

HEALING BEYOND HEALTH



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HEALING BEYOND HEALTH

Think of Healthcare...
and wellness of the human body comes
first to mind. The word healing gives rise to images
of specialized physicians and clinicians attempting to
repair the human body, alleviating pain and suffering, curing
disease and damage to restore the perfectness of nature's most
amazing creation – the human body.

No doubt, mankind's relentless quest for health has brought about
monumental advances in traditional Cure. However, the confusions of
modern lifestyles and commercial interests have led to the increasing
abandonment of Care as a primary goal of healing.

The idea of **Healing Beyond Health** thus becomes the driving force of
enterprises that believe in raising the dimensions of
contemporary medicine beyond the dynamics of Cure,
empowering it to touch people with the ability to
discover new fulfillment, meaning, peace
and purpose in life.





Adding care to healthcare

“The litmus test of success for any enterprise is the difference made in the lives of all its stakeholders. This challenge becomes immensely consequential when you are in the business of healthcare and wellbeing. At Morepen we have thus constantly endeavoured to encourage the vision to look beyond commercial business viabilities for opportunities to narrow the gap between Cure and Care.

While our deep rooted belief in Cure led to the genesis of Morepen, the greater joy lay in creating an organisational superstructure that would deliver all round Care with genuine conviction. The beginnings may have been small, but every small step taken thereafter has enabled us to make big, positive and exciting differences to lives today.”

Late Shri K.B. Suri
Founder, Morepen Group





Vision

"To create a dynamic and vibrant boutique pharmaceutical company which has a lot of Passion, Pride and Values driven by fundamentals of quality and innovation. To build an organization where everybody has freedom of thought and space to grow and prosper."

Mission

"To provide high quality pharmaceutical products of International Standards to generic markets and to promote Innovative health products in India for consumers at large with commitment to quality and service."

Awakening the healer within

In Morepen's three-and-a-half decade journey, we have always aspired to be an organisation with tangible, visible differences where every individual action is inspired by a deep, humbling desire to make a difference to the lives we touch. Pharmaceuticals may be our primary business, but the core principles of our existence are strongly woven around holistic healing that goes beyond contemporary clinical practices. There is no greater achievement than to witness the joy when Cure brings relief to suffering and Care infuses the process with a sense of peace and purpose.

If health is related to the dynamics of diagnosis, treatment and prevention, then healing rests on the virtues of passion, compassion and personalization. It is this vision that has enabled Morepen to remain sincere to its ideal of becoming a holistic company and create a dynamic portfolio of healthcare products that truly live up to this commitment.

Team Morepen will always remain committed to research and innovation, to heed and meet the demands of modern lifestyles even as we work responsibly towards enhancing the experience of life with multi-dimensional, cost-effective high-quality healthcare products.

Our dedicated team is relentless in expanding a growing footprint and focused on ensuring our principles of Cure and Care are delivered to the farthest point of our reach, making our ideal Healing Beyond Health available to all as a right.

Sushil Suri
Group Chairman



The Journey of Growing Together



- 2001**
- Launched Health Brand Dr. Morepen.
 - PCT patents filed (2)
 - Acquired original Burn Cream **Burnol** and Cough and cold brand **Lemolate**.
 - Acquired Lifespring Chain of stores focusing on health and beauty.



1999

- Plant for finished dosage at Baddi.
- Launched OTC Generic Division
- Launched Diagnostic Division-Medipath
- Morepen receives **USFDA approval** for its Masulkhana Plant for manufacturing Loratadine

1996

- Launched Finished Dosage division.
- Turnover crosses INR 1 Billion

1992

- IPO, listed at all Stock Exchanges-India (BSE, NSE)

1985

- Started Commercial Production of Ampicillin

1984

- Company set up by Founder K.B.Suri

1987

- Started manufacturing 6APA

1993

- Started working on Loratadine & Cisapride with technology tie-up with Techquim Establishment, Switzerland

1998

- Foreign tie-up with PARI GmbH for selling inhalation devices.
- State-of-the-art plant at Baddi for API.
- GMP Quality System/Quality manual was started

2000

- Tie-up with DiaMed AG, Switzerland for blood grouping products and malaria kit.

