

Press Release

## **Biocon Collaborates with Healthcare Professionals for a Public Awareness Campaign on Diabetes Prevention & Management Across India**

Strengthens its 'Winning With Diabetes' Program by Collaborating with Semora's 'Diabetic Food Trail®', A Special Initiative Aimed at the Culinary World

**Bengaluru, Karnataka, India, 11, November, 2016**

Biocon Ltd., Asia's premier biopharmaceuticals enterprise and the largest Indian insulins company, has collaborated with **healthcare specialists** for a month long **patient centric support** program to **enable** nationwide **Diabetes Awareness Campaigns, Patient Education programs, and Nutrition Management programs** to mark the 'World Diabetes Day' on Nov 14, 2016.

As a compassionate, caring and responsible company, Biocon's efforts through its Winning with Diabetes program are aimed at creating awareness on diabetes management and sensitizing people on life style modification for leading a healthier and happier life. Through this month-long initiative being delivered in collaboration with **400 healthcare specialists** in over 85 cities across the country, the Company is targeting to reach out to over 50,000 people. In another initiative aimed at increasing public awareness on the dietary aspect of diabetes management, Biocon's Metabolics division has collaborated with 'Semora Entertainment' for a nationwide program - The Diabetic Food Trail® (DFT). This program is aimed at sensitizing the culinary industry on the importance of diabetes friendly food. In collaboration with certified nutritionists and Chefs, special diabetes friendly menus will be introduced at over 200 restaurants across the five cities of Delhi, Mumbai, Pune, Bengaluru and Chennai from Nov 12- 30, 2016.

In the second edition of DFT, 'Diabetic Masterclass' and 'Diabetic Fitness Bootcamps' will also be organized. Diabetic Masterclasses will help individuals understand the nutritional values of various ingredients, read packaging labels, and learn exciting recipes so that people with diabetes can improve their dietary habits and lead a better quality of life.

**Partha Roy Chowdhury, Head-Metabolics Division, Branded Formulations, Biocon** said, *"India currently has over 7 crore people with diabetes, making it the second largest population in the world, and this number is expected to cross the 10 crore mark by 2030. What is more alarming is that poor eating habits, lack of exercise and stress are driving a large number of young people towards pre-diabetes and diabetes. As a compassionate, caring and responsible company, Biocon is bringing together various stakeholders, through technology and*

*traditional means, in this fight against diabetes. Through our 'Winning With Diabetes' program, we aim to empower people with diabetes with the tools to better manage their disease and improve their quality of life."*

Diabetes is a global epidemic, currently affecting an estimated 422 million people worldwide\*. India is among the top three countries in the number of people with diabetes#, a disease that imposes a huge economic burden on patients which gets magnified further as it can lead to several related complications of the heart, kidneys, eyes and feet.

Biocon had introduced India's first indigenously developed rh- Insulin in India in 2004 and for over a decade, has been addressing the large need for affordable Insulin therapy in India and overseas through its generic rh-Insulin, analogs and easy to use devices.

\*Source: WHO

# Source: Lancet

#### **About Biocon**

*Biocon Limited, publicly listed in 2004, (BSE code: 532523, NSE Id: BIOCON, ISIN Id: INE376G01013) is India's largest and fully-integrated, innovation-led biopharmaceutical company. As an emerging global biopharmaceutical enterprise serving customers in over 120 countries, it is committed to reduce therapy costs of chronic diseases like diabetes, cancer and autoimmune. Through innovative products and research services it is enabling access to affordable healthcare for patients, partners and healthcare systems across the globe. It has successfully developed and taken a range of Novel Biologics, Biosimilars, differentiated Small Molecules and affordable Recombinant Human Insulin and Analogs from 'Lab to Market'. Some of its key brands are INSUGEN® (rh-insulin), BASALOG® (Glargine), CANMAB™ (Trastuzumab), BIOMAb-EGFR™ (Nimotuzumab) and ALZUMAb™ (Itolizumab), a 'first in class' anti-CD6 monoclonal antibody. It has a rich pipeline of Biosimilars and Novel Biologics at various stages of development including Insulin Tregopil, a high potential oral insulin analog. For more information, Visit: [www.biocon.com](http://www.biocon.com)*

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