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Lupin launches Basugine™

Mumbai, August 06, 2014: Pharma Major, Lupin Limited (Lupin) today announced a strategic distribution agreement with LG Life Sciences (South Korea) to launch Insulin Glargine, a novel insulin analogue under the brand name Basugine™. According to the agreement, Lupin would be responsible for marketing and sales of Basugine™ in India.

The overall diabetes market size within the Indian Pharmaceutical Market (IPM) stood at Rs. 6032 Crore growing at 18% (IMS MAT April 2014). The total insulin analogue market size is valued at Rs. 585 Crore with 3 year CAGR of 24%. The total Glargine molecule market is Rs. 218.5 Crore with 3 year CAGR of 23%. Lupin ranks 2nd in the conventional insulin market and grew more than the market at 10.82% in April 2014 (IMSD MAT), while the market grew at 8%. Lupin is amongst the fastest growing players in the OAD (Oral Anti-Diabetes Drugs) market and also in the insulin segment

Insulin Glargine is indicated for once – daily subcutaneous administration for the treatment of adult patients with type 1 diabetes mellitus or in type 2 diabetes mellitus; patients who need basal insulin (long acting) for controlling hyperglycemia. The primary activity of insulin, including Insulin Glargine, is the regulation of glucose metabolism. Insulin and its analogues lower blood glucose levels by stimulating peripheral glucose uptake, especially by skeletal muscle and fat, and by inhibiting hepatic glucose production.

Announcing the Launch, Mr. Shakti Chakraborty, Group President, India Region Formulations, Lupin said – “I believe that our entry into the insulin analogue market with launch of Basugine™ is a step in the right direction. Lupin’s foray in this segment will help us further strengthen our Diabetes portfolio enabling us to grow deeper into the Diabetes segment and will fuel our growth in the years to come.”

About Lupin Limited

Lupin is an innovation led transnational pharmaceutical company producing and developing a wide range of branded and generic formulations as well as biotechnology products and APIs globally. The Company is a significant player in the Cardiovascular, Diabetology, Asthma, Pediatric, CNS, GI, Anti-Infective and NSAID space and holds global leadership positions in the Anti-TB and Cephalosporin segment.

Lupin is the 5th largest and fastest growing top 5 generics player in the US (5.3% market share by prescriptions, IMS Health) and the 3rd largest Indian pharmaceutical company by sales. The Company is also the fastest growing top 10 generic pharmaceutical players in Japan and South Africa (IMS).

For the financial year ended March 2014, Lupin's Consolidated turnover and Profit after Tax were Rs. 110,866 million (USD 1.83 billion) and Rs. 18,364 million (USD 304 million) respectively. Please visit <http://www.lupinworld.com> for more information.

About LG Life Sciences

LG Life Sciences, a subsidiary company of LG, belongs to the Chemicals sector of LG Group with over 25 years’ of experience in biopharmaceutical business. It is a leading global healthcare company with a strong matrix of capabilities along the biopharmaceutical value chain. LG Life Sciences leads the Korean pharmaceutical industry, developing, producing and marketing a diverse array of ethical treatments. The company focuses on selected areas to effectively develop new drugs while minimizing investment and risk.

Press Release



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