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Roche Pharma India, Entero Healthcare focus on nephrology medicines

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This partnership aims to address the unmet medical needs and broaden access to innovative medicines for patients across India



Roche Products (India) Pvt. Ltd. (Roche Pharma) and Entero Healthcare Solutions Pvt. Ltd. (Entero) have announced that the two companies have entered into an agreement to provide better access to innovative medicines for patients in India.

Under this agreement, Entero will be responsible for promotion, marketing and distribution of Roche Pharma's key nephrology drugs viz., Mycophenolate Mofetil (Cellcept), Valganciclovir (Valcyte), Epoetin Beta (NeoRecormon), and Methoxy Polyethylene Glycol-epoetin Beta (Mircera) in India.

Roche Products (India) Pvt. Ltd. has been taking multiple steps to increase the reach of their innovations in India. The company is expanding its presence in different states in India by increasing its field force in a phased manner and investing in new talent in India over the next few months.

The partnership deal, the discussions for which has been going on for the last few months, will help the company focus on these states and capabilities.Currently, the company has more than 2000 people working across states and through various partners in India.

"While we keep working towards creating and enhancing the healthcare ecosystem in India, we need to differentiate between our existing products that can reach the patients at a faster pace through a valued partnership like this, and the newer innovative drugs that we can focus on bringing into India in next few years." said V. Simpson Emmanuel, General Manager, Roche Products (India) Pvt. Ltd."At Roche Pharma India, we are focusing on strategic approaches to ensure robust access, better healthcare financing and overall enhanced healthcare ecosystem. A partnership in India for our Nephrology portfolio is one such important step in ensuring that we bring world-class medicines and healthcare solutions to our country through an esteemed partner like Entero Healthcare Solutions.We remain committed to transforming healthcare in India to become a benchmark for other emerging markets around the globe."

Prabhat Agrawal, Co-founder and CEO, Entero Healthcare Solutions Pvt. Ltd. said, "We are delighted to enter this unique collaboration with Roche to be able to serve patient needs in the area of organ transplant and chronic kidney disease. There has been a significant rise in the number of patients with kidney related ailments and with Entero's presence across major cities in India, we aspire to make these innovative set of medicines accessible to every patient."