

India

6th Rank
in Indian Pharma Market

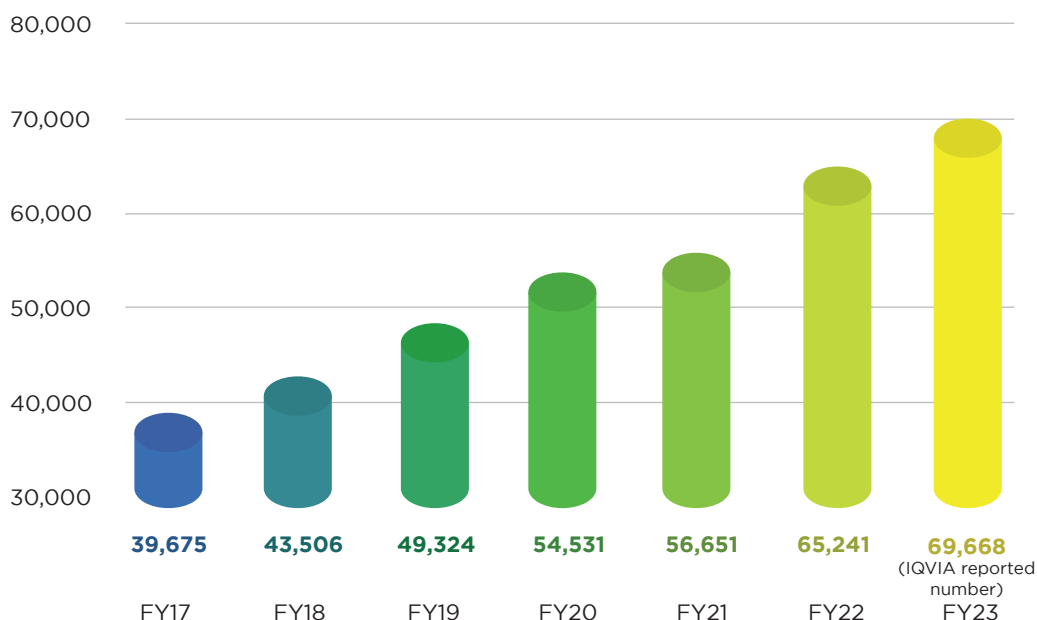
10%
Five-Year CAGR

8 Lupin Brands
Feature in the Top 300 brands

Lupin's India business has been a strong success story within the Indian Pharma Market (IPM) especially in the chronic and fast growing therapeutic areas. With sales of ₹60,759 Mn, this segment contributes 37% to Lupin's overall sales, driving high profitability and creating substantial sustainable value for the company. Having a portfolio of high-quality and affordable drugs, coupled with a robust customer engagement strategy, Lupin is the preferred partner for medical practitioners across

India. The company's achievements are exemplified by its sixth rank in the Indian Pharmaceutical Market (IPM) as of MAT March 2023. Notably, Lupin's branded generics sales witnessed 6.5% increase in FY23, attaining a five-year compound annual growth rate (CAGR) of 10.4%, surpassing the market CAGR of 9.9%. These results have propelled Lupin's market share to 3.45% in FY23.

India Formulation Sales* (in ₹Mn)



Lupin's India Region Formulations (IRF) business has firmly established its dominance in the pharmaceutical landscape, with the chronic segment serving as its primary sales driver. Notably, Lupin holds the fifth position in the highly promising and rapidly expanding chronic segment. Lupin has an industry leading PCPM of ₹7.3 lakhs. The company's success is further magnified by its focus on the top five therapy areas in India, namely Cardiology, Anti-diabetes, Respiratory, Gastrointestinal, and Anti-infectives, which collectively account for 73% of Lupin's sales. Leveraging its expertise, Lupin has consistently been the leader in the Anti-TB segment, holding a steadfast second position in the overall Respiratory segment, and the third position in the Anti-diabetes and Cardiology segments each. The Anti-diabetes and Cardiology therapies, valued at

nearly ₹1,500 crore each for Lupin, exemplify Lupin's substantial presence in these crucial therapeutic areas. Moreover, Lupin's Respiratory therapy has crossed the milestone of ₹1,000 crore, while its Gastro+Hepato therapy has surpassed the benchmark of ₹600 crore in sales in FY23. Similarly, in the Cardiac Segment, Lupin recorded a growth rate of 7.1%, compared to a market growth rate of 8.7%. Additionally, in the Respiratory segment, Lupin achieved a growth rate of 8.1%, surpassing the market growth rate of 7%. These results firmly position Lupin as a major player in the industry, poised for continued success and expansion in the years to come.