2002

- Dr. Morepen ranked in top 5 brands of India by Business Today Magazine.
- Signs marketing joint venture with Italian Diagnostic company, A Menarini.

2004

- Tie-up with Hemocur, Sweden.
- Private Equity player Avenue Capital invests with Company.
- Started production of Montelucast

2010

- Launch of Cardia Division for Cardiac and Diabetic segment.

2016

- In-house manufacturing of Blood Glucose Monitors started

2019

- Recognition of R&D Centre at Baddi by Government of India.

2003

- Limca Book of Records redefines OTC as FMHG.
- Ties up with Analyticon to market Urine Analysis Reagent Strips. Gets 180-day marketing rights for the drug in the US market.
- Collaborative Research agreement with NIPER.
- GDRs issued in International Market.



2009

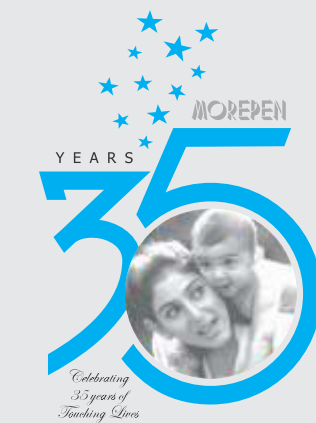
- Sonali Bendre became Brand Ambassador of Dr. Morepen
- Launched Generic Business in formulation

2015

- Launched Gubb Division for personal grooming.

2018

- Gluc Monitor and B.P Monitor ranked amongst top 3 brands in India and SAARC region



Global Generics

THE TOUCH OF
TRUST



H E A L I N G B E Y O N D H E A L T H

Global Generics

HEALING BEYOND HEALTH



LEADING FROM THE FRONT

Morepen is one of the most vertically integrated companies with sharp focus on building efficiencies in manufacturing quality APIs. Achieving significant scale in global and domestic markets, strengthening our product portfolio, creating new customers in advanced markets like the US, Europe and Japan and cementing newer partnerships in emerging markets like China, Taiwan, Mexico, Korea and Russia have been some of our key achievements in recent years.

At Morepen, it is our tireless endeavour to offer high-quality generic drugs at most competitive costs by integrating our experience, skills and technologically superior operations. Our expertise in active ingredients, product development, understanding of regulations and intellectual property rights as well as our streamlined supply chain, make us leaders in this segment.

The API Division with its 2 internationally certified state-of-the-art facilities at Masulkhana near Parwanoo manufactures Loratadine, Desloratadine and Montelukast Sodium. Morepen's second global quality facility for API at Baddi is approved by USFDA for Atorvastatin, Rosuvastatin and Fexofenadine as well as for few additional products by other authorities. These integrated manufacturing facilities are also ideal for taking up customized contract manufacturing for third party operations.



"The various certifications received by our Masulkhana plant, including the USFDA certification for Loratadine, indicate our commitment to quality, innovation and excellence."

Sanjay Suri
CEO - Global Generics





Global Generics



"The key strength of Morepen is its strong, globally competitive quality management system that has helped the Company to make its presence felt worldwide and in almost every continent."

