Cipla

11th August, 2015

(1) BSE Ltd
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Scrip Code: 500087

(2) National Stock Exchange of India Ltd
Listing Department
Exchange Plaza, 5th floor,
Plot no. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051

Scrip Code: CIPLA EQ

(3) SOCIETE DE LA BOURSE DE LUXEMBERG
Societe Anonyme
11, av de la Porte-Neuve,
L-2227 Luxemberg

Dear Sirs,

We are forwarding herewith copy of press release dated 11th August 2015 titled as "Cipla announces a new respiratory inhaler: Synchrobreathe (SB), a state-of-the-art breath-actuated inhaler which will bring relief to millions of patients with Obstructive Airway Disease (OAD, asthma and COPD)".

Kindly note that this development is in the ordinary course of business and is being sent to stock exchanges out of abundant caution.

Kindly acknowledge the receipt.

Thank you,

Yours faithfully,

For Cipla Limited

Mital Sanghvi
Company Secretary

Encl.: as above

Press Release

Cipla announces a new respiratory inhaler: Synchrobreathe (SB), a state-of-the-art breath-actuated inhaler which will bring relief to millions of patients with Obstructive Airway Disease (OAD, asthma and COPD)

Innovative respiratory inhaler presented by Cipla at SATS congress, Cape Town

India, Mumbai 11 August 2015: Today Cipla, a global pharmaceutical company which uses cutting edge technology and innovation to meet the everyday needs of all patients, announced it will soon launch an innovative inhaler which will bring important benefits for physicians, patients and healthcare providers on managing Obstructive Airway Disease (OAD). The new inhaler is called Synchrobreathe which is a novel, breath-actuated inhaler (BAI) with a dose counter.

Synchrobreathe will be welcomed by patients with Obstructive Airway Disease globally because:

- It is very simple to use and eliminates coordination challenges, which is the biggest issue faced by patients using conventional pressurized metered dose inhalers (pMDIs)
- The inspiratory flow required to trigger the inhaler mechanism is low, which makes its use attractive to a large number of patients whether young, elderly or patients suffering from severe conditions
- Synchrobreathe is a BAI with built-in dose counter which allows patients to track doses, thereby encouraging patient compliance

At the South Africa Thoracic Society (SATS) Conference in Cape Town, South Africa (7-10 August 2015) around 200 healthcare providers, pulmonologists, thoracic surgeons and other specialists heard about Cipla's innovation in caring for patients with Obstructive Airway Disease.

Frank Pieters, Global Head of Respiratory for Cipla said, "Simple and intuitive, Synchrobreathe is an innovation in managing respiratory disease. Synchrobreathe is attractive for patients as the inhaler is easy to use effectively. Equally importantly, Synchrobreathe will help cut the time healthcare providers need to spend to train patients in correct inhaler use. With this simple inhaler, the healthcare professional knows the patient will be able to use it easily and get the full benefit from every dose."

Paul Miller, CEO Cipla Medpro, South Africa added, "South Africa has amongst the highest asthma mortality rates in the world. As a leading company in the area of Respiratory health in South Africa, we are proud to announce the development of this innovation for the first time to the medical community at the SATS congress. Synchrobreathe will definitely make patients' lives easier in managing their Obstructive Airway Disease. Synchrobreathe is in line with Cipla's commitment to bring innovative products and inhalers to best fit physicians' and patients' needs, thereby advancing healthcare for all. Synchrobreathe is expected to reach the market in the current year."

Cipla has been at the forefront of innovation for inhalation therapy over the last 40 years. Today Cipla Respiratory products are available in over 100 countries. Cipla offers the world's largest portfolio of inhalation products with 27 molecules and combinations across a range of inhalers, to suit individual patient needs. Cipla has end-to-end capability across Respiratory care covering the value chain from API, formulation, inhalers development and manufacturing to medical and patient education.

About Cipla Limited

Cipla is a global pharmaceutical company which uses cutting edge technology and innovation to meet the everyday needs of all patients. For more than 70 years, Cipla has emerged as one of the most respected pharmaceutical names in India as well as across more than 150 countries. Our portfolio includes over 1500 products across wide range of therapeutic categories with one quality standard globally.

Whilst delivering a long-term sustainable business, Cipla recognises its duty to provide affordable medicines. Cipla's emphasis on access for patients was recognised globally for the pioneering role played in HIV/AIDS treatment as the first pharmaceutical company to provide a triple combination anti-retroviral (ARV) in Africa at less than a dollar a day and thereby treating many millions of patients since 2001.

Cipla's research and development focuses on developing innovative products and drug delivery systems.

About Cipla Medpro (Pty) Ltd.

Cipla Medpro - the third largest pharmaceutical manufacturer in South Africa - is a leading provider of affordable medicines to the public and private sectors. Cipla Medpro manufactures world class pharmaceuticals at cost-effective prices, making quality medicines affordable, and advancing healthcare for all South Africans.

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