



## LupinLife signs Hrithik Roshan as the brand ambassador for Be One, Ayurvedic Energy Supplement

October 22, 2021

**Mumbai, India, October 22, 2021:** LupinLife, the consumer healthcare business of global pharma major Lupin Limited (Lupin), announced today that it has roped in Bollywood megastar and fitness icon Hrithik Roshan as the brand ambassador for the recently launched **Be One**, an Ayurvedic energy supplement.

Be One is a scientifically tested supplement with the goodness of eight Ayurvedic ingredients like Ashwagandha, Pippali and Shatavari in a single vegetarian capsule. Being energetic is the new currency in today's day and age, where individuals strive to function at their optimal best. Daily consumption of Be One capsule helps individuals 'Re-energize, Rejuvenate and Revitalize' in a safe and natural way.

Hrithik's persona is akin to Be One and appeals to new-age millennials and progressive professionals who want to be active both at work and home. Bollywood megastar Hrithik Roshan embodies agility both in reel and real life. His stamina has been a pivotal factor in managing versatile roles and juggling hectic schedules round the clock.

**Speaking on this association, Rajeev Sibal, President, India Region Formulations, Lupin, said,** "We are very excited to have Bollywood's most energetic fitness icon, Hrithik Roshan as the brand ambassador for Be One. Resonating with brand Hrithik Roshan – a proponent of healthy living and active lifestyle, Be One is specifically designed to combat fatigue and help restore an adults' energy reserve.

**Speaking on the association, Bollywood star Hrithik Roshan said,** "I'm happy to partner with LupinLife's Be One, an Ayurvedic, non-addictive daily health supplement. This meets the modern-day needs of energizing the mind and body in a healthy manner while promoting the wellness solutions prescribed by Ayurveda."

### About Lupin

Lupin is an innovation-led transnational pharmaceutical company headquartered in Mumbai, India. The company develops and commercializes a wide range of branded and generic formulations, biotechnology products and APIs in over 100 markets in the U.S., India, South Africa and across the Asia Pacific (APAC), Latin America (LATAM), Europe and the Middle East.

The company enjoys a leadership position in the cardiovascular, anti-diabetic, and respiratory segments and has a significant presence in the anti-infective, gastro-intestinal (GI), central nervous system (CNS) and women's health areas. Lupin is the third largest pharmaceutical company in the U.S. by prescriptions. The company invested 9.6% of its revenue on research and development in FY21.

Lupin has 15 manufacturing sites, 7 research centers, more than 20,000 professionals working globally, and has been consistently recognized as a 'Great Place to Work' in the Biotechnology & Pharmaceuticals sector.

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