

Lupin Launches InspiraChamber® Anti-Static Valved Holding Chamber (VHC) in the US
Expands US Brands Portfolio
<http://www.inspirachamber.com>

Mumbai, Baltimore, Feb 18, 2015: Pharma Major Lupin Limited announced today that its US subsidiary, Lupin Pharmaceuticals Inc. (collectively Lupin) has launched the all new InspiraChamber® Anti-Static Valved Holding Chamber (VHC) under a strategic licensing agreement with the New Jersey based respiratory research and development company InspiRX Inc. (InspiRX). The agreement grants Lupin exclusive rights to promote, distribute and market InspiraChamber® VHC in the United States.

In 2010, the National Centers for Disease Control and Prevention (CDC) reported that 8.4% of Americans had been diagnosed with asthma, an all-time high. Children had higher rates of prevalence up at 9.3% of children (2012). About 1 in 10 children (10%) had asthma and 1 in 12 adults (8%) had asthma in 2009. The number of people with asthma continues to grow. Asthma medicines are grouped into several categories according to treatment type, including quick-relief/rescue and long-term control. Young children and the elderly may have difficulty taking these medications, due to difficulty administering them via pressurized metered-dose inhalers. Valved holding chambers (VHCs) make it easier for these people to take their medicines

Developed by InspiRX, the all new InspiraChamber® VHC is a device that has been designed to enhance delivery of aerosol therapies. The InspiraChamber® VHC is intended to be used by patients who are under the care or treatment of a physician or licensed healthcare professional. The device is intended to be used by these patients to administer aerosolized medication from most pressurized Metered Dose Inhalers (pMDIs). Several clinical and laboratory studies have shown that the InspiraChamber® VHC has features that are superior to the leading VHCs in the market. These features may lead to more effective delivery of asthma medicines.

Each InspiraChamber® package includes two small or medium masks as well as:

1 SootherMask™ with SealVision™ visual indicator

- The only VHC mask with a unique pacifier slot to hold the child's own pacifier. Proven to help keep children asleep during administration for enhanced therapeutic delivery. Advanced, physiology-based contoured mask design with the smallest dead space volume with customized fit to minimize leakage.

1 InspiraMask™ with SealVision™ visual indicator

- Most sensitive visual indicator that confirms face-to-mask seal at low inspiratory flow vs. other products.

1 InspiraChamber® mouthpiece with InspirAlert™ audible signal:

- It has the most sensitive audible alert signal that indicates excessively rapid inhalation at a lower inspiratory flow rate. Designed to ensure optimal breathing rate (~30 L/min flow rate is recommended by National Asthma Guidelines).

For more details on the product, please visit - <http://www.inspirachamber.com>

The InspiraChamber® VHC launch strengthens Lupin existing brand portfolio in the United States. Key prescribers for InspiraChamber® will include pediatricians and primary care physicians which are strategic customer groups for Lupin already, so we are well positioned to capitalize on this opportunity. Lupin's current



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brands sales force will promote InspiraChamber® in the US market and the product will be marketed along with other Lupin brands, including Suprax®, Alinia® for Oral suspension, Locoid® Lotion and Antara®.

“We are very excited with the addition of InspiraChamber® VHC to our Brand business portfolio. The launch demonstrates Lupin’s commitment to grow its brand franchise in the US and bring meaningful products to patients in the country. The launch also heralds Lupin’s entry into the larger US inhalation and related markets.” said Vinita Gupta, CEO, Lupin Limited.

Michael Amato, CEO of InspiRx Inc. said, “The agreement enables the commercialization of InspiraChamber® in the US. Furthermore, and given Lupin’s brand equity within the US Pediatric community, the launch ensures that the product reaches children, infants and toddlers - an age demographic which we feel needs a product like InspiraChamber®; a VHC that ensures better and more effective drug delivery.”

About InspiRx Inc.

Headquartered in Somerset, NJ, InspiRx Inc. is a respiratory research & development pharmaceutical company. The company aims to improve the overall quality of respiratory drug delivery using expertise and state-of-the-art technologies to manufacture novel products. Our expertise in novel product development and a cost effective approach provide a distinct edge in a competitive respiratory market.

Although the research and development at InspiRx covers all age groups, InspiRX is focused on infants and toddlers; an age demographic with currently unsatisfactory and ineffective modes of aerosolized drug delivery. High quality and cost effective pricing are the primary concerns among the physicians, engineers, consultants, and professionals at InspiRx. The company strives to improve existing products as well as design and develop new innovative products.

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 amongst the top 10 generic pharmaceutical players in Japan and South Africa (IMS). For the financial year ended March 2014, Lupin's Consolidated revenues 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.lupin.com> for more information.

CIN: L24100MH1983PLC029442 Registered Office: 159, C.S.T. Road, Kalina, Santacruz (East), Mumbai - 400 098.

About Lupin Pharmaceuticals Inc.

Headquartered in Baltimore, Maryland, Lupin Pharmaceuticals, Inc. is dedicated to delivering high-quality, affordable generic medicines and branded formulations trusted by healthcare professionals and patients across geographies. For more information, please do visit <http://www.lupinpharmaceuticals.com>

You could also follow us on Twitter – www.twitter.com/lupinlimited

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