

India



6th

Rank in Indian
Pharma Market

10.5%

Five-Year
CAGR

9

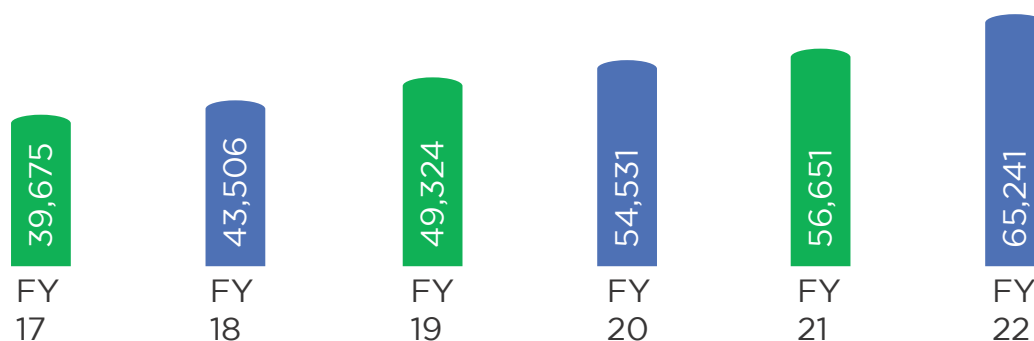
Lupin Brands
Feature in the
Top 300

Lupin's India business has consistently outperformed the Indian pharma market (IPM) as the business continues to expand its presence in chronic and fast-growing therapies. At revenues of INR 60,042 Mn, the business accounts for 38% of Lupin's total revenue and delivers high profitability and value to the company. With its high quality, affordable drugs and strong customer engagement, Lupin is a preferred

partner for medical practitioners in India.

Lupin has been ranked sixth in the Indian Pharmaceutical Market (IPM) (MAT March 2022). In FY22, Lupin's branded generics sales increased by 15.2% and achieved a five-year CAGR of 10.5% compared to 10.1% for the market. We have improved our market share from 3.46% in FY17 to 3.52% in FY22.

India Formulation Sales* (in INR Mn)



*Source: IQVIA

Lupin's India Region Formulations (IRF) business is dominated by the chronic segment, accounting for 64.7% of total revenue. Lupin retains its fourth position in the high-growth chronic segment among its peers.

The top five therapy areas in India – Cardiology, Anti-diabetes, Respiratory, Anti-infective and Gastrointestinal – account for 76% of sales. As leaders in the Anti-TB segment, we also maintain second

place in the Respiratory segment and third position in the Anti-diabetes and Cardiology segments.

In Anti-diabetes segment, Lupin had growth of 7.5%, compared to 7.2% in IPM and an increase in market share from 8.69% in FY21 to 8.72% in FY22. With a growth rate of 12.5%, the Cardiac segment outpaced IPM growth of 10.5%, and it increased market share from 6.77% in FY21 to 6.9% in FY22. Lupin now has nine brands in the Top 300 brands category of the IPM.

IPM has listed nine of Lupin's brands among its top 300 brands:

