Press Release

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

LupinLife's *Corcal* Bone & Beauty to launch at Lakme Fashion Week with an initiative to bring #Beautifullystrong real women to the ramp

Designer Rina Singh of Eka to showcase pret summer collection at launch

Mumbai, January 18, 2019: LupinLife's Corcal Bone & Beauty announces a collaboration with Lakme Fashion Week to celebrate **#beautifullystrong women across India** at the upcoming Lakme Fashion Week Summer/Resort 2019 edition. Marking its launch in India, the Corcal Bone & Beauty show will bring strong and beautiful women to walk the ramp through an online audition for women across India.

The hunt for Corcal beautifully strong women will begin from 18th January and will be judged by a panel of experts in the health and beauty field. Further details will be available on www.lakmefashionweek.co.in/beautifully_strong. Aimed at women over 30 years of age, the show will also have models and influencers who are above 30 years.

Eka's Rina Singh will be showcasing casual, breezy summer designs and the collection's colour palette in line with the product's colours. Called 'Post cards from summer' the collection will have sheers, laces and delicate layers with a lot of pink and pastels all bringing a very feminine look to the show.

Bollywood actor Kareena Kapoor Khan is the face of Corcal. Speaking on the association she said, "I believe age or life stages should not affect a woman's career. It's important not to limit yourself. Women can do it all and I have always enjoyed playing various roles on reel – a warrior princess, model, mother just the way I do in my real life. All of this has been possible because I focus on being healthy inside to stay beautiful outside. Corcal Bone & Beauty health supplement for women helps them to be healthy within and stay beautiful outside."
Click https://youtu.be/6IeCWfTG9BY to view the TV commercial.

Mr. Anil V Kaushal, Head, LupinLife Consumer Healthcare said, "It's often seen that Women's health doesn't receive the attention it deserves. With demanding and multifaceted roles, from homemakers to working women, women's health usually takes a back seat. Corcal Bone & Beauty is true health and beauty partner of all women which helps them prioritize health – focusing on being healthy within to stay beautiful. Everyone is beautiful the way they are but only good health from within can help stay that way. To create awareness about the link between inner health and beauty, we are delighted to partner with Lakme Fashion Week to showcase a very beautiful collection by designer Rina Singh of Eka as well as have women tell their stories of inner strength and beauty."

Calcium deficiency is quite prevalent amongst the Indian women and more over with age there is a gradual erosion of good health affecting appearance of hair, skin and nails. All this gets pronounced particularly post pregnancy up to and beyond menopause. Corcal Bone & Beauty is a calcium supplement for women that helps strengthen bones along with healthy hair, skin, nails and teeth. It is available in a pack size of 10 easy-to-consume mini-tabs, at all leading pharmacy stores and e-commerce sites.

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About Lupin Limited

Lupin is an innovation led transnational pharmaceutical company developing and delivering 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 position in the Anti-TB segment.

Lupin is the 13th largest generics pharmaceutical company in terms of market capitalization (30th September 2018, Bloomberg) and the 8th largest generics pharmaceutical company in terms of revenues (30th June 2018, Bloomberg LTM) globally. The Company is the 3rd largest pharmaceutical player in the US by prescriptions for the Total Market (IQVIA MAT September 2018); 3rd largest Indian pharmaceutical company by global revenues (30th June 2018, Bloomberg LTM); 6th largest generic pharmaceutical player in Japan (IQVIA MAT September 2018) and 5th largest company in the Indian Pharmaceutical Market (IQVIA MAT September 2018).

For the financial year ended 31st March, 2018, Lupin's Consolidated sales and Net profits before exceptional items were at Rs. 155,598 million (USD 2.41 billion) and Rs. 13,934 million (USD 216 million) respectively. Please visit http://www.lupin.com for more information. You could also follow us on Twitter – www.twitter.com/lupinglobal

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