Obesity in India: From Myth to Science

March 09, 2026

Submission from Eli Lilly and Company (India)

Launch of Mounjaro® (tirzepatide), India's first obesity management medication (Earned media campaign)

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Background

Objective

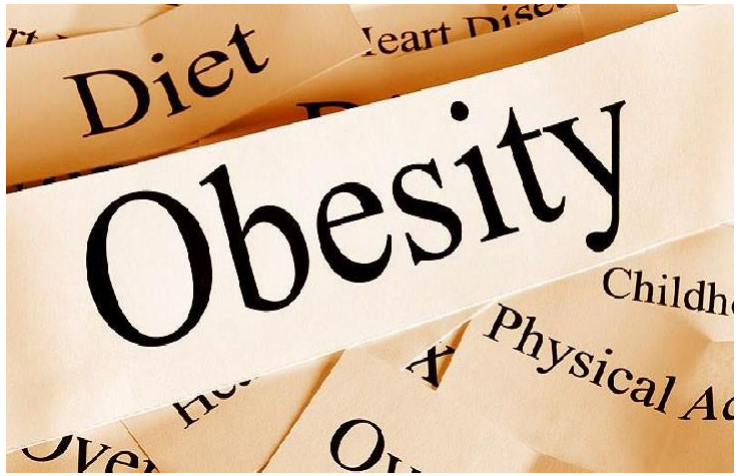
Kick Off (Pre-Launch)

Launch of Mounjaro® in India

Sustaining the conversation (Post-launch)

Quantitative outcome

BACKGROUND



Decoding Obesity

- A recent report in The Lancet quotes that every year about 7 crore people in India are becomingobese
- The Endocrine Society of India and global bodies like WHO classify obesity as a chronic, progressive disease
- Linked to 200+ health conditions, obesity is far more than a lifestyle concern, it's a serious health crisis
- Without timely intervention, obesity imposes significant long-term costs on individuals, economies, and healthcare systems



Market Realities and Misconceptions

- Distorted obesity narrative and stigma prevent timely medical intervention
- Celebrity hype and cosmetic framing skew public perception
- Competitor enjoys strong brand recall pre-launch, shaping early opinions
- Unregulated slimming products spread misinformation, distracting from evidence-based care



National Focus on Obesity: A Timely Narrative Shift

- Recently, PM Modi spotlighted obesity in Mann Ki Baat and public rallies, linking it to excessive edible oiluse
- Called for united efforts to tackle the growing health threat

Moment to lead

- Reframe obesity as a chronic disease, not just a lifestyle issue
- Highlight that effective obesity management requires a comprehensive approach, combining medication, diet and exercise

Lilly

OBJECTIVE(S)

Leverage the power of earned media to deliver a compelling, science based and differentiating narrative that support the launch of Mounjaro® (tirzepatide) in India

Build awareness for obesity as a serious disease

Raise awareness about obesity as a growing epidemic and a chronic disease in India, emphasizing the urgent need for medical intervention and lifestyle changes

High-impact Mounjaro® launch in India

Position Mounjaro® (tirzepatide) as a prescription-based treatment for obesity, approved in India to support management of the condition and not for cosmetic weight loss

Position Lilly as a responsible medicine company

Emphasize Lilly's commitment to India through patient-centered innovation that addresses India's evolving health priorities

KICK-OFF

Strategic engagement to build advocacy and momentum in the pre-launch phase

Media Education

Engaged health journalists through science-led briefings that recognized obesity as a chronic disease, fostering accurate and responsible coverage. These sessions enhanced understanding of the medical science behind obesity and helped shape a fact-based, health-focused public narrative


Rishika Sadam
Reuters


Jessica Jani
Mint


Durgesh Nandan Jha
The Times of India


Malathy Iyer
The Times of India


Sushmita Panda
Financial Express


Sumi Sukanya Dutta
The Print

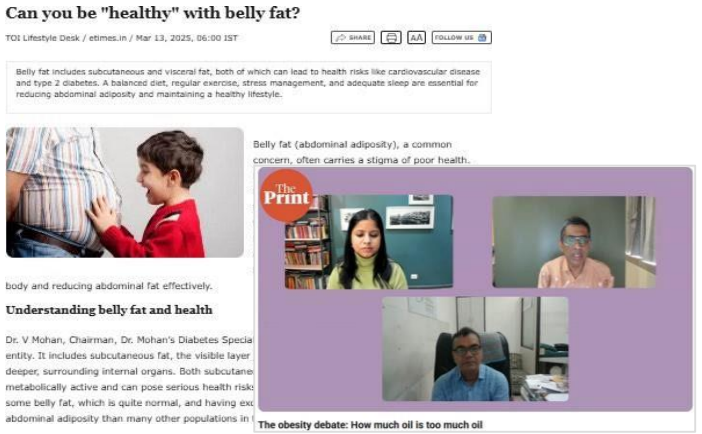

Mini P Thomas
The Times of India


Kalyan Ray
Deccan Herald


Sanket Koul
Business Standard

KOLs (HCPs)

