Ingelheim will continue to sell its linagliptin under the brand names Trajenta® (monotherapy) and TrajentaDuo® (fixed-dose combination with metformin) through their existing sales force and network.

The Indian diabetes market is valued at INR 7,655 Crore, growing at 19.57% (IMS MAT August 2015). The total DPP-4 Inhibitors market is valued at INR 1,499 Crore and growing at 26.55%. Lupin is amongst the fastest growing players in the Oral Anti-Diabetes Drugs (OAD) market as also in the insulin segment. Lupin's Anti-Diabetic portfolio contributes 15% to Lupin's India formulations sales. Lupin is the 4th largest company in the Anti-Diabetes segment and currently has 6.44% (IMS) market share of the overall Diabetes market.

Ondero® tablets (monotherapy) are indicated as an adjunct to diet and exercise to improve glycemic control in adults with type 2 diabetes mellitus. Ondero Met™ tablets (fixed-dose combination therapy) are indicated as an adjunct to diet and exercise to improve glycemic control in adults with type 2 diabetes mellitus when treatment with both linagliptin and metformin is appropriate.

Announcing the launch, Mr. Shakti Chakraborty, Group President, India Region Formulations, Lupin said – "I believe our entry into the high growth DPP-4 Inhibitor market with the launch of Ondero® and Ondero Met™ will not only strengthen our Diabetes portfolio but also help us consolidate our position as a market leader and the fastest growing player in the TOP 5 in the Anti-Diabetes segment."

About the agreement Mr. Sharad Tyagi, Managing Director, Boehringer Ingelheim India said: "We are pleased to partner with Lupin for the sales and promotion of linagliptin as Lupin has a strong play in the Anti-Diabetes segment with a robust product portfolio. The partnership is aligned with our commitment towards addressing challenges in treatment of chronic ailments like diabetes by providing broader access to innovative medicines. It is an ideal partnership where Boehringer Ingelheim brings the research and scientific excellence for linagliptin, and Lupin their marketing excellence and brand equity amongst key clinician categories to drive and facilitate product access. Boehringer Ingelheim India will continue to introduce innovative products to address the unmet patients' needs amidst the growing Indian diabetes epidemic."

About Lupin Limited

Headquartered in Mumbai, Lupin is an innovation led transnational pharmaceutical company producing and developing a wide range of branded & generic formulations, biotechnology products and APIs globally. The Company is a significant player in the Cardiovascular, Diabetology, Asthma, Pediatric, CNS, GI, Anti-Infective and NSAID space and holds global leadership positions in the Anti-TB and Cephalosporin segment.

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Lupin is the 6th largest and fastest growing top 10 generics player in the US (5.5% market share by prescriptions, IMS Health) and the 3rd largest Indian pharmaceutical company by sales globally. The Company is also the fastest growing top 10 generic pharmaceutical players in Japan (ranked 8th) and South Africa (ranked 4th – IMS Health).

For the financial year ended 31st March 2015, Lupin's Consolidated turnover and Profit after Tax were Rs. 125,997 million (USD 2.06 billion) and Rs. 24,032 million (USD 393 million) respectively.

Please visit http://www.lupin.com for more information.

You could also follow us on Twitter – www.twitter.com/lupinlimited

CIN: L24100MH1983PLC029442 Registered Office: 159, C.S.T. Road, Kalina, Santacruz (East), Mumbai - 400 098

About Boehringer Ingelheim

The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. Headquartered in Ingelheim, Germany, Boehringer Ingelheim operates globally with 146 affiliates and a total of more than 47,700 employees. The focus of the family-owned company, founded in 1885, is researching, developing, manufacturing and marketing new medications of high therapeutic value for human and veterinary medicine.

Social responsibility is an important element of the corporate culture at Boehringer Ingelheim. This includes worldwide involvement in social projects, such as the initiative "Making more Health" and caring for the employees. Respect, equal opportunities and reconciling career and family form the foundation of the mutual cooperation. In everything it does, the company focuses on environmental protection and sustainability.

In 2014, Boehringer Ingelheim achieved net sales of about 13.3 billion euros. R&D expenditure corresponds to 19.9 per cent of its net sales.

For more information please visit www.boehringer-ingelheim.in

For more information, please contact -

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Trajenta® is a registered trademark of Boehringer Ingelheim
Ondero® is a registered trademark of Boehringer Ingelheim

Safe Harbor Statement