



Press Release

Lupin Enters into a Marketing Alliance with Forest Laboratories, Inc. for AeroChamber Plus® Brand in the US - Extends its franchise with Pediatricians

Mumbai, India, August 19, 2008

Lupin Ltd., announced today that the Company has entered into a multi-year promotion and marketing agreement for the AeroChamber Plus® line of products with Forest Laboratories, Inc. Under the terms of the agreement, Lupin Pharmaceuticals, Inc, USA, will use its 50 person sales force to promote the product to pediatricians.

AeroChamber Plus® is a Valved Holding Chamber (VHC) device that is used with metered dose inhalers to improve the delivery of medication to the lungs in the treatment of asthma and COPD. AeroChamber Plus® also reduces the deposition of medication in the mouth and throat and makes metered dose inhalers easier for patients to use by reducing the need to coordinate actuation of the inhaler with inhalation. AeroChamber Plus® is the most widely prescribed holding chamber in the United States and has been used by millions of patients since its introduction. Approximately two thirds of AeroChamber Plus® Valved Holding Chamber prescriptions (IMS 2007 data) are written by pediatricians.

“We are happy to strike this alliance with Forest. While the AeroChamber Plus® brand has a strong position in the Valved Holding Chamber market, we believe that this marketing alliance presents a significant opportunity for further growth of the franchise for Forest, resulting in value for both companies” said Dr Kamal Sharma, Managing Director, Lupin Ltd.

This agreement with Forest Laboratories, Inc. reflects Lupin’s commitment to bring value additions to the US market to improve the overall health of the patient population. This alliance will also extend Lupin’s presence in the respiratory segment and help strengthen its franchise with pediatricians.

About Lupin

Lupin Pharmaceuticals Inc, head-quartered in Baltimore, Maryland, is the wholly owned subsidiary of Mumbai based Lupin Limited, a leading Indian Pharmaceutical company. Lupin Limited develops, manufactures and markets a wide range of quality, affordable generic and branded generic formulations and APIs for the developed and the developing markets of the world.

For the year ended March 2008, Lupin's consolidated Revenues and Profit after Tax were Rs. 27730 million (US \$ 694 million) and Rs 4083 million (US \$ 102 million) respectively.

The Company has secured global leadership position in Anti-TB and Cephalosporins and has a significant presence in the areas of Cardiovasculars (prils and statins), Diabetology, Asthma and NSAIDs. Currently positioned amongst the top five pharmaceutical companies of India, the Company is committed to achieve sustainable earnings and growth for all its stakeholders.

Aerochamber Plus ® is a registered trademark of Trudell-Monaghan

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