Elevated public understanding of obesity as a chronic, treatable disease through endocrinologist-led media engagements. Authored articles and interviews shifted the narrative from lifestyle choice to a health challenge, reinforcing that medical intervention is appropriate when clinically indicated, not for cosmetic reasons



Thought Leadership

Reaffirmed Lilly's commitment to India and its focus on NCDs through high-profile interviews in top-tier media, featuring Indian and global leadership

Seeded tirzepatide's superior efficacy ahead of launch by disseminating results from a head-to-head global clinical trial with the competitor. A strategically timed press release drove strong media traction and reinforced scientific credibility

REUTERS
ET THE ECONOMIC TIMES
VINEET GUPTA
THE TIMES OF INDIA
FINANCIAL EXPRESS
DIOGO RAU
NEWS18 NETWORK
WINSELOW TUCKER
Business Today
RACHEL BATTERHAM
DANIEL SKOVRONSKY
businessline.
INDIA TODAY

OUTCOME (PRE-LAUNCH)

- During the pre-launch phase, strategic engagements drove a 46% increase in media mentions, signaling strong momentum and early narrative alignment
- **34+ coverages** across **CAT-A media with 851 M+ reach**
- **₹ 54 M+** in estimated **AD value**, earned organically
- Lilly gained traction as a responsible player, while competition mentions dropped ~33% amid scrutiny over aggressive promotions



THE ECONOMIC TIMES

Eli Lilly says its Weight-loss Drug was Better than Novo's in Trials

Results show avg weight loss of 22.8 kg with Zepbound & 15 kg with Wegovy, says co

Our Bureau

Mumbai: Eli Lilly and Company on Wednesday said that its weight loss medication tirzepatide (Zepbound) demonstrated superior efficacy over Novo Nordisk's Wegovy (semaglutide) in the phase 3b SURMOUNT-5 trial, showing an average weight loss of 20.2% compared to Wegovy's 13.7% at 72 weeks.

The results translated to an average weight loss of 22.8 kg for patients on Zepbound and 15 kg for those taking Wegovy. In addition, in a key secondary endpoint, 31.6% of people taking tirzepatide achieved at least 35% body weight loss compared to 16.1% of those taking semaglutide.

The data also demonstrated that tirzepatide overall helped patients achieve 47% more relative weight loss compared to semaglutide.

At 72 weeks, tirzepatide beat semaglutide on both the primary endpoint and all five key secondary endpoints in this trial of adults living with obesity or overweight with at least one weight-related medical problem and without diabetes, Eli Lilly said.

The most commonly reported adverse events for both tirzepatide and semaglutide were gastrointestinal related and were generally mild to moderate in severity.

Eli Lilly said it will continue to evaluate the SURMOUNT-5 results, which will be published in a peer-reviewed journal and presented at a medical meeting next year.

The study was a multi-centre, randomised, open-label, phase 3b trial evaluating the efficacy and safety of tirzepatide compared with semaglutide in adults with obesity or overweight with at least one of the following comorbidities such as hypertension, dyslipidaemia, obstructive sleep apnea (OSA) or cardiovascular disease, who did not have diabetes.

The trial randomized 751 participants across the US and Puerto Rico in a 1:1 ratio to receive a maximum tolerated dose of tirzepatide (10 mg or 15 mg) or semaglutide (1.7 mg or 2.4 mg).

The primary objective of the study was to demonstrate tirzepatide's superiority in percent change from baseline in body weight at 72 weeks compared to semaglutide.

"Given the increased interest around obesity medications, we conducted this study to help health care providers and patients make informed decisions about treatment choice," said Leonard C. Glass, senior vice president of global medical affairs at Lilly Cardiometabolic Health.

"We are thrilled that today's findings showed the superior weight loss of tirzepatide, which helped patients achieve 47% more relative weight loss compared to semaglutide," he said.

THE TIMES OF INDIA

Eli Lilly to launch diabetes, obesity drug in India next yr

Rupali.Mukherjee
@timesofindia.com

New Delhi: Eli Lilly, the US pharmaceutical giant that gained widespread attention globally with its weight-loss treatments, plans to launch its blockbuster drug — Tirzepatide — in India in 2025.

"India presents a promising market, with a large and growing population, rising disease burden from obesity, diabetes, and cancer, and an increasing health expenditure... A combination of all of this makes us very optimistic about the India opportunity. We are committed to bringing our next line of innovations to the country, starting with our obesity pipeline and Tirzepatide in 2025," Vineet Gupta, associate VP — MD, Eli Lilly (India) told TOI in an exclusive interview.

