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Lupin launches Hyalgan® in India

Marks foray into the Orthopaedics segment

Mumbai, March 25, 2010: Pharma Major, Lupin Limited has launched Hyalgan® (sodium hyaluronate), an osteoarthritis drug, available in the form of an injectable through leading orthopaedics and physiotherapists across the country. Hyalgan® is the original research molecule of the Italian pharma giant FIDIA and is the world leader in HA therapy, marketed in over 60 countries globally.

The drug, which is a natural liquid injected into the knees to relieve pain caused due to osteoarthritis, has been test-marketed by Lupin over the last 6 months across the country. Hyalgan® is recommended for patients of stage 1 to 3 of OA to relieve the acute pain associated with it. Hyalgan® can also delay the progression of OA when taken regularly as per the schedule. According to a recently concluded survey, the market for osteoarthritis is currently pegged at INR 150 crores. In India OA is the 2nd most prevalent disease in the age group of 25-30 yrs & affects more than 12 % of the population.

Commenting on the development, Dr. Kamal Sharma, Managing Director, Lupin said, “We at Lupin are focused on addressing and targeting niche markets and therapeutic segments where there is an unmet patient need – a testimony to Lupin’s larger goal of developing and delivering quality, cost-effective drugs for everybody. Our India region formulations business is a reflection of this guiding philosophy. It has been growing at a CAGR of 23% over the last four years and we remain the fastest growing Top 5 Company in the IPM. I believe that our foray into the Osteoarthritis segment with launch of Hyalgan® is a step in the right direction and will further fuel our growth in the years to come.”

“Osteoarthritis or degenerative joint disease (DJD) is one of the most prevalent ailments in India, with its incidence exceeding that of cancer, AIDS and diabetes, along with a large local patient population that remains largely underserved because of very high prices of drugs in the market. Hyalgan® is a quality and affordably priced drug, making it extremely well positioned to cater to and provide value to patients in the country. We have set up a dedicated sales force that would cater to promoting the product and would also be launching a nation-wide awareness campaign to educate the masses on Osteoarthritis specifically women who make up a large chunk of the patient population”, Mr. Shakti Chakraborty, Group President – India Region Formulations, Lupin added.

Note to the Editor:

- It is estimated that approximately four per cent of the world's current populace is affected by osteoarthritis
- The US-based Arthritis Foundation estimates that 80 per cent of the 50-plus people in the world will experience arthritis in one of its many hundred forms
- India has the second largest osteoarthritis patient base, with over 15 million affected
- By 2011, India will have 66 million people (aged above 65 years) in the high risk segment for osteoarthritis.

About Hyalgan®

Hyalgan® is a viscous solution consisting of a high molecular weight (500,000 - 730,000 daltons) fraction of purified natural sodium hyaluronate (Hyalectin®) in buffered physiological sodium chloride, having a pH of 6.8-7.5. The sodium hyaluronate is extracted from rooster combs. Hyaluronic acid is a natural complex sugar of the glycosaminoglycan family and is a long-chain polymer containing repeating disaccharide units of Na-glucuronate-N-acetylglucosamine.

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 for the developed and developing markets of the world. The Company today has significant market share in key markets in the Cardiovasculars (prils and statins), Diabetology, Asthma, Pediatrics, CNS, GI, Anti-Infectives and NSAIDs therapy segments, not to mention global leadership positions in the Anti-TB and Cephalosporins. The Company's R&D endeavors have resulted in significant progress in its NCE program. The Company's foray into Advanced Drug Delivery Systems has resulted in the development of platform technologies that are being used to develop value-added generic pharmaceuticals.

Our Drugs and products reach over 70 countries in the world. Today, Lupin has the unique distinction of being the fastest growing top 10 Generics players in the two largest pharmaceutical markets of the world – The U.S (ranked 8th by prescriptions & growing at 50 %) and Japan (ranked 7th and growing at 23%). The company is also the fastest growing, top 5 pharmaceutical players in India (ORG IMS - March 2009) and the fastest growing Generic player in South Africa (ranked 6th and growing at 36 % YoY - IMS)

For the financial year ended March 2009, Lupin's Consolidated Revenues and Profit after Tax were Rs.39,145 million (US\$ 851 million) and Rs. 5015 million (US\$ 109 million) respectively. Please visit <http://www.lupinworld.com> for more information about Lupin Ltd.

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