



Lupin expands its product basket in Japan Kyowa receives Ten product approvals

Mumbai, April 23, 2008:

Lupin Ltd today announced that its subsidiary in Japan, Kyowa Pharmaceutical Industry Co Ltd, (Kyowa) has received approvals for 10 products from the Ministry of Health & Labour Welfare, Japan (MHLW) and expects to launch these in July 2008 post NHI listing.

Kyowa's expanded product basket will now include ten more products and these are Amlodipine (CVS), Risperidone (line extension; CNS), Cabergoline (CNS), Milnacipran (CNS), Tandospirone (CNS), Meloxicam (NSAID), Fluticasone (line extension for pediatrics; Anti-Asthma), Quazepam (line extension; CNS), Ethyl Icosapentate (line extension) and Maprotiline (line extension; CNS). The combined market size of these molecules in Japan is JPY 265 Bn (USD 2.65 billion) as per IMS 2007.

Kyowa has a strong position in the CNS and CVS segment and through additional six products in the CNS category it is further consolidating its position as an indomitable player in this segment.

Amlodipine is the largest molecule in Japan, with sales of over JPY 184 billion (USD 1.84 billion) as per IMS 2007. Kyowa plans to aggressively market this product through its trained medical field force. In order to garner a dominating market share in this segment the Company has also out-licensed this product to two other generic partners in Japan.

In case of Risperidone, Kyowa is currently the second largest generic player and with the recent approval for the line extension the Company expects to consolidate its position in this molecule.

Expressing his pleasure at the development, Mr. Vinod Dhawan, President - Asia-Pacific, Middle East, Africa and Latin America, Lupin Ltd. said,

“We expect that these newly registered molecules will significantly add to Kyowa’s growth over the next few years. It is our intention to leverage the advantage of an early entry in the progressive opening up of the generic pharma market of Japan. We intend to rapidly introduce an array of generic therapies from our global portfolio”.

Lupin had acquired Kyowa in October 2007 and it is currently focusing on enriching its product basket and expanding its therapy width. These fresh approvals will strengthen Lupin’s position in the worlds’ second largest pharmaceutical market.

Note to the Editors:

About Kyowa

Kyowa Pharmaceutical Industry Co Ltd, (Kyowa) was established in 1954 as a pharmaceutical company predominantly selling over-the-counter (OTC) drugs. Today Kyowa is ranked amongst the top ten generic companies in Japan with over 50 years of history in the pharmaceutical space of the country with a prominent presence in CNS, CVS and GI therapy segments. Its field force covers approx. 90% of the Psychiatry Hospitals in Japan and enjoys significant goodwill of the medical fraternity. Kyowa has 58 Medical Representatives.

Kyowa is currently marketing more than 100 products in Japan. It sells its products to about 45% hospitals in Japan and covers more than 40% pharmacies. It is in business with nationwide wholesalers and 186 small distributors. Currently it supplies to 26,455 dispensing pharmacies.

Kyowa spends approximately 8% of its sales on R&D.

About Lupin

Lupin Limited, headquartered in Mumbai in India, is an innovation led transnational pharmaceutical company producing a wide range of quality, affordable generic and branded generic formulations and APIs for the developed and the developing markets of the world. 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.

The Company's R&D endeavors have resulted in significant progress in its NCE program. The Company's foray into Drug Delivery Systems has resulted in the development of platform technologies that are being used to develop value added generic pharmaceuticals. Currently positioned amongst the top six pharmaceutical companies of India, the Company is committed to achieve sustainable earnings and growth for all its stakeholders.

For further information please contact:

Lupin Limited:
Seema Ahuja

Head, Corporate Communications
Ph: 9920042046
Email:seemaahuja@lupinpharma.com

OR

Source Strategic Communications Pvt. Ltd.
Archana Pradhan
Ph: 9820330505
Email: archanapradhan@sourcepr.com