In India, the drug will be introduced under the brand name Mounjaro, targeting both type 2 diabetes and obesity. The company received marketing authorisation for the drug earlier in July, and is working to get the additional approvals, ahead of its 2025 launch.

Sales of Mounjaro globally for Q3 2024, stood at over $3.1 billion. Meanwhile, its Danish rival, Novo Nordisk with the ground-breaking Wegovy, has reportedly said it plans to get the drug in 2026 to India.

Soaring global demand for weight-loss drugs has propelled drug biggies Lilly and Novo Nordisk among the world's most valuable companies as they aggressively compete in the obesity market that analysts predict could cross $100 billion in the next decade. The surge in demand has led firms to scramble to scale up production capacity globally.

Tirzepatide will be introduced in India under the brand name Mounjaro. The company is yet to decide on pricing

In the US, the price of Mounjaro is around $1,000 per fill, but the amount a patient pays depends on factors like insurance. A huge demand for weight loss among affluent Indians, particularly celebs, has led to them being imported through unofficial channels, sidestepping regulatory checks. These are available at a fraction of the US price, majorly in the grey market.

Gupta said that the company has not decided on the pricing of Tirzepatide for India, but it "will be priced competitively and appropriately which will reflect the efficacy of this medicine and also the value that it will bring in reducing the overall health and economic burden of type 2 diabetes and obesity".

Through the launch of Mounjaro, the company will widen its key diabetes portfolio in the country. In diabetes, it has distribution partnerships with two domestic pharma companies: for Huminsulin range of products with Lupin, and for Humalog and Trulicity with Cipla.

"Our strategy in India has been a mix since we set up shop in 1993. We have some strategic partnerships which are specifically for our diabetes portfolio, and our non diabetes portfolio in India, we continue to promote through our own team. We are expanding our commercial operations in the country, in preparation of bringing these innovations," he stated.

Eli Lilly also has a contract manufacturing collaboration with Gland Pharma to manufacture human insulin vials in the country.

Business Today

BIG SHOTS

GIVEN THAT MORE THAN 40% OF INDIAN ADULTS ARE STRUGGLING WITH OBESITY AND DIABETES, AFFORDABLE WEIGHT-LOSS DRUGS ARE EXPECTED TO SIGNIFICANTLY DISRUPT THE PHARMACEUTICAL LANDSCAPE IN THE COUNTRY THIS YEAR, AND, THE WEIGHT MANAGEMENT MARKET COULD REACH ₹5.99 LAKH CRORE BY 2032, GROWING AT A CAGR OF MORE THAN 9%

BY NEETU CHANDRA SHARMA

ILLUSTRATION BY NILANJAN DAS



NEWS18



FINANCIAL EXPRESS

Namaste Wegovy, Ozempic and tirzepatide

Indian pharma set for shake-up with entry of these drugs

GARIMA SADHWANI
New Delhi, January 18

HAVING MADE WAVES the world over, revolutionary anti-obesity drugs Wegovy and Ozempic (manufactured by Danish drugmaker Novo Nordisk) and Eli Lilly's tirzepatide are set to enter the Indian market this year. "We anticipate a positive response from the Indian market," Eli Lilly (India) told FE, as the company gets ready to bring its anti-obesity drug tirzepatide, or Mounjaro, to India this year. The company also said it will join its drug compatriot Novo by the Indian market.

WEIGHT AND WATCH

Cipla coming up with generic, affordable version of Wegovy; eyeing deal with Eli Lilly to market drug in India

Sun Pharma working on anti-obesity drug semaglutide

Dr Reddy's Laboratories also coming up with generic version of Wegovy

Biocon working on GLP-1 therapies, gets approval for liraglutide

Natco Pharma developing generic version of Ozempic

Competitor Novo Nordisk had initially planned to bring its Wegovy to India in 2026, but reports say they will likely pre-pone their arrival to coincide with Eli Lilly, not wanting to miss out on the huge opportunity the Indian market brings. The company declined to comment when asked by FE on a possible launch date in India. These drugs have made bank in the West so far, which is what makes their entry exciting here as well. In 2023, Novo Nordisk's share price increased by over four times from what it had been just five years ago — and it not only became Europe's most valuable company but also had a market capitalisation that was higher than its native country Denmark's GDP. In 2022, over 63% of all drug prescriptions in the US were for Ozempic alone.

In fact, in the second quarter of this financial year, Eli Lilly's Zepbound made $1.34 billion and Mounjaro made $7.09 billion, far exceeding expectations.

