

Arkray Piramal launches India's most affordable blood glucose meter "Glucocard 01 – mini"

Glucocard 01 – mini offers the world's latest thermosensor technology

Mumbai, December 01, 2008: Arkray Piramal Medical Private Limited, an alliance between Arkray Inc, Japan-based pioneers in diabetes self-monitoring devices and specialists in diabetes care & diagnostics, and Piramal Healthcare Limited, today launched *Glucocard 01 – mini*, India's most affordable blood glucose meter. The device incorporates features required for the monitoring and analysis of diabetes.

Glucocard 01 – mini simplifies the self-monitoring of blood sugar levels, obtaining results in three simple steps in just 7 seconds. This product comes with a multitude of user-friendly features like auto-coding and results flagging. Auto-coding entails the calibration code being embedded in each strip. Therefore, it does not need to be manually fed, thereby eliminating coding-related errors. The results flagging feature (of use before and after meals) enables the separate storage of fasting and post-meal readings, thus avoiding the maintenance of an additional log book to record results. A specially designed pricking device draws just 0.3 microlitres of blood, ensuring that the process is virtually painless.

It assists in educating an individual about diabetes levels impacted by:

- diet and exercise: a test conducted after meals or physical activity helps understand its impact on blood sugar levels
- medication: results obtained at different times during the day allow the doctor to adjust medication as per needs;
- hypoglycaemia: low blood sugar levels can easily be detected and the necessary action taken.

Speaking on the launch of Glucocard 01 – mini, **Mr. N. Santhanam, COO, Piramal Group**, said, *"Our values of knowledge, action and care propel us to improve the quality of life by reducing the burden of disease. Knowledge of our consumers and the world's latest thermosensor technology guides us to take the right action and create a user friendly and*

practical product at the most affordable price to help us and the medical fraternity care for our patients”.

Glucocard 01 – mini is a sleekly designed device. It offers the world’s latest thermosensor technology that gives temperature-corrected results. Priced at Rs.888/-, the device is available at all leading chemist outlets across the country.

About Arkay Piramal Medical Private Limited

Arkay, Inc. is a market leader in the self-monitoring blood glucose market in Japan, with a dominant market share. The company, under the name of Arkay Piramal Medical Private Limited is in a joint venture with Piramal Healthcare Limited. The two companies entered into a 49:51 joint venture in December 2007 to market diagnostic products, mainly the Self-Monitoring Blood Glucose System (SMBG), in the Indian market.

About Piramal Healthcare Limited

Piramal Healthcare Limited, a Piramal Group company, is one of India’s largest pharmaceutical companies, with a growth track record of above 30% CAGR since 1988. Piramal Healthcare had consolidated revenues of US\$ 718 million in FY2008. The Company is currently ranked 4th in the Indian market with a diverse product portfolio spanning nine therapeutic areas. The Company is also one of the largest custom manufacturing companies with a global footprint of assets across North America, Europe and Asia. Piramal Healthcare is listed in India on the National Stock Exchange (Ticker: PIRHEALTH) and the Bombay Stock Exchange (Ticker: 500302).

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