

EMCURE ENTERS INTO PARTNERSHIP WITH IDIS FOR BiCNU® FOR SELECT COUNTRIES

29th April 2013 - Emcure Pharmaceuticals Ltd. ("Emcure") has entered into a partnership with Idis to create access to BiCNU® (Carmustine for injection) in The UK and Ireland, Switzerland, Portugal, Romania, Turkey, Costa Rica, Ecuador, Malaysia, Taiwan, Thailand and South Africa.

Emcure acquired the worldwide rights to BiCNU® on December 2012 from Bristol-Myers Squibb. BiCNU® is indicated as palliative therapy as a single agent or in established combination therapy with other approved chemotherapeutic agents in the following:

- Brain tumors: glioblastoma, brainstem glioma, medulloblastoma, astrocytoma, ependymoma, and metastatic brain tumors.
- Multiple myeloma: in combination with prednisone.
- Hodgkin's disease: as secondary therapy in combination with other approved drugs in patients who relapse while being treated with primary therapy, or who fail to respond to primary therapy.
- Non-Hodgkin's lymphomas: as secondary therapy in combination with other approved drugs for patients who relapse while being treated with primary therapy, or who fail to respond to primary therapy.

Idis' extensive experience of managing access to medicines not available in the country of need ensures the requisite experience and capabilities to create access to BiCNU® in an ethical and regulatory compliant manner.

For the select countries mentioned above, in order to obtain access to BiCNU® patients or healthcare professionals should contact:

globalmap@idispharma.com Phone: +44 (0)1932 824 123 Fax: +44 (0)1932 824323

About Emcure Pharmaceuticals Limited ("Emcure")

Established in 1981, Emcure Pharmaceuticals Limited is a fast growing Indian pharmaceutical company engaged in developing, manufacturing and marketing a broad range of pharmaceutical products globally. Its core strength lies in developing and manufacturing differentiated pharmaceutical products in-house and commercializing them through its marketing infrastructure across geographies and relationships with multi-national pharmaceutical companies.

In 2005, Emcure's manufacturing facility in Hinjwadi, Pune, received FDA approval for its solid oral facility and now has accreditation from not only the US FDA but also, UK MHRA, MHLW Japan and MCC South Africa.

In December 2012, Emcure acquired the worldwide rights of BiCNU®, a branded oncology product prescribed for treatment of brain tumors, multiple myeloma, Hodgkin's disease and non-Hodgkin's lymphoma.

For more information about Emcure please visit www.emcure.co.in

About Idis

Idis has 25 years' experience of partnering with pharmaceutical and biotechnology companies to create regulatory-compliant, ethical access to medicines for healthcare professionals and their patients with unmet medical needs. Since 1987, Idis has developed and managed access to thousands of medicines from every therapeutic category, impacting the lives of hundreds of thousands of patients in countries around the world.

Idis leverages decades of experience, regulatory insight, and a thorough understanding of local and global requirements to create access to medicines at every stage of a product's lifecycle from pre-approval to market exit, and in times of unexpected production shortages.

The company's European headquarters are located in Weybridge, United Kingdom, and North American headquarters are located in Princeton, NJ.

For more information about Idis please visit www.idispharma.com

Disclaimer:

"Emcure Pharmaceuticals Limited (the "Company") is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its equity shares (the "Equity Shares") comprising a fresh issue and an offer for sale by certain existing shareholders of the Company and has filed a draft red herring prospectus (the "DRHP") with the Securities and Exchange Board of India ("SEBI"). The DRHP is available on the website of SEBI at www.sebi.gov.in; on the websites of the stock exchanges at www.nseindia.com and www.bseindia.com; and on the respective websites of the book running lead managers at www.dspml.com, www.idfccapital.com and www.morganstanley.com/indiaofferdocuments. Investors should note that investment in the Equity Shares involves a high degree of risk and for details relating to the same, see the section "Risk Factors" of the DRHP. Potential investors should not rely on the DRHP for any investment decision.

The Equity Shares have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold, and Bids may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction. The Equity Shares have not been and will not be registered under the Securities Act of 1933, as amended (the "Securities Act"), and may not be offered or sold within the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and applicable U.S. state securities laws. Accordingly, the Equity Shares are being offered and sold (i) within the United States to U.S. QIBs in reliance on Rule 144A under the Securities Act and (ii) outside the United States in reliance on Regulation S under the Securities Act."