Continued on Page 2

LAUNCH OF MOUNJARO IN INDIA

PRESS RELEASE WITH Q&A

A press release, supported by an in-depth Q&A, enabled long-format stories, securing **259+ Category-A** coverages across media, reaching **over 4.15bn**

BROADCAST INTERVIEW

An exclusive interview of **Dave Ricks, global chair and CEO with Shereen Bhan**, managing editor, CNBC-TV18. The interview highlighted the launch, and reaffirmed India's strategic importance and the company's commitment to bringing innovationsto the country

PRINT INTERVIEWS

Dave Ricks' exclusive interview with **Vikas Dandekar (The Economic Times) and Rupali Mukherjee (The Times of India)**, focused on the launch, plans to expand presence in India, and innovative pipeline

PODCAST

Dave Ricks' first in-depth India podcast on The ET Morning Brief focused on the launch, global vision, future plans, commitment to innovation and India's role as a strategic market

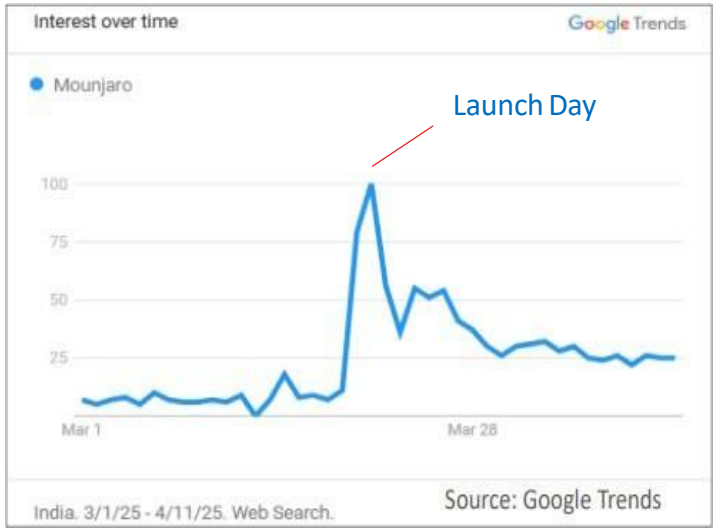
Secured high-impact media coverage with an estimated advertising value of over INR 110.2 million

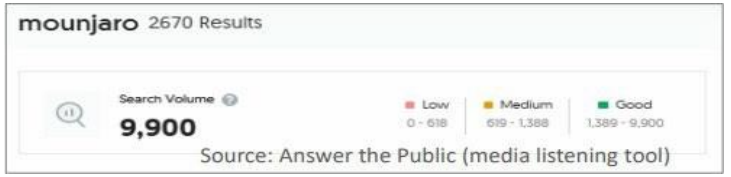


India Talks Mounjaro®!

97.5% Coverages aligned with Lilly's messaging

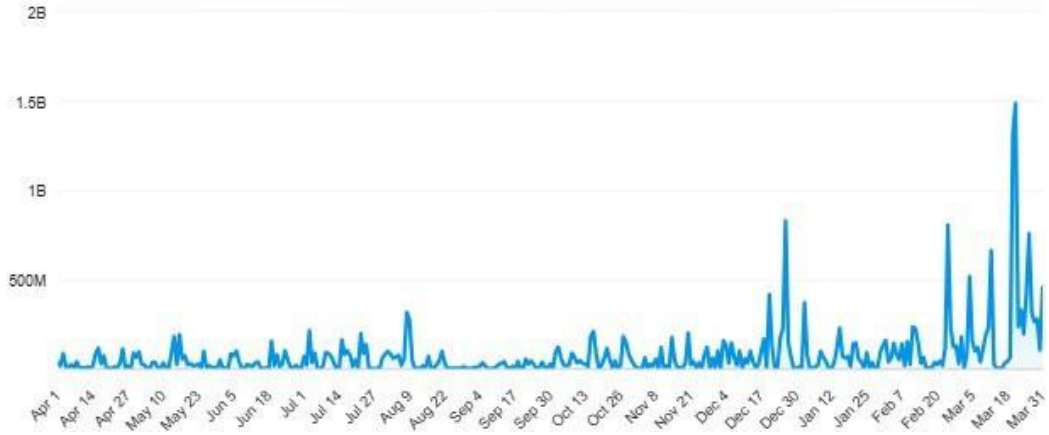
ThePrint · The Economic Times · The Times of India · The Hindu · Business Standard · TIMES NOW · The Indian Express · mint · Financial Express · News18 Network · Business Today · businessline · India Today · Hindustan Times





Total Reach **26.3B** ↑ 105% Previous period 12.9B

Daily Average **72.1M** ↑ 105% Previous period 35.3M



- Achieved **a 297% increase in reach** with the Mounjaro® (tirzepatide) launch, covered by **100% of top-tier publications nationwide**
- **Google Trends data showed** a **marked increase in audience interest on Mounjaro® (tirzepatide**) around the launch period, reflecting clear surge in public curiosity and effective awareness-building
- The science-led narrative ensured that **~97.5% of media coverage positioned Mounjaro® (tirzepatide) as a prescription-only medicine,** avoided celebrity or fad-driven associations, and reinforced its **medical credibility**
- **Strong market uptake – The Economic Times**