Lupin now has Eight brands in the Top 300 brands category of the IPM

Gluconorm-G

Budamate

Huminsulin

Ivabrad

Ajaduo

Tonact

Ondero

Rablet-D

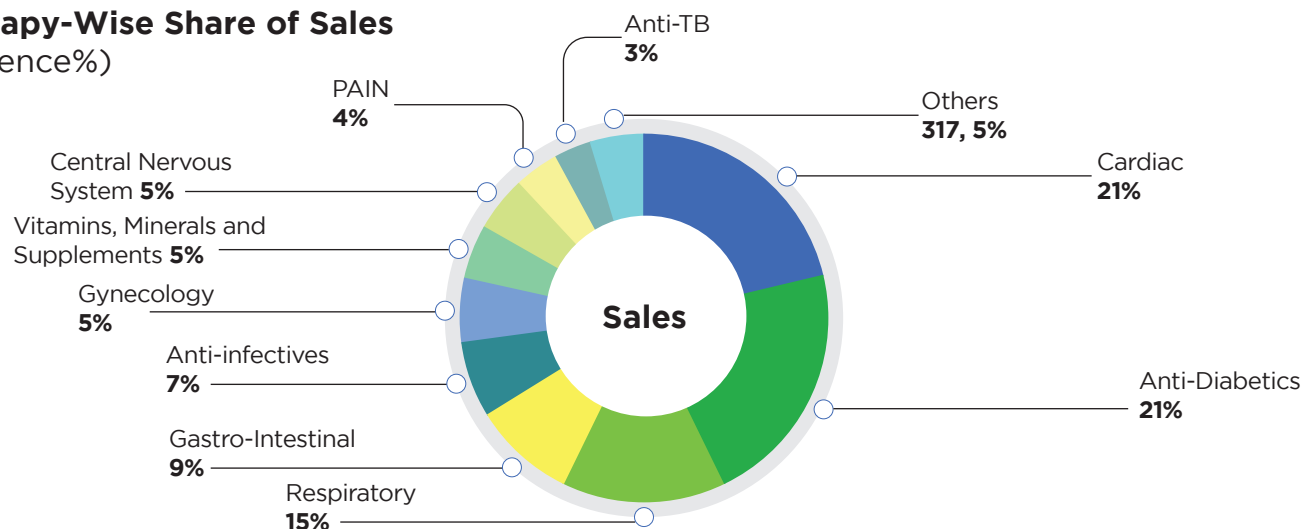
Lupin's unwavering commitment to fostering stronger connections with medical practitioners and driving better patient outcomes is evident through its proactive initiatives. In line with this commitment, the company has strategically expanded its field force and undertaken portfolio optimization across multiple therapeutic divisions. Notably, in FY23, Lupin introduced six new divisions within the India Region Formulations (IRF) segment, reinforcing its dedication to key areas of healthcare with an addition of more than 1,000 personnel on the ground which brings our sales force to over 9,100. These divisions specifically target Diabetes care, Cardiovascular diseases, Respiratory

ailments, Gastrointestinal disorders, and Gynecological conditions. They also notably include an extra-urban division, where we will go to doctors in geographies that we don't cover at this point. By establishing a focused approach in these critical therapeutic areas, Lupin aims to provide enhanced support to healthcare professionals, ensuring they have access to a comprehensive portfolio of innovative and effective solutions. This strategic expansion further underscores Lupin's proactive stance in addressing pressing medical needs, ultimately leading to a higher standard of care and improved patient outcomes.

Lupin's Therapy-wise Ranking

| Therapy | Rank | Market Share |
|-------------------|------|--------------|
| Anti-TB | 1 | 58.7% |
| Anti-Diabetic | 3 | 8.2% |
| Cardiology | 3 | 6.2% |
| Respiratory | 2 | 5.8% |
| Gynaecology | 9 | 3.7% |
| Neuro/CNS | 6 | 2.8% |
| Gastro Intestinal | 11 | 2.8% |

Therapy-Wise Share of Sales (Salience%)



Source: IQVIA MAT March 2023 (MIDAS)

Lupin's commitment to leveraging digital and technology-based solutions to support patients extends to enhancing customer engagement, creating disease awareness, and promoting therapy adherence. Some notable initiatives include:

Leveraging Digital

Lupin has developed exclusive digital assets such as LegalRx to assist physicians with their medico-legal issues, SciFlix for knowledge upgradation of young PG Pulmonologists, and multiple webinars and eCMEs to facilitate Doctor training and development. LegalRx helps physicians with the medico-legal issues and is very well accepted by doctors. There are 50,000+ downloads to date and a high engagement rate. There are over 1,750 doctors onboarded on SciFlix.

