*Press Release*

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

# Lupin launches Corcal Bone and Beauty supplement

**Mumbai, May 10, 2018: Pharma major** Lupin, under its consumer healthcare division - LupinLife announced the launch of Corcal Bone and Beauty, a novel calcium health supplement for women. Made from 100% natural coral grains sourced from Okinawa, Japan, Corcal Bone and Beauty contains natural Coral Calcium and over 70 trace minerals like Zinc, Selenium, Gold, Magnesium, and Silica. A unique health supplement, Corcal helps strengthen bones and maintain healthy hair, skin, nails and teeth.

Speaking on the matter, **Nilesh Gupta – Managing Director**, Lupin said, "The steady growth of the Indian OTC segment presents Lupin with an ideal opportunity to expand its product portfolio. Women's health is a key focus area for us and nutrition-linked conditions are widely prevalent amongst women in India. We are very excited with the launch of Corcal Bone and Beauty, a unique health supplement to address the needs of progressive and modern women."

Most medical practitioners believe that calcium deficiency is an important reason for poor bone health. As per the International Osteoporosis foundation, more than 30% of women are at risk of bone fracture. Moreover, there is a gradual erosion of good health affecting appearance of teeth, hair, skin and nails amongst women. This condition gets pronounced particularly post pregnancy up to and beyond menopause.

"Women's health is a topic that has been neglected in India. With demanding and multifaceted roles, as a homemaker, a professional and also a mother, women lead challenging lifestyles. Due to this, they often ignore their own health and avoid the care they deserve. During interactions with women across the country, our key insight was that women believe the key to lasting beauty is maintaining their inner health. Corcal Bone and Beauty is a unique Calcium health supplement that meets the growing needs of women to maintain their inner health and beauty. We are excited about expanding our portfolio and contributing towards the untapped health needs of our consumers." said **Anil V Kaushal – Head of LupinLife, Consumer Healthcare Division** of **Lupin**.

The Indian OTC market is estimated to be worth INR 18,862 crores in 2016 (Nicholas Hall's global OTC sales database DB6 ) and is expected to grow at a CAGR of 9% to a size of approximately INR 44,100 crores by 2026. The Vitamins, Minerals and Supplements category is the largest in the OTC space, constituting 28% as per Nicholas Hall's global OTC sales database DB6. With the launch of Corcal Bone and Beauty, Lupin Life aims to develop the nascent Women's Health segment within the Vitamins, Mineral and Supplements space.

Corcal Bone and Beauty is available in packs of 10 easy-to-consume mini-tablets, and comes with a serving suggestion of one to two tablets with a glass of water. It is available at leading pharmacy stores across India, in addition to online e-commerce sites.

**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, Paediatric, CNS, GI, Anti-Infective and NSAID space and holds global leadership position in the Anti-TB segment.

Lupin is the 11$^{th}$ and 7$^{th}$ largest generics pharmaceutical company by market capitalization (December 31$^{st}$, 2017, Bloomberg) and revenues (September 30$^{th}$, 2017, Bloomberg LTM) respectively. The Company is the 4$^{th}$ largest pharmaceutical player in the US by prescriptions (IQVIA MAT December 2017); 2$^{nd}$ largest Indian pharmaceutical company by global revenues (September 30$^{th}$, 2017, Bloomberg LTM); 6$^{th}$ largest generic pharmaceutical player in Japan and 5$^{th}$ largest company in Indian Pharmaceutical Market (IQVIA MAT December2017).

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For the financial year ended 31st March, 2017, Lupin's consolidated sales and Net profit stood at Rs. 171,198 million (USD 2.55 billion) and Rs. 25,575 million (USD 381 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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