Kushal Suri
Head-Intl. Business Development

In the area of technological advancement, Morepen has filed four new patent applications:

- ▶ ICE Patent "Novel Amine Salts And Amide Derivatives Of Various Active Pharmaceutical Ingredients"
- ▶ Novel Processes for preparation of Crystalline Empagliflozin
- ▶ Novel Processes for the purification of UDCA and its various intermediates
- ▶ An improved process for purification of Loratadine

PRINCIPAL PRODUCTS

Montelukast Loratadine
 Atorvastatin Fexofenadine
 Rosuvastatin
 Desloratadine
 Empagliflozin Olmesartan
 Sitagliptin
 Linagliptin

Today, Morepen is the world's largest and most competitive producer of Loratadine with about 90% market share of generic Loratadine in the US market. Apart from Loratadine, Morepen is one of the largest manufacturers with the world's biggest production capacity for the blockbuster molecule - Montelukast. Atorvastatin, being manufactured at Morepen's Baddi plant is another product approved by USFDA and other regulatory bodies. Morepen's new polymorphic forms of Rosuvastatin have made its products most competitive globally.





Global Generics

REGULATORY INSPECTIONS





Home Diagnostics

THE LOVE OF
LIFE



H E A L I N G B E Y O N D H E A L T H

Home Diagnostics

GREATER CARE WITH SELF-CARE

With the aim of bringing everyday healthcare monitoring within everybody's reach, Morepen's Medical Devices Division – Medipath, is emerging as the leading player in India's home diagnostics segment. To propagate the concept of self-monitoring and self-empowerment of educated customers, a wide array of innovative, technologically advanced healthcare products are being manufactured for us at international manufacturing facilities and marketed under the brand HomeHealth.



HEALING BEYOND HEALTH



"By putting global and reliable diagnostic devices with in easy reach of patients, we've transformed the concept of wellness and well being for all."

Anubhav Suri
Business Head-Medipath Division



Home Diagnostics

Today, Dr. Morepen Blood Glucose Monitors (Brand Name: Gluco One) and Blood Pressure Monitors (Brand Name: BP One) are household names in India. Thanks to home production and strict quality controls, Morepen is a market leader in the Blood Glucose monitoring market. Our Nebuliser and Thermometer range have also made a significant presence in domestic markets. In-house manufacturing of Glucometer, which started in 2016, has gained substantial momentum now.



