Press Release

PHARMACOSMOS
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LUPIN

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

Lupin Launches Novel Injectable Iron Formulation Under Brand Names "ISOFER" and "JILAZO" in India

Acquires exclusive marketing rights from Pharmacosmos A/S, Denmark

Mumbai, November 11, 2016: Pharma major Lupin Limited (Lupin) announced today that it has launched a novel Iron Isomaltoside 1000 injectable iron formulation under two brand names "ISOFER" and "JILAZO" in India. Lupin acquired the exclusive rights to market, distribute and sell the novel injectable formulation from Denmark based Pharmacosmos A/S. The product is currently marketed in 33 countries, including 21 EU countries under the brand name "Monofer".

Iron Isomaltoside 1000 is indicated for the treatment of iron deficiency when oral iron preparations are ineffective or cannot be used and when there is a clinical need to deliver iron rapidly. Lupin will promote ISOFER and JILAZO injectable formulations through its own sales force in India.

The Hematinics market in India is currently worth around Rs. 1931 crores and is growing at 11%. Out of this, the iron injectable market size is valued at Rs.310 crores with growth of 17% (IMS MAT AUG 2016). Injectable iron offers advantages over oral iron for the treatment of iron deficiency anemia across a wide range of disease states associated with iron deficiency.

About Pharmacosmos A/S

Headquartered in Denmark, Pharmacosmos is a family-owned, international healthcare company with more than 50 years of innovation and leadership in iron- and carbohydrate-based treatments and solutions for human and animal use.

A research-based company, its ongoing R&D programme focuses on improving the lives of patients with iron deficiency with or without anaemia. More than 1 billion people live with iron deficiency anaemia and it is the leading cause of death for an estimated 180,000 people every year. This makes it one of the largest global health challenges of our time.

Iron deficiency is often associated with many chronic diseases such as renal diseases (including Chronic Kidney Disease), cancers (including chemotherapy induced anaemia), gynaecologic disorders (including abnormal uterine bleeding) and gastrointestinal diseases (including inflammatory bowel disease).

Pharmacosmos has subsidiaries in the Nordics, the UK and the US and its products are marketed in more than 80 countries across the world. Its manufacturing facilities are approved, among others, by the Danish Medicines Agency and the US FDA.

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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

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**Safe Harbor Statement*

Monofer is the registered trademark of Pharmacosmos A/S