

Dr. Reddy's announces US rights for its dermatology brands

02 April 2019 | News

Promius Pharma, LLC. (a wholly owned subsidiary of Dr. Reddy's Laboratories Ltd.) announces the sale and assignment of the US rights for its marketed dermatology brands to Encore Dermatology



Dr. Reddy's Laboratories Limited, through its wholly owned subsidiary Promius Pharma, LLC, announces the sale of its rights for SERNIVO® (betamethasone dipropionate) Spray, 0.05% and assignment of its rights to market and distribute, PROMISEB® Topical Cream and TRIANEX® 0.05% (Triamcinolone Acetonide Ointment, USP) in the United States, to Encore Dermatology.

Under the terms of the agreement, Promius Pharma is eligible to receive an upfront payment and future milestone payments contingent upon achievement of certain commercial objectives.

"This is in line with our renewed strategy to enable us achieve self-sustainability and profitable growth for each of our businesses," said G.V. Prasad, Co-Chairman and CEO, Dr. Reddy's.

"We are confident in Encore's ability to realize the full potential of the enlisted products. We look forward to working with Encore to ensure a smooth transition of these brands and to ensure they are able to quickly deliver these products to providers and patients." says Anil Namboodiripad, Ph.D., Senior Vice President, Proprietary Products, and President, Promius Pharma.