The results reflect the outcome of integrated efforts across media outreach, content seeding, and strategic messaging alignment

Source: Meltwater

MOUNJARO SETS THE MEDIA ABUZZ

ET INTERVIEW

DAVID RICKS
GLOBAL CEO, ELI LILLY

'Open to Tie-ups in India for Selling Mounjaro'

Drug results in nearly 20% weight loss in obese patients; dose starts at ₹14k a month

Vikas Dandekar & Teena Thacker

Mumbai | New Delhi: Pharma major Eli Lilly is open to partnerships with Indian companies to sell its blockbuster anti-diabetes and weight loss drug Mounjaro (tirzepatide), global CEO David Ricks told ET. The company launched the once-a-week injectable drug in India last week, triggering an avalanche of public responses, given [its benefits of sizeable 20% weight

"Lilly embraces partnership, and that's a philosophy we have globally," Ricks said.

Eli Lilly's Mounjaro is priced at ₹14,000 for a month's dose in India at a low dose and that goes up to ₹17,500 for a higher dose. The same drug is priced at over $1,000 per month in the US.

When asked about the drug's pricing, Ricks said, "We selected pricing that both produces extra value for society and rewards the innovator. So, we will keep making new medicines and consider the out-of-pocket (pay) environment here."

We selected pricing that both produces extra value for society and rewards the innovator. So, we will keep making new medicines, and consider the out-of-pocket (pay) environment here

FULL INTERVIEW

FLABULESS DREAMS

You Can Get a Shot for Speedy Weight Loss at ₹14k a Month

Eli Lilly rolls out its globally popular drug Mounjaro here, setting stage for more such launches

Teena Thacker

New Delhi: US pharmaceutical major Eli Lilly on Thursday introduced its globally popular anti-diabetes and obesity drug Mounjaro (tirzepatide) in India, kicking off a raft of planned launches in this therapeutic area over the next few months. At the starting dose of 2.5 mg, the drug will cost ₹14,000 a month, a company official said.

The 2.5 mg vial and 5 mg vial will be available at ₹3,346 and ₹4,375, respectively. A spokesperson said as Mounjaro (tirzepatide) is a prescription-based product, the treatment plan is determined by a healthcare professional and varies for each individual. Eli Lilly will sell only Mounjaro for both obesity and diabetes in its portfolio. Mounjaro, launched, which is the prescribed obesity drug in the US. The key ingredient (tirzepatide is the same for both brands.

"The dual burden of obesity and type 2 diabetes is rapidly emerging as a major public health challenge in India," Winslow Tucker, president and general manager, Lilly India, said in a statement. "Lilly is committed to collaborating with the government and industry to promote awareness and improve the prevention and management of these diseases."

Over the next five years, the Indian market for weight-loss drugs has grown at over 30% CAGR to close to ₹600 crore, industry sources told ET.

India has about 101 million people living with diabetes and nearly half of those in the adult patients category are being inadequately treated with suboptimal glycemic control. As of 2021, adult obesity prevalence in India stood at around 6.5%, affecting nearly 100 million people.

Eli Lilly's launch is the first of a wave of weight-loss products expected to hit India. Novo Nordisk, another global drugmaker and Lilly rival, has received approval for anti-diabetes and weight-loss drug Ozempic/Wegovy (semaglutide). Several Indian drugmakers are lining up investments to make semaglutide following its patent expiry in India expected next year.

Mounjaro is a first-of-its-kind treatment for obesity, overweight, and type 2 diabetes that activates both GIP (glucose-dependent insulinotropic polypeptide) and GLP-1 (glucagon-like peptide-1) hormone receptors, the company said in a statement.

Losing Inches

How does Mounjaro work?

Mounjaro (tirzepatide) is a once-a-week prescription injection

Decreases fat mass by regulating appetite

Improves insulin secretion, reduces glucagon levels

Also improves insulin sensitivity and delays gastric emptying

101 m Indians living with diabetes

100 m people are obese in India

Mounjaro is meant to be used along with a healthy diet and regular exercise. The drug is approved for adults with type 2 diabetes and obesity (BMI of 30 or more, those adults who are overweight (BMI of 27 or more) and have other health problems related to weight and adults with type 2 diabetes to help manage blood sugar levels.

"Our mission to make life better for people living with obesity and diabetes in India is reflected in our efforts to accelerate the introduction of innovative medicines. The launch of Mounjaro demonstrates our ongoing support to this mission and our shared vision of a healthier nation," Tucker further said.

HOT FOR EVERYONE

The once-weekly drug is, however, expensive and hence many people won't be able to benefit out of it, said Dr Anoop Misra, chairman, Fortis-C-DOC Centre of Excellence for Diabetes, Metabolic Diseases and Endocrinology.