- Gluconorm-G

• Budamate

• Ondero

• Gibtulio

• Ajaduo

• Huminsulin

• Cidmus

• Ivabrad

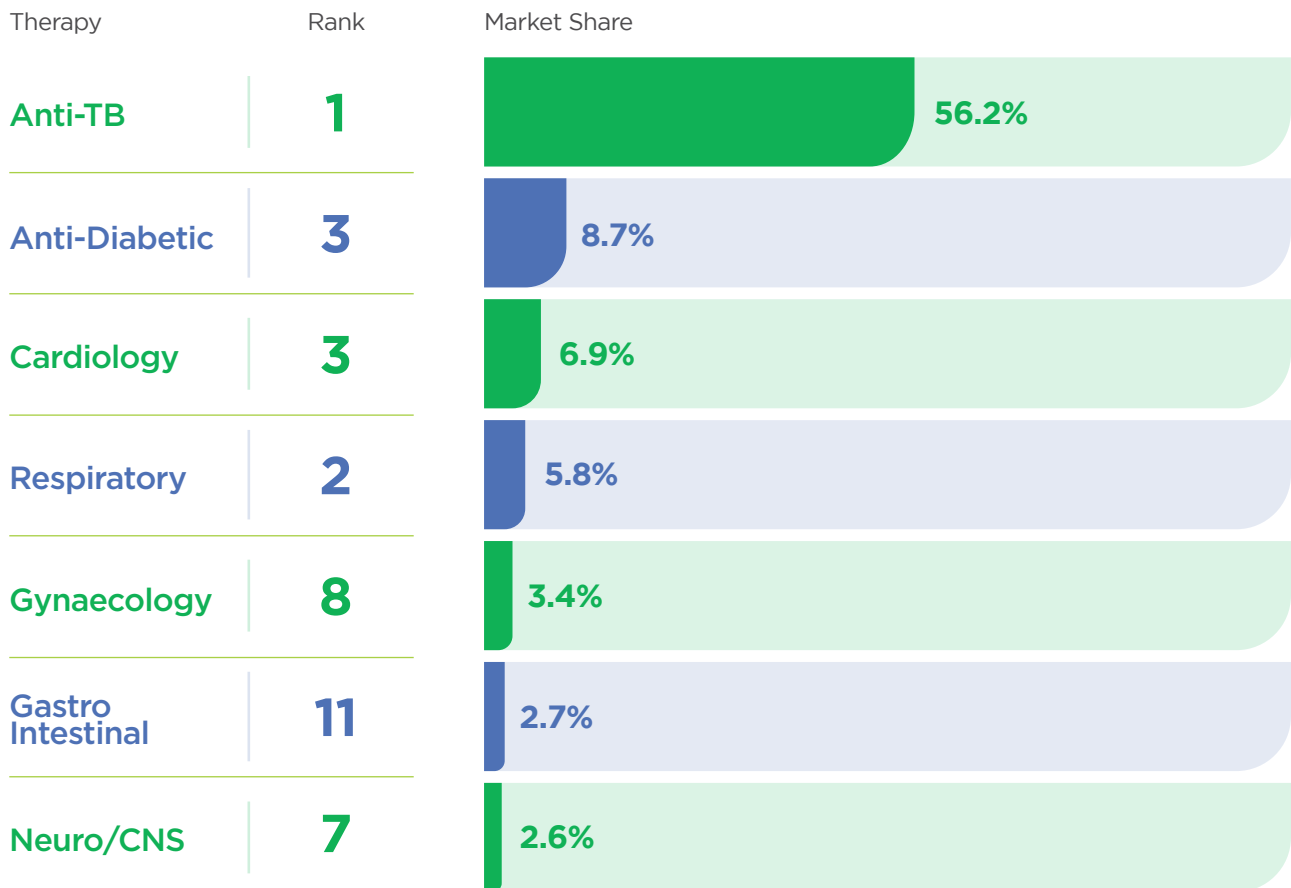
• Tonact

Lupin is committed to enhancing engagement with doctors and improving patient outcomes by expanding its field force and optimizing its portfolio across therapeutic divisions. During FY22, we launched three new divisions under IRF to increase focus on Diabetes care, Central Nervous System

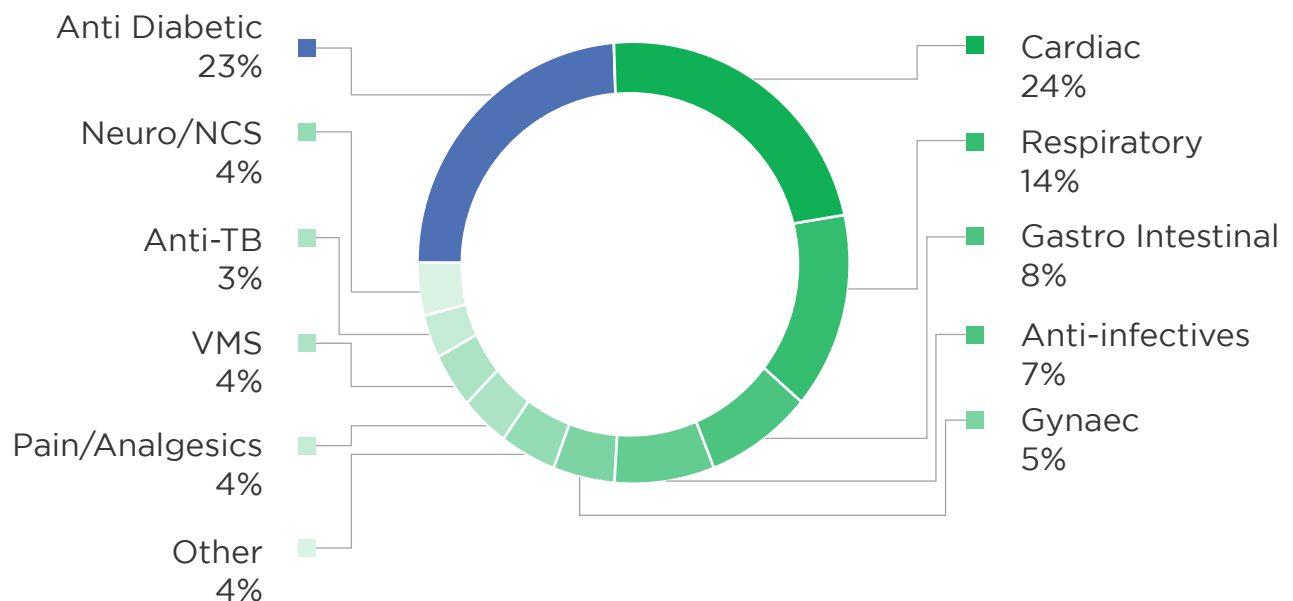
segment and Injectables market. In addition, we continue to introduce unique scientific platforms through which we partner with leading universities around the world and expert faculties in order to share the latest medical developments and enable upskilling for doctors practicing specific areas of specialization.



