



LupinLife's Be One wins the best packaging design, graphics and brand value add award at the India Packaging Awards 2021

November 8, 2021

Mumbai, India, November 08, 2021: LupinLife, the consumer healthcare business of global pharma major Lupin Limited (Lupin), won the **Best Packaging Design – Graphics and Brand Value Add Award at the India Packaging Awards** for its daily health supplement – **Be One**. This award is an initiative by Informa Markets in India to honour the best branding initiatives from the pharma packaging space.

Be One is a scientifically tested supplement with the goodness of Ayurvedic marvel herbs – Ashwagandha, Pippali and Shatavari in a single vegetarian capsule. Daily consumption of this capsule helps in boosting vitality. In October 2021, Hrithik Roshan was named the Brand Ambassador for Be One.

Speaking on this association Anil Kaushal, Head of LupinLife Business, said, “We have received a phenomenal response to the launch of Be One and its design is as enthralling as its components. We are very humbled to receive this honour.”

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 Asia Pacific (APAC), Latin America (LATAM), Europe and Middle East regions.

The Company enjoys leadership position in the cardiovascular, anti-diabetic, and respiratory segments and has 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 centres, 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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