

## **Biocon launches INSUPen<sup>®</sup>, a convenient and affordable reusable insulin delivery device**

**Bangalore, October 20, 2011:** Biocon, Asia's premier biotechnology company, launched in India its reusable insulin delivery device INSUPen<sup>®</sup> on October 17, 2011. A world-class, differentiated device based on proprietary German technology, INSUPen<sup>®</sup> is a first-in-class reusable delivery device - INSUPen *is insulin with ease*. It is designed for efficiency, accuracy and safety and can deliver both Basalog<sup>™</sup> and Insugen<sup>™</sup>, thus maximizing patient convenience.

INSUPen<sup>®</sup> was launched by Biocon Chairman and MD Kiran Mazumdar-Shaw at a gala event. INSUPen<sup>®</sup> is a breakthrough in Diabetes delivery devices because of three unique firsts:

- First German technology pen offering the best user-friendly features
- First to offer needles complimentary with every refill
- First to offer a choice of 3 colors for clear insulin differentiation.

To take INSUPen<sup>®</sup> ease to a totally new level for users, Biocon has created a support system that takes care of every possible need. Biocon has recruited a team of 125 Diabetic Care Advisors across India to support Biocon's existing helpline for Diabetics. Biocon's 'One call does all' offers complementary wide-ranging support for this device including at-home product demos, counseling on lifestyle changes, and answers to product-related queries.

One of the recurring costs that Diabetes patients must bear is the cost of needles. For the first time, Biocon offers two complimentary needles with every refill either of Basalog<sup>™</sup> Refil or Insugen<sup>™</sup> Refil. All variants of refill for both Basalog<sup>™</sup> and Insugen<sup>™</sup> work with INSUPen<sup>®</sup> and come in an innovative packaging. All that the patient needs to do is decide which colour INSUPen<sup>®</sup> they want to use for the Basalog insulin refill and which one for the Insugen refill.

"Designed keeping in mind the ease and convenience of Diabetic patients, INSUPen<sup>®</sup> will help transform their lives. Manufactured with high precision German technology, and offered with Biocon's Insugen<sup>™</sup> & Basalog<sup>™</sup> refills accompanied by complimentary needles, INSUPen<sup>®</sup> is a true value proposition. Biocon has also ensured that INSUPen<sup>®</sup> is affordable. Relative to top competitors, Biocon's Insugen<sup>™</sup> & Basalog<sup>™</sup> refills will have annual benefit of Rs 1200-Rs 1500 to the Diabetes patients (average usage). I am confident that INSUPen<sup>®</sup> will be a delight for patients and a value enhancer for all stakeholders," said *Rakesh Bamzai*, President, Marketing *Biocon*.

The reusable INSUPen<sup>®</sup> is available at an MRP of Rs 675. The Basalog Refil (3x3ml pack), is priced at Rs 1305 and the Insugen Refil (5x3ml pack) at Rs 779.50

Biocon is driven by the need to make a difference in the lives of the large number of people across the globe who are afflicted by Diabetes. India is the Diabetes capital of the world with over 40 million of the world's Diabetics being in India. Chances are, by 2025, 1 in 5 Diabetics worldwide is likely to be an Indian. Biocon hopes to make a difference to the lives of these Diabetics with INSUPen<sup>®</sup>.

## About Biocon Limited

Established in 1978, Biocon Limited (**BSE code:** 532523, **NSE Id:** BIOCON, **ISIN Id:** INE376G01013) is India's largest biotechnology company by revenue. The Group, promoted by Ms. Kiran Mazumdar-Shaw, is a fully-integrated, innovation-driven healthcare enterprise with strategic focus on biopharmaceuticals and research services. Biocon's value chain traverses the entire length of discovery, development and commercialization of novel therapeutics. With successful initiatives in clinical development, bio-processing and global marketing, Biocon delivers products and solutions to partners and customers in approximately 75 countries across the globe. Many of these products have USFDA and EMA acceptance. Biocon's robust product offering includes the world's first Pichia-based recombinant human Insulin, INSUGEN® and India's first indigenously produced monoclonal antibody BIOMAb-EGFR(TM). [www.biocon.com](http://www.biocon.com)