Press Release

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

Lupin and Lilly Expand Partnership in India

Exclusive licensing agreement with Eli Lilly enables Lupin to commercialize and distribute Cialis®

Mumbai, May 16, 2017: Pharma major Lupin Limited (Lupin) has launched Cialis® (tadalafil), an oral PDE5 inhibitor, for the treatment of erectile dysfunction (ED) in adult males. Cialis was shown to improve erectile function compared to placebo up to 36 hours following dosing. Cialis® tablet is available in 10 mg and 20 mg strengths. The product is currently marketed in over 100 countries.

Lupin has acquired the rights to market, promote and distribute Lilly's Erectile Dysfunction (ED) product, Cialis® through its specialty field force while Lilly will be responsible for manufacturing and importing the product. Lupin is already promoting and distributing Lilly's Huminsulin range of products and rapid acting insulin analog under the brand names Lispro and Eglucent®.

The PDE-5 market in India is valued at around INR 390 crore, out of which Tadalafil contributes around 23%. The market size has doubled since 2012 and is growing annually at 15%. As per a study#, 52% men between the age 40 to 70 years suffer from erectile dysfunction (ED) of various type ranging from mild to severe. ED causes depression, low self-esteem and affects the quality of life.

Commenting on the launch, **Mr Rajeev Sibal, President - India Region Formulations, Lupin** said, "*We are very happy with the addition of Cialis® to our business portfolio. It heralds Lupin's entry into the fast growth PDE-5 inhibitors market which will address the unmet medical need in ED space in India. The launch demonstrates Lupin's commitment to grow its brand franchise in India and bring meaningful products to patients in the country.*"

"We are pleased to expand our relationship with Lupin, with whom we have successfully partnered in the past. Cialis is a new treatment option for men with ED. Today, Erectile dysfunction is a significant medical condition affecting large number of Indian men, this partnership will help expand our reach to more patients. Lilly is committed to bringing innovative products to India" said **Edgard Olaizola, Managing Director, Eli Lilly and Company (India) Pvt. Ltd.**

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

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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 and gastric cancer, osteoporosis and growth-hormone deficiency. To learn more about us visit https://www.lillyindia.co.in

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 5th and the 6th largest generics pharmaceutical company by market capitalization (December 31st, 2016, Bloomberg) and sales globally (September 30th, 2016, Bloomberg). The Company is the 5th largest pharmaceutical player in the US by prescriptions (4.3% market share – IMS MAT December 2016); the 2nd 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

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**Safe Harbor Statement*
Molecular targets and financial terms of the agreement were not disclosed.

[#] Feldman H et al J. Of Urol 1994