Press Release

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

Lupin and Eli Lilly Expand Partnership in India

Lupin to market Lilly's rapid-acting Insulin analog Lispro under the brand name Eglucent®

Mumbai, December 01, 2016: Pharma Major Lupin Limited (Lupin) and Eli Lilly and Company (India) Pvt. Ltd. (Lilly) today announced an expansion of their partnership in India with the launch of Eglucent®, a new brand of Lilly's rapid-acting insulin analog Lispro.

According to the agreement, Lupin will market and sell Eglucent® through its own specialty field force while Lilly will be responsible for manufacturing and import. Lilly will continue to sell Lispro under the brand name Humalog® through its existing channels. Lupin had earlier collaborated with Lilly (July, 2011) to promote and distribute Lilly's Huminsulin range of products in India and Nepal.

Eglucent® is indicated for the treatment of patients with diabetes mellitus. It is an injectable medication designed to improve blood sugar control in patients with type 1 and 2 diabetes. Eglucent® will be available in the Indian market in both, the cartridge and disposable pen form. Eglucent® is a prescription drug that should be taken only when prescribed by a registered physician. It is intended as an adjunct to diet and exercise to improve the glycemic control.

Lupin is the 5th largest company in the Anti-Diabetes segment with a market share of 6.34% growing at 18% (IMS MAT September 2016). Lupin also has the distinction of being the only company in the Anti-Diabetes market with a contemporary portfolio comprising of oral anti-diabetes drugs (OAD) and injectable drugs like conventional and analog insulins. Lupin's anti-diabetic portfolio contributes 11% to its India formulations sales.

The Indian diabetes market is valued at INR 9,272 crore and is growing at 19% (IMS MAT September 2016). The total insulin market is valued at INR 2,207 crore, out of which the insulin analogue market size is valued at INR 1,106 crore with a 3 year CAGR of 28% (IMS MAT September 2016). The total insulin Lispro molecule market size is INR 142 crore with a 3 year CAGR of 24% (IMS MAT September 2016).

"*We have been very pleased with our partnership with Lupin and are happy to see it grow with the launch of Eglucent®. The intent of this launch, which is the first for Lilly in the entire Emerging Markets region, is to increase the reach of analog insulin* Lispro® *to more patients and healthcare professionals. We believe this is a big step in our journey to help fight the rising disease burden in India*." **said Edgard Olaizola, Managing Director, Lilly India.**

Announcing the launch**, Mr. Shakti Chakraborty, Group President, India Region Formulations, Lupin said**, *"We are excited about expanding our partnership with Eli Lilly with the launch of Eglucent® and the progress that we together have made to combat the rising incidence of Diabetes in India. Our entry into the rapid-acting Insulin analog segment will not only bolster our existing Diabetes portfolio but will also go a long way in strengthening our position in the Indian Pharmaceutical market."*

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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 6th and the 8th largest generics pharmaceutical company by market capitalization and sales globally (September 30th, 2016, Bloomberg). The Company is the 5th largest pharmaceutical player in the US by prescriptions (4.68% market share – IMS Health, National Prescription Audit, March 2016); the 3rd largest Indian pharmaceutical company by revenues; the 6th largest generic pharmaceutical player in Japan and the 4th largest generic pharmaceutical company in South Africa (IMS Health, March 2016).

For the financial year ended 31st March, 2016, Lupin's Consolidated sales and Net profit stood at Rs. 136,539 million (USD 2.09 billion) and Rs. 22,607 million (USD 345 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**: Lupin Ltd, 3rd Floor, Kalpataru Inspire, Off Western Express Highway, Santacruz (East), Mumbai 400 055.

About Eli Lilly and Company

Lilly is a global healthcare leader that unites caring with discovery to make life better for people around the world. We were founded more than a century ago by a man committed to creating high-quality medicines that meet real needs, and today we remain true to that mission in all our work. Across the globe, Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism. To learn more about Lilly, please visit us at www.lilly.com, @LillyHealth on Twitter and http://newsroom.lilly.com/social-channels

About Eli Lilly India

Eli Lilly and Company (India) Pvt. Ltd. (Lilly), headquartered in Gurgaon, is a wholly owned subsidiary of Eli Lilly and Company, a global biopharmaceutical company headquartered in Indianapolis, USA. Since its inception in India in 1993, Eli Lilly and Company (India) Pvt. Ltd. has been committed to developing and marketing pharmaceutical products to treat diabetes, lung cancer, osteoporosis and growth-hormone deficiency. To learn more about us visit https://www.lillyindia.co.in

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**Safe Harbor Statement*

Eglucent® is the registered trademark of Eli Lilly & Company

Humalog® is the registered trademark of Eli Lilly & Company