



BSE : 500257	NSE: Lupin	REUTERS: LUPN.BO	BLOOMBERG: LPC IN
--------------	------------	------------------	-------------------

## Lupin acquires Worldwide Rights for the Goanna® Brand

**Mumbai, June 15, 2011:** Pharma Major, Lupin Limited, announced today that its Australian subsidiary, Generic Health Pty Ltd. has acquired the worldwide rights to the GOANNA® brand and the complete range of premium therapeutic oils, rubs and ointments marketed under the brand.

Founded in 1910, the GOANNA® brand has been trusted by generations of Australians to provide effective relief of muscular aches and pains and other conditions such as arthritis.

Lupin Ltd., through its subsidiary Generic Health is excited to add this heritage brand to the existing portfolio of quality prescription and over-the-counter products and looks forward to continuing the brand's rich tradition of excellence. The Company intends to add a number of exciting brand extensions to the range that will further reinforce the position of this tried and tested range of products in the Australian market.

The brand is being sold by about 83% pharmacies in Australia, which would also go a long way in increasing our reach in the market. Generic Health has worked closely with Aspen Pharmacare to ensure a smooth transition of ownership for our customers and a seamless transition is already underway.

Commenting on the same, Mr. Vinod Dhawan, President, AAMLA and Business Development, Lupin Limited said "We are very excited with our 3rd major global brand acquisition in less than two years. The Goanna® acquisition demonstrates Lupin's success in, and commitment to, building its brand franchise and equity globally. It underlines Lupin's differentiated strategy for select markets and is a strategic step that will help us strengthen and grow our brand business. Since Goanna® is an in-market, commercial product, our sales and marketing efforts will commence immediately and we are optimistic of it contributing positively to our topline in the coming years."

### About Lupin Limited

Headquartered in Mumbai, India, Lupin Limited is an innovation led transnational pharmaceutical company producing a wide range of quality, affordable generic and branded formulations and APIs. The Company today has significant presence in Cardiovasculars (prils and statins), Diabetology, Asthma, Pediatrics, CNS, GI, Anti-Infectives and NSAIDs in addition to holding global leadership positions in the Anti-TB and Cephalosporins space.

Today, Lupin is the 5th largest and the fastest growing Top 5 generics player in the U.S. (by prescriptions), the only Asian company to achieve that distinction. The company is also the fastest growing top 10 pharmaceutical players in India, Japan and South Africa. (IMS)

For the financial year ended March 2011, Lupin's Consolidated Sales and Profit after Tax were Rs. 57,068 million and Rs. 8,626 million respectively. Please visit <http://www.lupinworld.com> for more information about Lupin Ltd.

Lupin Pharmaceuticals, Inc. is the U.S. wholly owned subsidiary of Lupin Ltd. Headquartered in Baltimore, Maryland, Lupin Pharmaceuticals, Inc. is dedicated to delivering high-quality, affordable generic medicines and

branded formulations trusted by healthcare professionals and patients across geographies. For more information, visit <http://www.lupinpharmaceuticals.com>.

**For further information please contact:**

Shamsher Gorawara

Lupin Limited:

Ph: +91 98 20 338 555

Email: [shamshergorawara@lupinpharma.com](mailto:shamshergorawara@lupinpharma.com)

OR

Sonia Mansata

Text 100 Public Relations

Ph: +91 98 20 11 2481

Email: [sonia.mansata@text100.co.in](mailto:sonia.mansata@text100.co.in)

*Safe Harbor Statement under the U. S. Private Securities Litigation Reform Act of 1995:*

*This release contains forward-looking statements that involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results, performance or achievements expressed or implied by such statements. Many of these risks, uncertainties and other factors include failure of clinical trials, delays in development, registration and product approvals, changes in the competitive environment, increased government control over pricing, fluctuations in the capital and foreign exchange markets and the ability to maintain patent and other intellectual property protection. The information presented in this release represents management's expectations and intentions as of this date. Lupin expressly disavows any obligation to update the information presented in this release.*