



Press Release

Cipla launches the world's first generic Pirfenidone in India, giving hope to sufferers of IPF (Idiopathic Pulmonary Fibrosis)

Mumbai, 20th October, 2010:- Cipla, among the world's leading generic pharmaceutical companies has introduced Pirfenidone in India; under the brand name Pirfenex, for the treatment of IPF. A chronic progressive form of lung disease, IPF has average survival rates as low as 3-5 years which is less than many cancers. Till now there is no approved treatment for IPF. Pirfenidone is a novel anti-fibrotic drug which through clinical trials has shown to slow down progression of this terminal disease and stabilize lung function.

Cipla's technical prowess along with leadership in terms of range of drugs and therapeutic categories in the respiratory segment, is leading the fight to provide world class affordable treatment for patients with orphan diseases. Commenting on the launch, **Dr. Jaideep Gogtay, Medical Director, Cipla** said, "The launch of Pirfenex is a significant step forward. With increased availability and affordability, Pirfenex could now offer hope to those afflicted with this condition."

Pirfenex will be manufactured at Cipla's state-of-the-art manufacturing facility at Himachal Pradesh, India which is approved by WHO, MCC –South Africa and TGA – Australia.

In addition to the launch, Cipla will host and disseminate a series of lectures on IPF to physicians in India and across the world. Addressing the delegates **Prof Luca Richeldi, Director, Center for Rare Lung Diseases, University of Modena and Reggio Emilia, Italy** said "Patients affected by IPF have a distinctively poor prognosis, and until now no drugs have been approved to treat IPF. Pirfenidone represents the first concrete chance of slowing down disease progression. The effect on increasing progression free survival, as showed in three combined studies, coupled with an acceptable safety profile, opens up a new path for better management of IPF."

Last year Cipla launched the world's first generic Bosentan, for the treatment of Pulmonary Arterial Hypertension. With the launch of Pirfenex, Cipla reaffirms its leadership in the respiratory arena with products and services in 8 therapeutic areas viz. asthma, COPD, allergic rhinitis, respiratory infections, pulmonary and critical care, pulmonary arterial hypertension, lung cancer and IPF.

About Cipla:

Cipla laid foundations for the Indian pharmaceutical industry back in 1935 with the vision to make India self-reliant in healthcare. Over the years Cipla has emerged as one of the most respected names not just in India but worldwide. Its state of the art R&D centre has given the country and the world many firsts. This includes the revolutionary AIDS cocktail for less than a dollar a day. With over 40 manufacturing units across the country, Cipla manufactures over 1200 products in 80 therapies.

With a turnover of over US \$ 1 billion, Cipla serves doctors and patients in over 180 countries. It has earned a name for maintaining one global standard across all its products and services. Cipla continues to support, improve and save millions of lives with its high-quality drugs and innovative devices. (www.cipla.com)

Media Contact:

Jaisingh Balakrishnan

Corporate Communications

M: (+91) 9773372487

Email: jaisingh.krishnan@cipla.com