"We acknowledge tirzepatide's impressive efficacy for both weight loss and diabetes management, which

Eli Lilly launches much-awaited weight-loss drug Mounjaro in India

RELIEF FOR DIABETICS. A 2.5 mg vial of Mounjaro is priced at ₹3,500 and 5 mg vial at ₹4,375

PT Jyothi Datta
Mumbai

The much-awaited weight-loss and diabetes drug Mounjaro, from US-based Eli Lilly and Company will be available at local chemists in a few weeks at an India-specific price.

Globally, Mounjaro and peers in this category, Ozempic/Wegovy from Novo Nordisk, are popular for their "weight-loss" features. Diabetologists say patients with obesity and type 2 diabetes are keen to access these drugs locally.

Priced ₹3,500 for a 2.5 mg vial and ₹4,375 for a 5 mg vial, a company spokesperson told *businessline*, the "India-specific pricing" reflected Lilly's commitment to expanding access to innovative treatments in the country.

Mounjaro is a once-a-week, prescription-based medicine that reduces food intake, body weight and decreases fat mass by regulating appetite and has been demonstrated to regulate [illegible] pid utilisation, a note from Lilly said.

The drug activates both GIP (glucose-dependent insulinotropic polypeptide) and GLP-1 (glucagon-like peptide-1) hormone receptors, it added.

100 MILLION PATIENTS

India is home to the second largest population of people living with diabetes, about 100 million.

Obesity is a major risk factor for diabetes, linked to over 200 health complications, including hypertension, dyslipidemia, coronary heart disease, and obstructive sleep apnea, the note said.

"The dual burden of obesity and type 2 diabetes is rapidly emerging as a major public health challenge in India," said Winslow Tucker, President and General Manager, Lilly India, adding that they were committed to working with the government to improve awareness, prevention and management of these diseases.

Both Eli Lilly and Novo Nordisk have been taking their respective popular injectable brands, Mounjaro (Tirzepatide) and Ozempic/Wegovy (semaglutide), to more countries. The oral version of semaglutide (Novo Nordisk) is available in India; an injectable version is awaited. Oral semaglutide costs a person living with diabetes about ₹10,000 a month.

INDIA PRICES

On whether Mounjaro would be accessible to patients, Dr Rajiv Kovil, Head of Diabetology with Zandra Healthcare, told *businessline* that the pricing was better than expected, given that it sells in West Asia at about ₹30,000-35,000 a vial, and in the US at about $700 to $1,080 (estimated ₹58,000-90,000).

Patients are set to benefit, he said, as some go off semaglutide in 2026. Several Indian companies "have cracked it", leading to greater competition that will bring down prices, he explained.

Indian drugmakers including Cipla, Lupin and Mankind Pharma, have stated their intent to be in this segment. "Obesity is the mother of several disorders," said Kovil, advocating health insurance for the drug to have a greater impact on the disease.

The drug is usually taken life-long, he said, as people tend to put on weight when they stop it. The red flags for this category of drugs are for those with a family history of thyroid cancer and pancreatitis, he said.

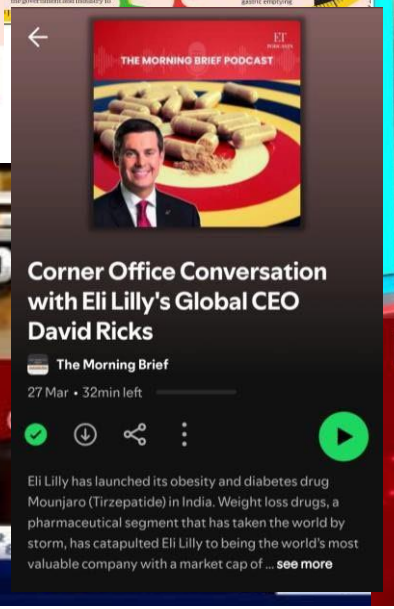
ABOUT THE MEDICINE

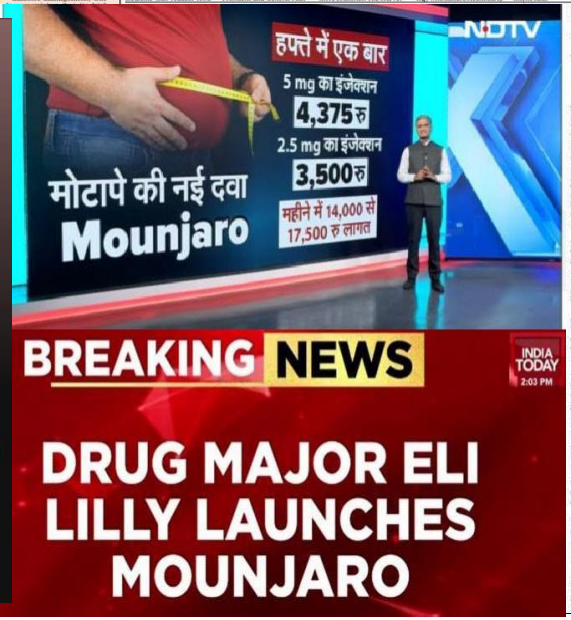
- Mounjaro (Tirzepatide) is an injectable drug to treat obesity, overweight and type 2 diabetes
- The once-a-week, prescription-based medicine reduces food intake and body weight, and improves glycemic control in those with diabetes
- Peers in this category include Novo Nordisk's popular brands Ozempic/Wegovy (semaglutide)
- Oral semaglutide is available in India; the injectable version is awaited