HEALING BEYOND HEALTH

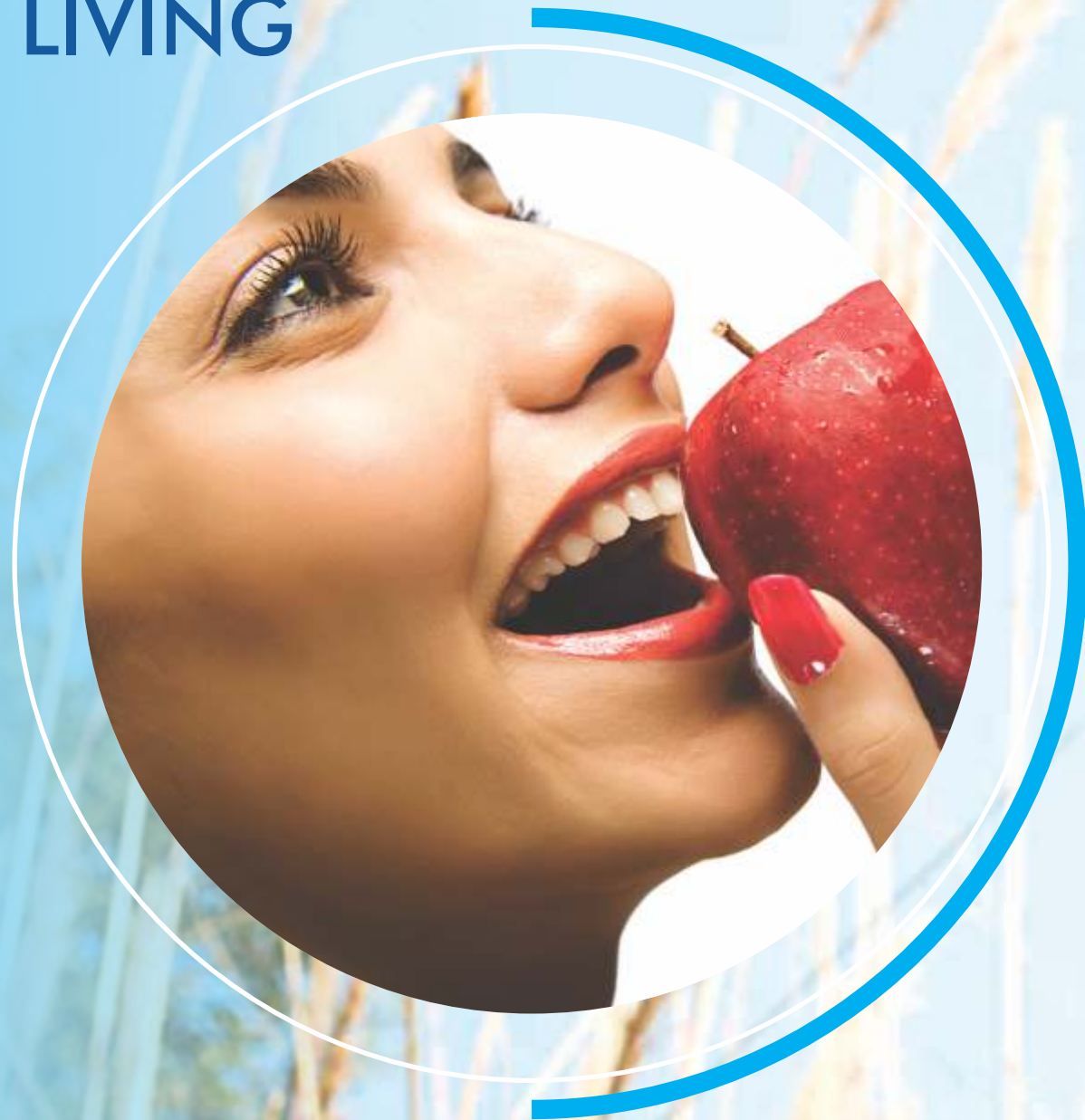


The Glucometer production has replaced imports of around USD 1.2 million during the year. Manufacturing of Stethoscope, B.P. Monitor, Thermometer and Nebulisers are also underway with capacity expansion for assembly and manufacturing of various products simultaneously taking place. Now, with its very own independent R&D Laboratory in place, the Home Diagnostics business is at its growth trajectory and aims to cover many more milestones in the coming years. Morepen's Make In India campaign fully endorses its philosophy of providing quality products at better prices on regular basis.



Dr. Morepen OTC Business

THE JOY OF
LIVING



H E A L I N G B E Y O N D T H E A L T H



Dr. Morepen OTC Business

PUTTING HEALTH IN EVERY HAND

Our commitment to heal life beyond health has translated into Dr. Morepen – a brand that’s forward looking, futuristic and lifestyle driven, empowering the modern consumer to live life without full stops.

Born out of a deep understanding of urban lifestyles and new-age preferences, Dr. Morepen’s rapidly growing Fast Moving Health Goods portfolio includes benchmark consumer products like BURNOL – the original burn cream that’s been a part of every Indian household since 1943. The product basket also includes Fiber-X (Sat Isabgol) and Lemolate - the popular cough & cold remedy that’s spreading the Company’s healing touch further and wider.



HEALING BEYOND HEALTH



“What better way can be there to empower lifestyles than always being there at hand when you are needed the most ... that’s our dream and our drive.”

Varun Suri
CEO- Consumer Division

The consumer business of the company has shown a tremendous growth in the current years. Sustained investments in marketing & promotion activities are being made to further expand product reach and availability.

Morepen’s Brand Sharing business has nearly 225 Stock Keeping Units (SKUs) under various product categories, comprising of Cough & Cold Relief, General Wellbeing, Vitamins & Minerals, Skin, Hair and Oral Care. Continued growth in the OTC and Brand Sharing business is expected with the continuous addition of fresh products - both under existing and new brands, opening up new markets while simultaneously increasing product reach and availability.



