Ref: Bio/Acts/ CS/ SE/ Ltrs- NSE/34
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"By Fax, Email & Courier"

Kind Attn: **Mr. Hari K.**

Dear Sir,

Subject: Intimation of Press Release

Please find enclosed a copy of press release by the Company, on the topic:

"Biocon takes 'Diabetes Awareness' to the masses"

Kindly take this intimation on record.

Thanking you.

Yours faithfully,
For Biocon Limited

Kiran Kumar G
Company Secretary

By Fax to NSE: 022 – 2659 8237 / 38
By Email to NSE: cmlist@nse.co.in
Encl: Annexure I

For immediate release

Biocon takes "Diabetes Awareness" to the masses

Bangalore, India, 7th May, 2010 – Diabetes is a global pandemic and with over 50 million diabetics India is considered the diabetes capital of the world. It is estimated that by 2025, one in every 5 diabetics worldwide is likely to be an Indian.

Biocon is a research driven global bio-pharmaceutical enterprise with research efforts focused on a number of debilitating diseases of which diabetes is a key focus. As a result, the organization is deeply committed to tackle this diabetes menace that is affecting all segments of the Indian populace.

Biocon has launched a massive diabetes awareness campaign branded "WINNING WITH DIABETES". This is a programme that focuses on diabetes control education in partnership with the medical fraternity and follows the mantra of "KNOW DIABETES TO DEFEAT DIABETES". A path breaking radio campaign across India focusing on diabetes awareness and control measures for the common man recently received encouraging response.

In line with its "WINNING WITH DIABETES" endeavors, Biocon is now taking the diabetes awareness initiative forward through a personal contact campaign at high footfall locations. **The first such activity is happening in Bangalore on May 8th 2010, at the Forum Mall, Koramangala. Timings are from 11a.m to 8.00 p.m.** Biocon counters are being set up where visitors can undertake a free diabetes detection exercise involving blood sugar and BMI (Body mass index) check. The objective is to sensitize the masses to the lurking perils of diabetes and the fact that diabetes control is possible if adequate measures are taken for warning signs and early detection. Biocon team members will simultaneously counsel and educate the public on ways and means to lead a healthy lifestyle, maintain a good diet and benefits of regular exercise – the 3 critical lifestyle factors that can make a big difference to diabetes management. Informative handouts on recommended diet and calorie management, along with diabetes control tips will be distributed.

Rakesh Bamzai, President Marketing at Biocon, the driving factor behind the "WINNING WITH DIABETES" initiative, said "Daily Self Monitoring of Blood Glucose (SMBG) is an important aspect in controlling diabetes. SMBG reduces the risk of diabetes related complications, improves HbA1c levels and allows early identification of hypoglycemia".

This unique "WINNING WITH DIABETES" initiative by Biocon is fast gaining momentum and the organization plans to reach out to the common man to enhance awareness of SMBG and other diabetes control measures. The end objective is to curb the diabetes menace and ensure that diabetes patients lead a healthy, happy life.

About Biocon Limited

Established in 1978, Biocon Limited (BSE code: 532523, NSE Id: BIOCON, ISIN Id: INE376G01013) is India's largest biotechnology company by revenue. The Group, promoted by Ms Kiran Mazumdar-Shaw, is a fully-integrated, innovation-driven healthcare enterprise with strategic focus on biopharmaceuticals and research services. Biocon's value chain traverses the entire length of discovery, development and commercialization of novel therapeutics. With successful initiatives in clinical development, bio-processing and global marketing, Biocon delivers products and solutions to partners and customers in approximately 75 countries across the globe. Many of these products have USFDA and EMEA acceptance.

Visit us at www.biocon.com

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