



Press Release

## **Cipla and Wellthy Therapeutics Announce Partnership to offer Digital Therapeutics for Diabetes and Cardiovascular Diseases**

**Mumbai, February 18, 2019:** Cipla Limited (BSE: 500087; NSE: CIPLA EQ; and hereafter referred to as "Cipla") and Wellthy Therapeutics Private Limited ("Wellthy Therapeutics") today announced that they have entered into a partnership to offer a combination of pharmacotherapy and digital therapeutics for improved patient outcomes in the chronic therapies of diabetology and cardiology.

Under the agreement, a multi-lingual clinically-validated digital disease management platform will be made available to patients living with diabetes or cardiovascular diseases via doctors' clinics or co-packaging on select Cipla brands. The platform brings together behavioural science, real world clinical evidence and artificial intelligence to provide real time monitoring, coaching and advice to patients, and virtual clinical assistance to doctors.

This partnership is a result of Cipla's campaign, Innoventia, which was envisioned as a first-of-its-kind challenge by an Indian pharmaceutical company to encourage innovation-led entrepreneurship and to harness disruptive ideas in healthcare to fulfil unmet patient needs.

**Umang Vohra, MD & Global CEO of Cipla, said,** "The future of healthcare will be driven by increased use of technology, and this partnership gives Cipla the ability to offer this combination of prescription drugs and artificial intelligence-powered digital therapeutics to patients in cardio-metabolic health. It will allow patients to make informed decisions and take charge of their own health. By pairing our pharmacotherapy strengths with the digital approach to healthcare taken by Wellthy Therapeutics, Cipla will add to its diversified portfolio in the cardio-metabolic area to provide holistic care to patients from awareness, diagnosis and compliance to well-being."

**Abhishek Shah, Co-founder & CEO of Wellthy Therapeutics, said,** “We are excited to work with Cipla to bring digital therapeutics to patients in India. Companion digital therapeutics are redefining the treatment of chronic conditions, by helping personalise and simplify disease management for patients, and driving precision clinical insights to clinicians. With the combination of Cipla's world class formulations and clinically validated digital therapeutics of Wellthy Therapeutics, we look forward to helping empower and inspire millions of patients to achieve better, sustainable health outcomes.”

Cardiovascular Diseases (CVDs) are the leading cause of mortality in India today, cutting across the urban-rural divide. Diabetes and hypertension are significant risk factors leading to CVDs. Over 72 million<sup>1</sup> Indians are estimated to be diabetic while approximately 10% of the population is estimated to be pre-diabetic<sup>2</sup>, and 29% of the population is estimated to be hypertensive<sup>3</sup>.

### **About Cipla Limited**

Established in 1935, Cipla is a global pharmaceutical company focused on agile and sustainable growth, complex generics, and deepening portfolio in our home markets of India, South Africa, North America, and key regulated and emerging markets. Our strengths in the respiratory, anti-retroviral, urology, cardiology and CNS segments are well-known. Our 44 manufacturing sites around the world produce 50+ dosage forms and 1,500+ products using cutting-edge technology platforms to cater to our 80+ markets. Cipla is ranked 3rd largest in pharma in India (IQVIA MAT Dec '18), 3rd largest in the pharma private market in South Africa (IQVIA YTD Dec '18), and is among the most dispensed generic players in the US. For over eight decades, making a difference to patients has inspired every aspect of Cipla's work. Our paradigm-changing offer of a triple anti-retroviral therapy in HIV/AIDS at less than a dollar a day in Africa in 2001 is widely acknowledged as having contributed to bringing inclusiveness, accessibility and affordability to the centre of the movement. A responsible corporate citizen, Cipla's humanitarian approach to healthcare in pursuit of its purpose of 'Caring for Life' and deep-rooted community links wherever it is present make it a partner of choice to global health bodies, peers and all stakeholders. For more, please visit [www.cipla.com](http://www.cipla.com), or click on [Twitter](#), [Facebook](#), [LinkedIn](#).

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<sup>1</sup> As per data gathered by IDF in 2017: <https://www.idf.org/our-network/regions-members/south-east-asia/members/94-india.html>

<sup>2</sup> The study was published for the period of 2008 – 2011 and was recently referred to in the Lancet in 2017: [https://icmr.nic.in/sites/default/files/reports/ICMR\\_INDIAB\\_PHASE\\_I\\_FINAL\\_REPORT.pdf](https://icmr.nic.in/sites/default/files/reports/ICMR_INDIAB_PHASE_I_FINAL_REPORT.pdf) & [https://www.thelancet.com/journals/landia/article/PIIS2213-8587\(17\)30174-2/fulltext](https://www.thelancet.com/journals/landia/article/PIIS2213-8587(17)30174-2/fulltext)

<sup>3</sup> Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4011565/>

### **About Wellthy Therapeutics Private Limited**

Wellthy Therapeutics is a digital therapeutics company that inspires and enables patients to prevent, reverse and control chronic diseases. Its first digital therapeutic for Type II diabetes has been endorsed by Asia's largest diabetes association (RSSDI). Wellthy Therapeutics has published & presented real-world data at the AACE 26th Annual Congress in Austin and the AACE 27th Annual Congress in Boston, the ADA 77th Scientific Sessions in San Diego and the ADA 78th Scientific Sessions in Florida, the IDF Congress 2017 in Abu Dhabi, the ATTD 11th International Conference in Vienna and soon the ATTD 12th International Conference in Berlin, AADE Annual Conference in Baltimore, Maryland, the RSSDI 44<sup>th</sup>, 45<sup>th</sup> and 46<sup>th</sup> Annual conferences in India, and the 12th RSSDI Regional Conference in India. For more information, visit [www.wellthy.care](http://www.wellthy.care), or follow us on [Linkedin](#) or [Facebook](#).

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