Finished Formulations

THE PASSION FOR
PROGRESS



H E A L I N G B E Y O N D H E A L T H



Finished Formulations

QUALITY PRODUCTS AT AFFORDABLE PRICES

Our focus on prescription business is to develop differentiated quality products with an objective to cater to the domestic market. For our Institutional business stream, the focus has been on developing quality products but with low cost.

At Morepen, we offer market specific product portfolios that reflect the health needs of each region while covering a wide range of conditions and medical needs including Gastro, Antibiotics, Vitamins, Nutritional, Anti Diabetics and Cardiac Care.



Over last few years there has been increased focus on Vitamins and Nutritional Products so as to protect human beings against harmful free radicals that have already affected the society via junk food and pollution. Keeping public health in mind we have strengthened our portfolio with the very best multi-vitamins fortified with the advantage of Veg Green Algal DHA. This is particularly helpful for the betterment of child memory and vision. The brand includes Rythmix Syrup / Drop, Rythmix XT while for antenatal care we have Rythmix Mom.





Finished Formulations

At Morepen, we are committed to fulfill discerning needs of the customer by providing some of our products in acute as well as chronic segment. For this reason we have also included Saltum, an antibiotic in our product portfolio, particularly designed for resistant cases.

Our tie up with Vesale Pharma, Belgium, in August 2017 has helped us to greatly strengthen our position in the Indian Probiotics market. With this collaboration, we are expanding our formulations portfolio in the Indian market, especially in the gastro-segment. Recently we have launched Intebact in the probiotic segment with four patented technology products to cover people across all ages.

Largely due to today's lifestyle, topping the health scare chart are hypertension and diabetes – diseases that don't even distinguish gender. Currently, around 415 million people have diabetes and it will be 642 million by 2040. In the race of hypertension every year around 9.4 million people lose their life without even being aware that they are suffering from the problem.



Since 2010, we have been serving India by providing Cardiac & Diabetic drugs under a separate dedicated business – Cardia, that has a portfolio of 50 plus SKU's along with product offerings under the nutritional segment. Over 3000 doctors are covered by our sales team with the aim of building a healthy future, driven with the vision of "The Joy of Growing Together".

At Morepen, we sincerely believe in marketing the best products possible. We strive without compromise to manufacture all our products with the highest standards of quality using ethical sourcing practices as we believe in thinking globally and acting locally. Our integrated manufacturing facilities are fully geared for contract manufacturing requirements of different products in customer specific environs. All our units not only have world-class equipment and infrastructure but are also manned by skilled workforce, R&D facilities and certified with internationally accepted Environment, Health & Safety legislations.



Research & Development

THE PURSUIT OF
PERFECTION



H E A L I N G B E Y O N D H E A L T H

Research & Development

HEALING BEYOND HEALTH



DRIVING THE MOREPEN VISION

The will to ensure wellness for all inspires Morepen's R&D team to innovate non-infringing technologies and cost-effective processes in order to achieve world-class quality and high yields for the generic market. Our R&D team's consistent ability to create new polymorphs of complex new molecules not only gives Morepen its unique strategic edge but also enables the company to break fresh grounds and capture new markets locally & globally on the strength of innovation.

Our dedicated research teams are exclusively engaged in developing proprietary international patents for various molecules that are being developed on regular basis. True to its reputation as a company that redefines excellence, Morepen's full-fledged Quality Assurance team undertakes Regular Audit, Training and Submission of Drug Master Files to ensure strict GMP standards and international quality compliance.

Such sustained efforts have had their own rewards - Morepen's current International Business presence straddles several countries around the globe with its new products finding ready acceptance in sophisticated, regulatory markets like USA, Canada and Europe. We have also received several international patents and have been awarded the prestigious Pharmexcil Patent Award thrice by Department of Commerce & Industry, Government of India.

