



INDGN/SE/2025-26/60

October 1, 2025

BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai- 400001, India. Scrip Code: 544172	National Stock Exchange of India Limited Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051, India. Trading symbol: INDGN
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Dear Sir / Madam,

Sub: Press Release

Pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, please find enclosed the copy of Press Release dated October 1, 2025, titled "Indegene Announces Acquisition of BioPharm, an Omnicom Company, to Expand AI-Driven Marketing and AdTech for Global Pharma".

Kindly take the same on records.

Thanking you,

Yours Sincerely

For Indegene Limited

Srishti Ramesh Kaushik
Company Secretary and Compliance Officer

Encl: As above



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Press release

Indegene Announces Acquisition of BioPharm to Expand AI-Driven Marketing and AdTech for Global Pharma

Princeton, NJ / New Hope, PA / Bengaluru, KA, October 01, 2025 - Indegene announced the strategic acquisition of BioPharm, a Pennsylvania-based specialized marketing services agency and part of Omnicom Health Group. This acquisition by ILSL Inc., a subsidiary of Indegene Limited, strengthens Indegene's commercialization portfolio with AdTech, combining AI and digital advertising, enabling pharma companies to drive more precise, scalable, and measurable outcomes. Further, this solidifies Indegene's position as a true category leader in data-driven Omnichannel and Media Space.

Founded in 2005, BioPharm's clients include 17 of the world's top 25 biopharma organizations. The agency brings deep expertise in omnichannel strategy, end-to-end media journey - spanning strategy, planning and operations, and data-driven campaign execution -blending analytics, automation, and targeted engagement to deliver turnkey precision marketing solutions.

"BioPharm has built an impressive growth flywheel, with advanced tech capabilities, deep therapeutic expertise, and long-standing client relationships. This acquisition reinforces our position as the preferred tech-native, commercialization partner for the life sciences industry, helping clients unlock greater strategic value from their marketing and AdTech investments", said Manish Gupta, Chairman and CEO, Indegene. "I am delighted to welcome Steve and the BioPharm team to the Indegene family, and we look forward to shaping the future of AI-led commercialization together."

"Indegene is a natural home for us, given their client-focused, innovation-first, employee-centric culture - backed by strong technology platforms, data and analytics capabilities, deep medical expertise, marquee client base and a global delivery model. And, we are very excited to join the larger Indegene family at a pivotal time for the industry", said Steve Carickhoff, President, BioPharm. "Their life sciences-contextualized approach to AI will open up new possibilities, helping us deliver deeper value to clients. Together, we will push the boundaries of AI-powered pharma marketing worldwide - delivering more personalized, measurable, and patient-focused outcomes."

Amid changing market dynamics, evolving regulatory complexities, and discerning HCP preferences in an AI-first era, more and more pharma companies are looking to transform their commercialization processes to make bold bets and be truly future-ready. However, traditional healthcare agencies of record are finding it difficult to deliver to pharma's rapidly changing expectations. That's why the industry is turning to



specialized solution providers like Indegene, to co-innovate future-ready commercialization models with an AI-first/data-driven approach.

This acquisition by Indegene is especially significant as many pharma companies have the twin agendas of managing mature and growth product portfolios and ramping up capabilities for new launches in an environment where physicians increasingly favor limited engagement models. These imperatives, along with the productivity agenda, are driving the adoption of innovative digital engagement approaches.

The powerful combination of Indegene and BioPharm brings together vast, rich data assets that will drive significantly higher Media ROI and enable more effective Agentic Operations.

Seyfarth Shaw LLP represented Indegene in this transaction.

About Indegene

Indegene Limited (BSE: 544172, NSE: INDGN) is the tech-native, life sciences specialist orchestrating the path from commercialization strategy through execution. Trusted by the world's top 20 biopharma companies across the value chain - from clinical and medical through commercial - Indegene helps life sciences leaders move at the speed of their ambition with #PractitionerLevelConfidence. Indegene's difference comes from integrating deep domain knowledge, contextualized technology and operational excellence, built over 25 years. When bold life sciences leaders want to take breakthrough therapies to market faster, maximize impact, and create seamless experiences for patients and physicians, they count on Indegene. Orchestrate your path at www.indegene.com

About BioPharm

Founded in New Hope, Pennsylvania, in 2005, BioPharm Communications is a leading healthcare marketing and communications agency specializing in data-driven, omnichannel engagement for pharmaceutical and biotech companies. Leveraging a proprietary network of more than three million healthcare decision-makers, BioPharm delivers precision targeting, advanced addressable media capabilities, educational content, and omnichannel activation that inform and influence clinical decision-making. With expertise in KO-driven education, advanced analytics, and measurable performance optimization, the company partners with life science brands to create meaningful connections that drive measurable impact.

Visit <https://www.biopharmcommunications.com> for more.

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