

Cipla introduces CipAir®, an AI-powered mobile application, to simplify asthma screening in India

The new tool is part of the company's innovation agenda aimed to empower Indians with tech-powered health solutions.

Mumbai, India; January 06, 2025: Cipla Limited (BSE: 500087; NSE: CIPLA EQ) referred to as "Cipla" launched CipAir®, a mobile application designed to enable timely and convenient first line of screening for asthma in India. This unique technology is clinically validated through a multi-centric pan-India study. It aims to empower people by helping them understand their likelihood of having asthma, thereby allowing them to seek timely intervention and management.

According to the Global Burden of Disease report, the total burden of asthma in India is estimated to be 34.3 million. India has a threefold higher mortality rate, and two-fold higher asthma-associated disability burden compared to the global proportion¹. This can be attributed, in part, to the underdiagnosis and undertreatment of asthma. In this context, the mobile-based assessment serves as an easy and convenient starting point for asthma screening. It can facilitate earlier diagnosis, enabling individuals with asthma to manage their condition more effectively and lead a healthier lifestyle.

Available on Android and to be subsequently rolled out on iOS devices, CipAir® is a free, innovative tool accessible via Cipla's Breathefree mobile application, the existing patient support ecosystem for respiratory care. Using a proprietary algorithm and software, the tool turns a mobile phone into an asthma screening device. The tool guides users through a simple, interactive process - in a quiet setting, users perform three exhalations while focusing on extinguishing a virtual candle displayed on the screen. During this process, CipAir® provides real-time feedback on the user's effort, quality of the test, and steps needed to ensure accurate results. The exhalation sounds are analysed at the backend to detect unique acoustic patterns indicative of asthma. Within a minute, users receive a result categorised into three zones – Red, Yellow or Green, along with the suggested action based on the results. Additionally, the tool offers access to valuable lung health resources and expert support through Cipla's Breathefree platform, further empowering users to take charge of their respiratory health.

To cascade awareness and usage of this cutting-edge offering, CipAir® will be promoted through Cipla's Breathefree platform and a solid network of on-ground field force.

Speaking about this latest addition to Cipla's innovation portfolio, **Mr. Umang Vohra, Managing Director & Global CEO of Cipla** said, "At Cipla, our approach to healthcare is deeply rooted in innovation. By leveraging the power of next-gen technologies, we are developing solutions that are fundamentally transforming patient care and enabling better diagnostic, treatment, and management outcomes. Patient-centricity is at the heart of what we do, and CipAir®'s AI-led technology is yet another step forward in making personalised healthcare accessible and user-friendly, thereby empowering them to live fuller lives."

Commenting on this latest technology, **Mr. Achin Gupta, CEO, One India Business, Cipla**, said, "CipAir® is a powerful clinically validated tool that puts health in the hands of patients and enables timely intervention against asthma so that they don't have to compromise on their quality of life. As lung leaders, it is our firm resolve to help India tackle its growing asthma burden and breathe free through such cutting-edge solutions that strengthen the asthma care ecosystem."

¹ [Prevalence, time trends and treatment practices of asthma in India: the Global Asthma Network study - PMC](#)

About Cipla

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, anti-infective and CNS segments are well-known. Our 46 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 Sep'24), largest in the pharma prescription market in South Africa (IQVIA MAT Aug'24), and 4th largest by prescription in the US Gx inhalation products (IQVIA MAT Aug'24). 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 HIV 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, or click on [Twitter](#), [Facebook](#), [LinkedIn](#).

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