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LupinLifeâ??s Be One wins accolades for packaging

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The company won the Best Packaging Design â?? Graphics and Brand Value Add Award at the India Packaging Awards



LupinLife, the consumer healthcare business of global pharma major Lupin Limited (Lupin), won the Best Packaging Design – Graphics and Brand Value Add Award at the India Packaging Awards for its daily health supplement - Be One. This award is an initiative by Informa Markets in India to honour the best branding initiatives from the pharma packaging space.

Speaking on this association Anil Kaushal, Head of LupinLife Business, said, “We have received a phenomenal response to the launch of Be One and its design is as enthusing as its components. We are very humbled to receive this honour.”