

Dr. Morepen's Diabetes Awareness Campaign Kicks Off on "Kaun Banega Crorepati"

Celebrating Festivals with Health: A Call for Diabetes Awareness

Gurugram, September 24, 2024: Morepen Laboratories Ltd., proudly announces the beginning of its short Diabetes Awareness Campaign from September 23rd on National media on Sony TV's iconic quiz show, "**Kaun Banega Crorepati (KBC)**" hosted by legendary superstar **Amitabh Bachchan**. This campaign features the former coach of Indian Cricket Team, **Rahul Dravid**, as our esteemed Brand Ambassador who stands for trust and consistency promoting the message of health and wellness during the festive season.

As India grapples with being the **Diabetes Capital of the World**, with over 50% of diabetes cases remaining undetected, this initiative aims to raise awareness about the importance of [monitoring blood sugar levels](#) before indulging in sweets. With the festive season approaching, we encourage everyone to celebrate responsibly while prioritizing their health.



[Dr. Morepen Glucometer](#) is the leading glucometer brand in India with 100% in-house production and backward integration. Since venturing into the medical devices sector in 2001, Morepen has become one of the largest producer of Glucometers and BP monitors in India, with an installed base over 12 Million meters and has sold over 1.50 Billion glucometer strips till date. Apart from Glucometers, Dr Morepen's Home Health offers Blood Pressure Monitors, Stethoscopes, Weighing Scales, Pregnancy kits, Nebulizers and Thermometers.

Morepen is committed to expanding its medical device capabilities, aiming to double glucometer production from 2.5 million to 5.0 million units annually and increase strip production capacity from 500 million to 700 million strips per year. Medical devices account for more than 30% of total revenues and are growing at a faster pace.

This campaign not only highlights our dedication to health management but also reinforces our commitment to empowering individuals through early detection and awareness of diabetes as we approach a season of celebration. Dr. Morepen is already associated with KBC with desktops branding to help expand the reach of their health initiatives.



Morepen is currently also running a World Heart Health Awareness Month campaign with doctors and employees to promote a better tomorrow!

About Morepen Laboratories Ltd.: (www.morepen.com)

Morepen Laboratories, established in 1984, is a leading player in the pharmaceutical and healthcare industry. Over the past four decades, Morepen has carved out a significant niche in the medical devices and Active Pharmaceutical Ingredients (API) segments. The company has consistently demonstrated strong performance and innovation, driving growth through strategic investments and market expansions.

Morepen's API business is renowned for its high-quality products and extensive global reach. The company exports a substantial portion of its API products, catering to the needs of numerous international markets. Morepen holds a leadership position in the export of 6 key API products, Loratadine, Montelukast, Desloratadine, Atorvastatin and Fexofenadine.

In the medical devices segment, Morepen has made remarkable strides, particularly in the Point of Care (POC) diagnostics. The company's Blood Glucose Monitors and Blood Pressure Monitors have shown impressive growth, driven by an aggressive market expansion strategy into tier-2 and tier-3 cities. Morepen has installed over 12.33 million glucometers to date and sold nearly 1.65 billion blood glucose strips, marking a significant milestone in its journey.

Contact:

Morepen Laboratories Ltd.

Corporate Office: 2nd Floor, Tower C, DLF Cyber Park, Udyog Vihar – III, Sector 20, Gurugram, Haryana – 122016

Email: corporate@morepen.com

Nitika Saini, Manager – Corporate Communication | 9818533004

This press release contains forward-looking statements based on current expectations and assumptions regarding anticipated developments and other factors affecting the company. These statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in the forward-looking statements.