

Lupin launches novel cholesterol-fighter EZEDOC_____

Mumbai, 2 January 2004-Lupin today announced the launch of EZEDOC (ezetimibe), a specialty drug that targets India's fast-growing cholesterol management segment. Taken along with a statin such as Lupin's TONACT (atorvastatin), EZEDOC brings about a further reduction in "bad" cholesterol and raises "good" cholesterol. Available data clearly shows a synergy of ezetimibe and commonly used statins to manage cholesterol.

EZEDOC will be available as 10mg tablets to be taken once a day.

EZEDOC comes from Pinnacle, Lupin's marketing division for specialty drugs.

"EZEDOC is the latest addition to Lupin's portfolio of innovative, complex formulations," said Shakti Chakraborty, Executive Vice President, Lupin. "Statistics suggest an alarming rise in lifestyle diseases in the next few years; treatments such as EZEDOC will go a long way towards controlling these diseases," he added. Launched in 2000, Lupin's cardiovascular drugs business is among the fastest growing in the Indian market, with sales growing from Rs20.5 crore in (calendar year) 2000 to Rs46.3 crore in the 11 months ended November 2003, according to ORG-MARG. In the current year, Lupin's 38.5% year-on-year growth has outpaced the domestic cardiovascular market's 15.6% growth. The cardiovascular segment accounts for nearly 10% of the Indian pharmaceutical market.

About Lupin

Headquartered in Mumbai, Lupin develops, manufactures and markets generic intermediates, active pharmaceutical ingredients and finished dosages. Lupin's revenue in FY2002-03 was Rs11.2 billion on an equity base of Rs401 million. Nine of Lupin's plants have been approved by the USFDA and two plants have been approved by the UKMCA.

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