Press Release

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Lupin launches India's first chatbot for patients

Ahmedabad, November 23, 2018: Pharma major Lupin announced the launch of a chatbot named 'ANYA' specially designed to provide medically verified information for health-related queries. ANYA is the first bot of its kind to be launched in India for disease awareness. It's a made in India for India initiative aimed at answering patient queries related to ailments.

Launched at the 46th Annual Meeting of the Research Society for the Study of Diabetes, ANYA is an intelligent and patient-friendly chatbot trained to help patients with health-related concerns as part of their disease-management. As a start to digitize the patient journey in the overall healthcare space, Lupin is starting with ANYA to address queries related to diabetes.

Recent research suggests that India is estimated to have had 72 million cases of diabetes in 2017 and the figure is expected to almost double to 134 million by 2025. Patients today are technologically advanced and like to be well informed on managing their health conditions. However, there is a lack of trusted and comprehensive sources on disease-management information for patients. The idea behind launching ANYA is to bridge this gap by providing medically verified information and acting as a preferred partner for doctors in resolving patient queries anytime.

"At Lupin, we continue to explore ways to integrate technology to support effective patient care. Chatbot as a technology has enormous potential to aid in medical assistance and to support in building awareness and breaking myths associated with various therapies. We are taking the first step to offer this AI-based chatbot for patients and health-givers and we believe this will be a game changer in the field of disease management in the future. This will also be a significant step in providing better access in rural markets as we adopt and launch digital healthcare platforms for better outreach." said **Rajeev Sibal, President - IRF, Lupin.**

ANYA in Sanskrit means inexhaustible or limitless and this is the prime quality of the bot. As it evolves, ANYA will address all queries of patients and ensure their health conversations continue. ANYA is essentially a disease-management partner who aims to facilitate users in partnering with doctors in their journey to manage ailments. The main idea is to create a platform where patients can get easy and ready access to medically verified information, for their queries at any given time. ANYA will not replace Doctor's diagnosis but rather act as a trusted information provider.

Once thought to be an ailment with genetic predisposition, today diabetes is one of the leading lifestyle ailments in India, and is the first therapy area for which ANYA will be making available relevant information to its users.

ANYA is currently hosted on Facebook Messenger and will connect with patients in three ways:

- Users can run search for @askanyabot on Facebook Messenger and can start chatting
- Anyone visiting Lupin's ShapingHealth Facebook page will automatically get a chat popup from ANYA
- ANYA will also have its own Facebook page and anyone visiting this page will automatically get a chat popup from ANYA

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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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