

## Morepen Earns Asia Book of Records Honor for Promoting Gut Health Awareness

**Gurugram, November 22, 2024:** Morepen Laboratories Limited has achieved a significant milestone in promoting gut health awareness, recently being recognized by the Asia Book of Records for setting the record for the **Maximum Number of Doctors Pledging to Help Indians Enjoy the Freedom of Good Gut Health**. This initiative took place from August 12 to September 12, 2024, during which Morepen's dedicated prescription division, Morepen Rx, engaged doctors nationwide to educate patients on maintaining a healthy gut, a crucial element of overall well-being.

The event was graced by **Narvijay Yadav**, the IBR Adjudicator from the Asian Book of Records, who highlighted the importance of collaborative efforts in health promotion. His presence underscored the significance of this achievement and the commitment to advancing gut health education throughout India.

Currently, it is estimated that **over 70 million people in India suffer from various gut health issues**, impacting their quality of life. Conditions such as irritable bowel syndrome (IBS), constipation, and other digestive disorders are prevalent, often exacerbated by lifestyle factors and dietary habits. This statistic emphasizes the urgent need for effective solutions and awareness regarding gut health.

During the ceremony, Mr. Varun Suri, CEO – Formulations at Morepen Laboratories Limited, stated, “This recognition from the Asian Book of Records is a testament to the collective effort and dedication of our Team Morepen Rx. Our mission has always been to empower healthcare professionals with knowledge and resources that positively impact patient outcomes. We are proud to see the overwhelming support from the medical community and remain committed to ensuring that every Indian enjoys the freedom of good health.”

The record-setting initiative included extensive distribution of educational materials aimed at enhancing patient awareness about gut health. Morepen Rx's commitment was further reinforced through targeted campaigns promoting healthy lifestyle choices and informing patients about the benefits of probiotics and balanced nutrition.

Morepen's flagship product, **Intebact**, is a pioneering probiotic supplement designed specifically for Indian consumers. Utilizing innovative Intelicaps® technology from Vesale Pharma Belgium, Intebact ensures that live probiotics survive environmental and gastric challenges, delivering them effectively to the colon—up to **1,000 times more concentrated** than traditional formulations. Intebact not only enhances digestion and nutrient absorption but also supports immunity and addresses issues arising from antibiotic use and modern lifestyles.

With a legacy spanning over three decades, Morepen Laboratories Limited continues to lead in delivering high-quality healthcare solutions. The recognition by both the Asian Book of Records and India Book of Records reaffirms its commitment to innovation and patient-centricity in creating a healthier future for all.

**About Morepen Laboratories Ltd.:** ([www.morepen.com](http://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.

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