

Biocon and Bayer join hands to create awareness for self monitoring in diabetics

Bangalore, February 4, 2010: Biocon and Bayer Healthcare, a subsidiary of Bayer AG, one of the world's leading, innovative companies in the healthcare and medical products industry; have entered into a strategic partnership to fight the diabetes menace in India. Diabetes is a global pandemic with nearly 230 million diabetics worldwide. India is the diabetes capital of the world with over 50 million of the world's diabetics being in India. Chances are, by 2025, 1 in 5 diabetics worldwide is likely to be an Indian.

As part of Biocon's unique patient service initiative branded as "WINNING WITH DIABETES", the strategic tie-up with Bayer Healthcare entails bringing the latest hi-tech Blood Glucose Meters branded as "Breeze2", to the masses in India. This initiative follows the mantra that Self Monitoring of Blood Glucose (SMBG) is the most important part of Diabetes Management. Good control of blood glucose and its regular monitoring helps the doctor prescribe medication in a better way, reduces the risk of diabetes related complications, improves HbA1c levels and allows early identification of low blood sugar.

As an innovator of blood glucose meters with No Coding™ technology, Bayer's new blood glucose meter now offers shorter testing times and easier functionality. Breeze2 requires a small blood sample (1µL) size and includes a 10-test disc system, allowing users to test 10 times without handling individual strips, and has received the Ease-of-Use Commendation from the Arthritis Foundation of USA.

Bayer's Breeze2™ Blood Glucose Monitoring System offers people with diabetes, a fast, simplified testing solution through:

- 10-strip test disc: No need to change strips with every new test. Patient can test blood glucose 10 times with one disc
- Bayer's No Coding™ Technology: Eliminates inaccurate results due to miscoding.

- High Memory storage of up to 420 test results
- Fast: Results in just 5 seconds & Bayer's Breeze2™ meter is proven to have the shortest total test time
- Interference Protection: Automatically compensates for common interfering substances (eg. Maltose, Galactose, Paracetamol, Vitamin C) for reliable results.

Rakesh Bamzai, President Marketing, Biocon opined that “Managing diabetes is as dependent on monitoring as on medication. While most organizations traditionally focus on medication, we want to change the diabetes paradigm by emphasizing as much on MONITORING. This refreshed approach to diabetes will not just change the mindset of the diabetes population but will also lead to better diabetes control”

At Biocon, research efforts are focused on a number of debilitating diseases with a key focus on diabetes. As a result Biocon's unique patient service initiative “WINNING WITH DIABETES”, focuses on diabetes control, education in partnership with the medical fraternity and follows the mantra of “know diabetes to defeat diabetes”.

The BIOCON-BAYER initiative in India has a single minded objective - TO WIN WITH DIABETES.

As an introductory offer, and to promote SMBG as a mass concept, Bayer's Breeze2™ imported Blood Glucose Meter will be given to select patients on doctor's recommendation.

Contact: Helpline-1800-425-7667, Email: smriddhi.dhingra@biocon.com

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 EMEA acceptance. Biocon's robust product offering includes the world's first recombinant human insulin, INSUGEN® and India's first indigenously produced monoclonal antibody BIOMAb-EGFR™. For more information visit us at www.biocon.com.

About Bayer

The Bayer Group is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer HealthCare, a subsidiary of Bayer AG, is one of the world's leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Bayer Schering Pharma, Consumer Care and Medical Care divisions. Bayer HealthCare's aim is to discover and manufacture products that will improve human and animal health worldwide. Find more information at www.bayerhealthcare.com.