

Lupin bags two honours at India Packaging Award 2019

Mumbai-based pharmaceutical company, Lupin bagged two accolades at the fourth edition of the India Packaging Awards held on 21 May 2019 at the Sahara Star hotel in Mumbai.



It received the honours in two categories, 'Excellence in Packaging Design – Graphics and Brand Value Add' and 'Innovation in Patient Awareness'.

The excellence in package design was awarded for Lupin's latest launch of Corcal Bone and Beauty, a calcium supplement for women. While the patient awareness award was given for its Lupin Sahayak initiative and packaging for Telistra.

Anil V Kaushal, head – LupinLife consumer healthcare, Lupin, said, "The packaging of Corcal Bone and Beauty has been specifically designed to create a visual appeal basis rigorous consumer research. For us, winning the award is a great honour and it demonstrates our commitment to excellence and design while keeping in mind quality, safety and compliance requirements." Lupin Sahayak is a new initiative by Lupin's Synox team, that focuses on diabetes and hypertension. It offers a 24x7 WhatsApp helpline that enables patients to get more information on hypertension.

Rajeev Sibal, president – India region formulations, Lupin, said, "Packaging is a key focus area for us and it is critical to get this right in keeping with the needs of customers. We at Lupin are delighted with this recognition of innovative packaging that enables patient awareness and meets the need of our valued customers."