

Lupin enters dermatology segment in Brazil with launch of Lupin High-End Skin Science

Mumbai, São Paulo, August 23, 2018: Pharma major Lupin Limited (Lupin) has entered into the prescription dermatology segment in Brazil with the launch of Fillerina® and Recrexina® under the Lupin High-End Skin Science umbrella.

Valued at USD 28 billion, Brazil is the world's 6th largest pharmaceutical market, driven by growing public health expenditure and increasing household income. The dermatology segment in Brazil, worth USD 1.5 billion, and growing at 10% (CAGR) is one of the fastest growing segments in the country.

Fillerina® is a high-end anti-aging technology that incorporates a deep action innovative formulation to fill wrinkles and expression lines. Its use of six different molecular weight hyaluronic acid molecules in the formulation combats signs of aging, with clinical evidence of a lifting and plumping effect and reduction in wrinkles.

Recrexina® is a hair-growth formulation which stimulates natural hair growth in active and partially inactive follicles, through the use of a patented formulation of biostimulating molecules which preserve the stem cells in hair follicles. Its exclusive 5-way mechanism of action addresses the key factors that impact hair including hair bulb nutrition and reduction of 5-alpha reductase activity.

As part of the launch, Lupin has also launched a 360-degree communications campaign, focused on healthcare professionals, pharmacy chains and regional and national medical associations in Brazil.

"The launch of Lupin High-End Skin Science is a recognition of Lupin Brazil's capabilities within the pharmaceutical market, and with the launch of Fillerina® and Recrexina®, we look to executing on our capabilities in this sector and address the dermatological needs of the market. The dermatology segment is a rapidly growing portion of the Brazilian pharmaceutical market. The establishment of this new division to cater to Brazil's fast growing dermatological segment will further strengthen our presence in the region and serve to drive our future expansion plans." said **Martin Mercer - President, Latin America, Lupin**.

Lupin Brazil clocked sales of BRL 157 million during FY2018 making it the largest Indian company in Brazil by volume and second largest by value. The company entered Brazil through the acquisition of Medquímica Indústria Farmacêutica S.A. (Medquímica) in 2015, which provided a strong manufacturing base in the region and a portfolio of branded generics, pure generics and OTC products. Medquímica sales have been growing at 20% plus during the last 3 years through growth in the generic business and leading OTC brands. Dermatology through medical promotion now adds another strong pillar for the future growth.



About Lupin Limited

Lupin is an innovation led transnational pharmaceutical company developing and delivering a wide range of branded & generic formulations, 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 position in the Anti-TB segment.

Lupin is the 8th largest generics pharmaceutical company both in terms of market capitalization (30th June 2018, Bloomberg) and revenues (31st March 2018, Bloomberg LTM) globally. The Company is the 4th largest pharmaceutical player in the US by prescriptions (IQVIA MAT June 2018); 3rd largest Indian pharmaceutical company by global revenues (31st March 2018, Bloomberg LTM); 6th largest generic pharmaceutical player in Japan and 5th largest company in the Indian Pharmaceutical Market (IQVIA MAT June 2018).

For the financial year ended 31st March, 2018, Lupin's Consolidated sales and Net profits before exceptional items were at Rs. 155,598 million (USD 2.41 billion) and Rs. 13,934 million (USD 216 million) respectively. Please visit <http://www.lupin.com> for more information. You could also follow us on Twitter – www.twitter.com/lupinglobal

CIN: L24100MH1983PLC029442 Registered Office: Lupin Ltd, 3rd Floor, Kalpataru Inspire, Off Western Express Highway, Santacruz (East), Mumbai 400 055.

For further information or queries, please contact –

Pooja Thakran
VP – Corporate Communications
Email: poojathakran@lupin.com
Ph: +91-22-66402531 / 8291013225

Neha Rao
Head - External Communications
Email: neharao@lupin.com
Ph: +91-22-66402409 / 9819073603

Arvind Bothra
Head – Investor Relations
Email: arvindbothra@lupin.com
Ph: +91-22-66402137

[*Safe Harbor Statement](#)