

Lupin Launches Branded Finished Dosage in the US Sets up Pediatric Sales Force_____

BSE: 500257

NSE: LUPIN

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Mumbai, April 06, 2004: Lupin Limited today announced that it has now launched its anti-infective product Suprax[®](cefixime Oral Suspension) in the US.

The newly established 50 strong pediatric specialty sales force of the company's subsidiary, Lupin Pharmaceuticals Inc.(LPI), has begun detailing Suprax[®]. The sales force will initially target over 10,000 physicians who prescribe oral suspension anti-infectives. Suprax[®] will be the primary product in every detail presentation. The market for branded anti-infectives' oral suspension is over US \$ 1 billion. Lupin's sales force will call upon physicians who account for over 50% of the prescriptions written in this segment.

LPI has been distributing the product through wholesalers and pharmacy chains in the US, which in turn is sold to retail outlets across the country. Vinita Gupta, President, LPI, said: 'We are very pleased by the initial response to this new launch. We are encouraged that the product will be widely available in the US when physicians begin to prescribe Suprax[®].'

The pediatric speciality sales force efforts are supplemented by additional promotional programs. LPI has planned a series of non-personal promotional campaigns such as direct mailing and through product website, to reinforce the sales effort. For several months, LPI has also been presenting the product to managed care organizations to secure access and coverage for patients.

Lupin Limited earlier announced that the pediatric specialty sales force will also promote Zymar[™] (gatifloxacin 0.3% ophthalmic solution), for which it entered into an agreement with Allergan, Inc. recently.

About Lupin

Lupin Pharmaceuticals, Inc is the wholly owned U.S. subsidiary of Mumbai based Lupin Limited, a leading Indian Pharmaceutical company. Lupin Limited develops, manufactures and markets finished products, active pharmaceutical ingredients and intermediates. Lupin Limited's revenue in FY2002-03 was Rs.11.2 billion. Lupin Limited is traded on all major exchanges in India. Nine of Lupin's plants have been approved by

the U.S. Food & Drug Administration and two plants have been approved by the UKMCA.

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