Lupin possesses a number of innovative assets, such as ANYA (an AI powered health chatbot) which is now available in 5 languages, across six therapeutic areas including diabetes, heart diseases, respiratory diseases, urology, tuberculosis and the newly launched women's health category. Anya has received an overwhelming response with over 3.1 Mn queries to date. By taking a holistic approach, we aim to continue to build a digital eco-system that improves patient health outcomes.

Lupin's strong presence in social media is evidenced by the 56% growth in its Lupin India digital platform and 26% growth in its Shaping Health platform in terms of followers. A sales force nudge tool, SmartRep has been launched across 21 divisions. It will also integrate training videos, call notes, etc. to increase engagement.

OTC

LupinLife Consumer Healthcare, our OTC business, has been experiencing consistent growth driven by a well-positioned brand portfolio, effective marketing strategies, and strong retail presence. Since its inception in 2017 with just one brand, the business has evolved into a business with multiple brands and has achieved double-digit growth year after year. Despite the challenges posed by the pandemic, the OTC business recorded a healthy growth rate of 18% for the last 4 years. Our strategic focus revolves around building consumer relevance, enabling agile execution, and demonstrating operational excellence. Some of our top OTC products include:

- Flagship brand Softovac recorded a strong growth of 14% (FY23 YoY) and has cemented its place as market leader in the category. Aptivate is growing at 20% (4 year CAGR) and also continues to maintain market share despite slowdown in the category.
- Consumer engagement initiatives like Back to Office for Be One helped us reach out to office goers battling stress and low energy.
- The first ever Aptivate Run 2023 for moms and kids, helped us reach out to 4 Mn consumers.
- With an expanding footprint, "Vovilup" in the Pain management category and "Lupihist" in the Cough and Cold category have been recently transitioned to our consumer health business in line with our future growth strategy.
- Omnichannel presence, and sharp focus on engagement and education via social media, and building presence in digital media have been key business drivers.

Patient Centric Approaches:

Lupin prioritizes patient-centricity as the cornerstone of its healthcare strategy. The Company has strategically diversified into adjacent verticals to offer comprehensive solutions. While maintaining steadfast focus in our core prescription pharmaceutical space, Lupin recognizes the critical importance of doctor-patient relationships. By judiciously investing in these ventures, Lupin successfully capitalizes on substantial growth opportunities, positioning itself as a formidable force within the industry as a broader healthcare provider. With an unwavering dedication to patient-centricity, Lupin pursues innovation to generate positive transformation in healthcare outcomes.

Lupin Diagnostics

Lupin Diagnostics began its operations with the launch of the National Reference Laboratory (NRL) in New Mumbai on December 10, 2021. Since then, it has expanded to 23 processing laboratories across different regions of India, including Hospital Lab Management/ Retail Lab Management (HLMs/RLMs) in the West and East zones, and five Regional Reference Labs (RRLs) in Kolkata, Guwahati, Patna, Indore, Hyderabad and Bangalore. Additionally, Lupin Diagnostics has opened a Satellite Lab in Raipur and a HLM in Mumbai.

In FY23, Lupin Diagnostics proudly served more than 300,000 patients. Diagnostic tests have become a crucial component of evidence-based treatment, with approximately 70% of treatment decisions in India being based on diagnostic results. Lupin Diagnostics ensures the accuracy of its results by following stringent quality control protocols and consistently monitoring performance against international benchmarks.

We have received final NABL accreditation for our satellite laboratories in Pune and Nashik, regional reference laboratory in Kolkata, and hospital-linked laboratories at Burdwan and Bankura. Additionally, the assessment of our National Reference Laboratory is under final review with NABL. The accreditation of our labs in Mumbai (Andheri), Nagpur, Guwahati, Dhanbad and other cities including Latur, Satara, Solapur and Varad are in the pipeline.