'Eli Lilly's Goal is to Reach Everyone Who Needs Obesity Care, Says David Ricks







Eli Lilly's 'once-a-week shot' for weight loss, diabetes to hit stores

Mounjaro launched in single dose vial at one-fifth of US price

SOHINI DAS
Mumbai, 20 March

US pharma major Eli Lilly on Thursday launched the much-awaited diabetes and obesity management drug Mounjaro in India at one-fifth of US price. Lilly launched the drug in a single dose vial following the marketing authorisation from the Central Drugs Standard Control Organization (CDSCO). It has been priced at ₹3,500 for 2.5 mg vial and ₹4,375 for 5 mg vial.

The drug, usually taken once a week, would cost in the range of ₹14,000 to ₹17,500 for a month's therapy depending on the dosage recommended by the doctor. The average monthly price of Mounjaro in the US is around $1000-$1200 a month (or ₹86000-₹1 lakh).

"It is a first-of-its-kind treatment for obesity, overweight, and type 2 diabetes that activates both GIP (glucose-dependent insulinotropic polypeptide) and GLP-1 (glucagon-like peptide-1) hormone receptors," the company said.

"This India-specific pricing reflects Lilly's commitment to expanding access to innovative treatments in the country," it added. Lilly is, however, not yet going ahead with any local collaboration for marketing and distributing the drug. "We are committed to expanding access to innovative treatments in India. At this stage, we do not have any partnership announcements regarding Mounjaro (tirzepatide)," the firm said.

The demand for GLP-1 class of drugs to manage diabetes and obesity has shot through the roof running into hundreds of billion dollar opportunity.

A key drug in this class semaglutide is set to go off patent in March next year and several Indian players including Mankind Pharma, Alkem Labs, Dr Reddy's Laboratories etc. are in fray to launch their generic versions.

The demand is high due to the impact on weight loss this class of drugs have. Adults taking Mounjaro with diet and exercise in a controlled clinical trial lost on average 21.8 kg at the highest dose (15 mg) and 15.4 kg at the lowest dose (5 mg) over a period of 72 weeks.

"The dual burden of obesity and type 2 diabetes is rapidly emerging as a major public health challenge in India. Lilly is committed to collaborating with the government and industry to promote awareness and improve the prevention and management of these diseases," said Winslow Tucker, President and General Manager, Lilly India.

Novo Nordisk's oral semaglutide tablet, Rybelsus, launched in India in January 2022, has already captured nearly 65 per cent of the anti-obesity drugs market, which includes other weight-loss medications such as dulaglutide, orlistat, and liraglutide.

The market for anti-obesity drugs in India has seen exponential rise, up from ₹137 crore in November 2020 to ₹535 crore in November 2024, according to market research firm Pharmatrac.

"The launch of semaglutide in 2022 has been a game changer," said Sheetal Sapale, vice-president, commercial, Pharmarack.

"The market has nearly quadrupled in value over the past five years."

She said this surge may not be solely due to an increase in obesity cases, it also signals a greater willingness to seek medical solutions. Novo Nordisk has not yet launched the injectable form in India, but is expected to do so by 2026.

India has about 101 million people living with diabetes and nearly half of these in the adult patients category are being inadequately trea optimal glycemic contro

Obesity, a chronic rel is a major risk factor f linked to over 200 hea tions, including hypert pidemia, coronary hear obstructive sleep apne adult obesity prevalence at around 6.5 per cent, a 100 million people.

"Obesity and diabetes as serious conditions lin life-limiting health comp ing effective and sustai critical. Mounjaro may approach to metabolic h ment, providing health with an innovative optio diseases," said Manish Medical Director, Lilly I

Doctors point out t medicine has significan weight loss, there are s

Sukhvinder Singh S Minimal Access, GI & Ba at the CK Birla Hospital s fits of Mounjaro include sugar control and subst loss. However, users m side effects such as nau decreased appetite, vomi tion, and stomach pai risks, though less comm digestive issues, kidney bladder issues, and panc

More on business-standard

A JAB IN DEMAND

- The drug would cost in the range of ₹14,000 to ₹17,500 for a month's therapy
- The average monthly price of Mounjaro in the US is around ₹86,000–₹1 lakh
- The demand for GLP-1 class of drugs to manage diabetes and obesity has shot through the roof
- A key drug in this class, semaglutide, is set to go off patent in March next year



ChatGPT
SHAIRI
OF THE DAY

Eli Lilly's new drug,
quite grand,
For diabetes and
weight control,
it's in demand.
Mounjaro's the name,
A shift in the game,
India's pricing is truly
well planned!