Lupin's Therapy-wise Ranking



Therapy-wise Share of Revenue



Through digital and technology-based patient support programs, Lupin continues to enhance customer engagement, create disease awareness, and drive therapy adherence. Some notable initiatives include:

Heart Rate – The Missing Link

According to the World Health Organization (WHO), India accounts for one-fifth of the total number of deaths resulting from stroke and ischemic heart disease. In most cases, consistently high heartbeat indicates a larger underlying health condition. For the purpose of bringing attention to this critical health parameter and ensuring that medical professionals are aware of its importance, we have published a book entitled 'Heart Rate, a missing link?' in which 114 eminent cardiologists have contributed. In order to increase the awareness of this issue, we created a new Guinness World Record™ title by creating the "Largest book sentence" having 4,921 copies of the book to display the title 'Heart Rate, Is it a Missing Link?'

Shakti

In India, coronary heart disease remains the leading cause of death for women, yet awareness of the disease remains abysmally low. Lupin launched the Shakti Campaign on Women's Day in March 2022, in order to raise awareness about heart health among women and to encourage them to lead healthy lives.

Joint Airways Initiative

Lupin's Joint Airways Initiative (JAI) is India's first digital educator that educates patients on proper inhalation techniques and offers a wide range of value-added services that enable them to breathe easier.

Humrahi

Among the services offered by the Humrahi Patient Education Program are insulin pen education, insulin storage tips, diet counselling and exercise suggestions. Humrahi is currently covering 20 cities physically and pan India virtually, Humrahi has engaged more than 4,000 HCPs and touch the lives of over 1,50,000 patients through its services.



Say Yes to Life

Recent studies estimate that almost 43% of Indians suffer from mild to severe forms of depression. With the 'Say Yes to Life' initiative, we seek to raise awareness about mental health and demonstrate the importance of optimal mental health as a key contributor to a healthy and balanced life. In addition to partnering with Shaan, the renowned singer, we also organized a series of patient outreach initiatives in partnership with eminent psychiatrists across the country.



Leveraging Digital

Lupin has developed exclusive digital assets such as LegalRx to assist physicians with their medical-legal issues, SciFlix for knowledge upgradation of young PG Pulmonologists, and multiple webinars and eCMEs to facilitate the Doctors' training and development. Lupin possesses a number of innovative assets, such as ANYA (health chatbot) which is now available across five therapeutic areas including diabetes, heart diseases, respiratory diseases, Tuberculosis and the newly launched recently launched Women's Health category.

By taking a holistic approach, we aim to continue to build a digital eco-system that improves patient health outcomes.



OTC

Our OTC business, LupinLife Consumer Healthcare, is on a consistent growth path supported by a well-positioned brand portfolio, strong marketing levers and robust retailing. The business started in 2017 with one brand and has delivered double digit growth year on year. In FY22 the business recorded

a healthy growth of 17%, despite the pandemic. Our strategic focus is to build consumer relevance, enable agile execution and demonstrate strong operational excellence. Here's how some of our top OTC products performed:

Softovac®

Our flagship brand Softovac® led the way, recording growth of 19% YoY. Softovac® doubled in size over the past four years, and currently holds category leadership with 46% market share (IMS MAT March 2022 – Bulk Laxatives). Currently, Softovac ranks #1 in the powder laxative category (IMS).

Aptivate®

In its second year of transitioning to our consumer healthcare business, Aptivate® continued to deliver strong performance as evidenced by its 34% growth. Aptivate has established itself as No. 1 ayurvedic appetite stimulant with the highest growth in the category (IMS).

BeOne®

This year, we launched BeOne®, an Ayurvedic supplement specially developed to take care of daily energy and immunity needs.

Outlook

Lupin's India business is poised for sustainable growth. As part of our ongoing efforts, we continue to focus on business imperatives, process improvement, and driving engagement with all our stakeholders including doctors, patients, distribution channels, and consumers. As a result of our expertise in brand building as well as our focus on gaining market leadership in key therapeutic areas, we are poised to continue driving the business towards new milestones and a better future.



Data Source: IQVIA MAT March 2022