To enhance accessibility, Lupin Diagnostics has established over 400 collection centers, including company-owned centers and franchise-owned centers called LupiMitra. Recognizing the increased demand for home health services in the post-COVID era, the company has built a strong home collection service team and network in all the cities where it operates. Patients can easily book home visits and track their assigned phlebotomist's location and rating through a convenient online platform.

Lupin Diagnostics has focused on brand awareness and patient engagement through retail and digital marketing strategies. Digital marketing campaigns on platforms such as Google, Facebook, and Instagram have reached more than 60 Mn impressions throughout the FY23. The introduction of a Loyalty Card has been well-received by patients and clients, with over 30,000 repeat patients benefiting from the card in the third and fourth quarters of the fiscal year. Retail marketing efforts have included conducting more than 4,800 camps in our Labs and LupiMitra network, and offering free screening for common ailments like diabetes, thyroid disorders, cholesterol, and anemia to over 64,000 patients in residential societies and parks. Lupin Diagnostics has also engaged healthcare professionals through 60+ Continued Medical Education (CME) sessions and Regional Training Meetings (RTMs) to emphasize the increasing role of pathology in overall healthcare management.

Value-added services provided by Lupin Diagnostics include dynamic smart reports for patients, which offer tips for monitoring their health, as well as historical trends for effective treatment of chronic diseases. Recognizing that pre-analytical errors account for the majority of lab errors, the company has placed a strong emphasis on temperature-controlled sample movement, and its 100+ field executives consistently ensure the integrity and quality of each sample.



Atharv Ability

Atharv Ability, Lupin's Neurological Rehabilitation Center, was inaugurated on the International Day of Persons with Disability in Mumbai's Bandra Kurla Complex. It serves as a cutting-edge outpatient facility for adults and children, specializing in neurological rehabilitation. The center offers comprehensive rehabilitation programs based on best clinical practices and utilizes state-of-the-art equipment. A team of qualified neurorehabilitation experts deliver quality care, making Atharv Ability a unique and all-encompassing rehabilitation destination.

Neurological disorders account for the highest percentage of total Disability Adjusted Life Years DALY*(6.3%) as compared to other diseases like Respiratory, HIV and TB, globally. While In India it is 10%, one Indian suffers a stroke every 40 seconds and 60% of stroke cases in India lead to disability. Neuro disabilities can range from paralysis or problems controlling movement (motor control), problems using or understanding language (aphasia), swallowing disorders (dysphagia), and problems with thinking and memory (cognition). Patients with such disabilities need a multidisciplinary rehabilitation program to help them resume their functional and cognitive abilities.

In India, there is a significant gap both for trained neuro physiotherapists and well-equipped rehabilitation centers. Atharv Ability aims to address this gap by providing rehabilitation programs for post-stroke patients, patients with traumatic brain injury, spinal cord injury, and pediatric neurological conditions as well as for other neurological conditions including Parkinson's, cerebral palsy, and multiple sclerosis and pediatric neurological conditions. The center offers all these treatments under one roof, including neuro physiotherapy, advanced robotics therapy, speech and language therapy, occupational therapy, cognitive

therapy, aqua therapy, pain management, spine rehabilitation, activities of daily living training, and pediatric neurological rehabilitation.

Since its launch, Atharv Ability has treated over 1,000 patients and conducted more than 3,000 multidisciplinary treatment sessions in just four months. Patients have experienced remarkable progress, with many who were previously wheelchair-bound regaining their independence. Post-stroke and post-TBI patients have successfully walked out of Atharv Ability with restored confidence and dignity. The pediatric section of the center provides specialized attention, empathy, care, and customized treatment programs for children with conditions like cerebral palsy and developmental delays.

The vision of Atharv Ability is to provide accessible, affordable, and world-class rehabilitation treatment programs to every patient with a neurological disability, ensuring they regain their abilities and reintegrate into society.

Outlook

Lupin's India business has a very positive outlook and is well poised to achieve sustainable growth. The company is actively working on various initiatives to enhance its performance. These efforts include focusing on business imperatives, process improvement, and engaging with stakeholders such as doctors, patients, distribution channels, and consumers.

By leveraging its brand-building capabilities, enhanced manpower and robust portfolio of products, and by targeting depth into specific therapeutic segments, the company is well-positioned to achieve new milestones and contribute to a brighter future.

