Press Release

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Lupin launches "Adhero," first-of-its-kind connected Smart Device in India to support treatment of Respiratory Disease

- First-of-its kind smart device launched in India to track usage pattern of metered dose inhaler (MDI) by patients
- Reusable device with built-in sensors to track daily usage and consumption pattern
- Companion app MyAdhero connects the device to smartphones via Bluetooth through which patients can access information and set reminders
- Physicians using the app can monitor patient adherence to therapy to improve clinical outcomes

Mumbai, November 22, 2019: Pharma major Lupin Limited (Lupin) announced the launch of "ADHERO," a new connected smart device for metered-dose inhalers. This first-of-its-kind device is designed to help patients with chronic respiratory diseases track their MDI usage and facilitate improved adherence to therapy.

Inhalers are the preferred treatment option for managing the rising incidence of Chronic respiratory diseases like Asthma and COPD in India. However, it is estimated that nearly 45 percent patients do not adhere to therapy (in terms of filling / refilling prescriptions or maintaining prescribed medication schedule), which adversely impacts clinical outcomes and patient quality of life. The new device, ADHERO, is designed to improve patient adherence to therapy.

Lupin has collaborated with Aptar Pharma, a leading provider of drug delivery devices, components and services in bringing this first in class device to market.

ADHERO is a bluetooth-enabled, reusable smart device which attaches to the top of a MDI. With built-in sensors, the device tracks the patient's daily medication usage and consumption patterns. Patients can access this information by connecting their ADHERO device to the "MyAdhero" app on their smartphones. The app is also equipped to send reminders, provide contextual health alerts based on factors like Air Quality Index (AQI) at the patient's current location and enable visual analytics. Physicians too can access patient-related information and medication tracking data through the patient dashboard portal as well as through the app.

Speaking on the launch, **Rajeev Sibal, President India Region Formulations, Lupin Limited**, said, "Lupin lays great emphasis on three aspects of Respiratory Medicine, namely Disease Awareness, Diagnosis and Adherence. The launch of ADHERO will be a great help to patients using metered dose inhalers, as well as, for Doctors to track adherence and compliance to therapy, thereby improving clinical outcomes and quality of life of patients."

Lupin has always leveraged advanced technologies to support the treatment and awareness of medical conditions and this launch is a major stride in this direction. Last year Lupin launched Anya, an artificial intelligence-powered health chatbot hosted on Facebook Messenger to raise health awareness and help patients get medically verified responses to their disease and treatment-related queries. Originally configured to respond to diabetes and tuberculosis related queries, Anya now features enhanced capabilities of answering queries on Respiratory ailments like COPD and Asthma, amongst others. Patients can simply search @askanyabot on Facebook Messenger to connect.

About Aptar:
Aptar Pharma is part of AptarGroup, Inc., a leading global supplier of a broad range of innovative dispensing, sealing and active packaging solutions for the beauty, personal care, home care, prescription drug, consumer health care, injectables, food and beverage markets. Aptar uses insights, design, engineering and science to create innovative packaging technologies that build brand value for its customers, and, in turn, make a meaningful difference in the lives, looks, health and homes of people around the world. Aptar is headquartered in Crystal Lake, Illinois, U.S. and has over 14,000 dedicated employees in 18 different countries. For more information, visit www.aptar.com/pharma.

About Lupin Limited:
Lupin is an innovation led transnational pharmaceutical company developing and delivering a wide range of branded and generic formulations, biosimilar 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 8th largest generics pharmaceutical company by revenues (June 30, 2019, Bloomberg LTM). The Company is the 3rd largest pharmaceutical player in the US by prescriptions (IQVIA MAT September 2019); 3rd largest Indian pharmaceutical company by global revenues (June 30, 2019, Bloomberg LTM); 6th largest company in the Indian Pharmaceutical Market and 5th largest generic pharmaceutical player in Japan (IQVIA MAT September 2019).

For the financial year ended March 31, 2019, Lupin's Consolidated sales and Net profits before exceptional items were at INR 163,694 million (USD 2.34 billion) and INR 9,466 million (USD 136 million) respectively. Please visit http://www.lupin.com for more information. You could also follow us on Twitter at – www.twitter.com/lupinglobal

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