

Cipla launches CiplaMed 2.0 - knowledge-sharing platform for healthcare practitioners (HCPs)

Mumbai, India; 16th August 2023: Cipla announced the launch of CiplaMed 2.0, an enhanced version of the industry-leading knowledge platform for the medical fraternity. In line with its digital transformation agenda, Cipla is pioneering an integrated omnichannel experience for healthcare professionals that seamlessly combines in-clinic interactions with digital engagement and access to medical information. This initiative underscores the growing importance of digital platforms in the medical education and the use of technology to empower HCPs with vital information to cater to their patients.

CiplaMed is designed to provide healthcare professionals with reliable, accurate and current updates and clinically relevant content across 19 specialities from the global medical fraternity, with a strong focus on patient care. This includes scientific articles, webinars, podcasts, expert talks, patient education resources and content integrated from CiplaMedX, Cipla's exclusive video content platform. The revamped platform also offers access to content which is tailored to the doctors specialization, allowing users to conveniently share and bookmark information. With a steady month-on-month growth rate of approximately 2x over the past three months, the platform has garnered a dedicated user base of 12,000 professionals. Since its inception, constant user acceptance testing adoptions and the use of customer engagement tools helps the platform adapt with the evolving needs of healthcare practitioners.

CiplaMed 2.0 leverages advanced analytics and automation, which have the potential to transform knowledge-sharing in the pharmaceutical industry.

You can access the platform at www.ciplamed.com.

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 47 manufacturing sites around the world produce 50+ dosage forms and 1,500+ products using cutting-edge technology platforms to cater to our 86 markets. Cipla is the 3rd largest in pharma in India (IQVIA MAT July '23), 2nd largest in the pharma private market in South Africa (IQVIA MAT July'23), and is among the most dispensed generic players in the U.S. 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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