MOUNJARO SETS THE MEDIA ABUZZ

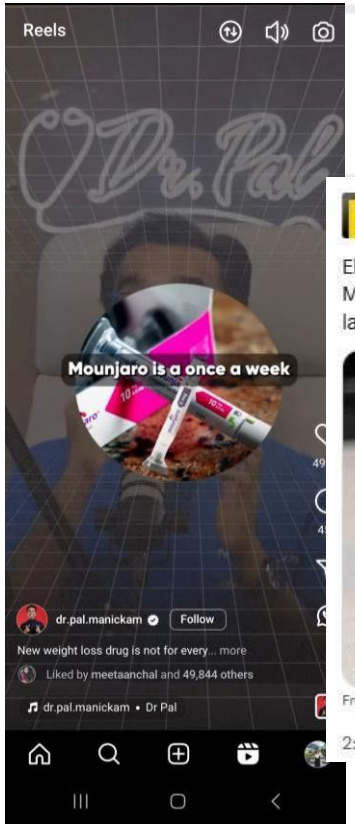




Winselow Tucker, President & GM, Lilly India, attended a special session with Hon'ble PM Narendra Modi and joined a panel discussion on "The Science of Slimming: Assessing the Risk-Reward Paradigm" moderated by Sonal Mehrotra Kapoor, Senior Editor, News18, at the Rising Bharat Summit 2025

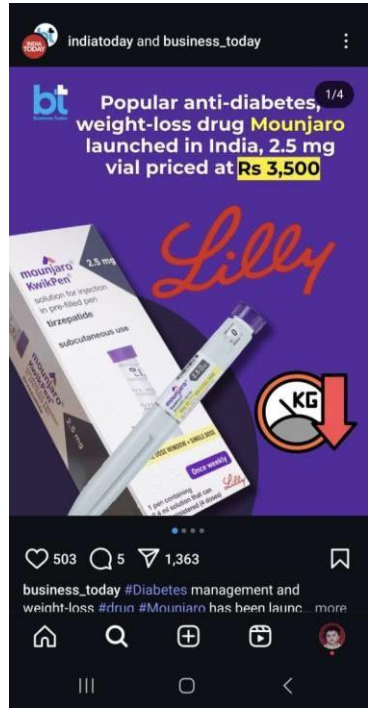
Top endocrinologists, entrepreneurs and social media influencers are driving serious conversations on obesity and weight loss medicines across key media platforms











SUSTAINING CONVERSATIONS (POST-LAUNCH)

Heightened media interest post launch

Post the Mounjaro® (tirzepatide) launch, initiated media outreach, generating follow-up coverage on market response and Lilly's future plans for India

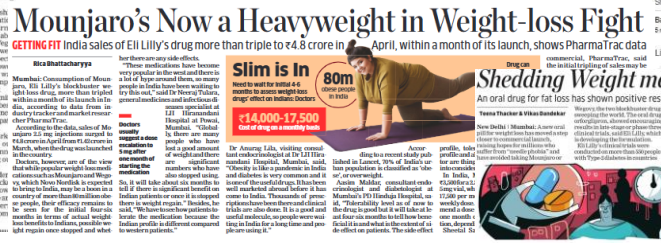
Strategic KOL activation for sustained reach

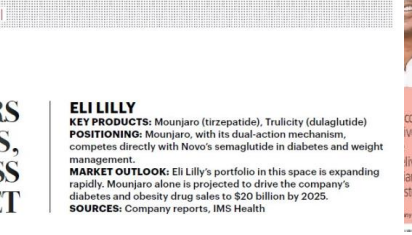
Strategically engaged key endocrinologists to sustain conversations around obesity, amplifying their perspectives across traditional and digital platforms to reinforce credibility and drive continued dialogue











QUANTITVE OUTCOME

400+ Coverages across broadcast, print, online & social media

Engaged with 15+ journalists every month; 50+ during the launch phase

All target metro cities covered including Delhi, Mumbai, Bengaluru, Chennai, Kolkata and Hyderabad

Deepen media engagement

Consistent engagement with senior journalists across leading outlets — including Reuters, The Times of India, The Economic Times, Business Standard, The Print, Financial Express, Business Today, News18, The Indian Express, India Today, CNBC TV18, Moneycontrol , Mint, The Hindu, The Hindu Business Line, and The New Indian Express, reinforced Lilly's leadership in shaping science-backed obesity narrative while ensuring credible, consistent messaging around product's clinical value

~97.5% coverages aligning with strategic messaging of Lilly India

Reached an audience size of over 6.13 Billion

Generated an advertising value of over ₹ 193.7 million

Thank you