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BDR Pharma launches world's first Enzalutamide oral solution for prostate cancer treatment

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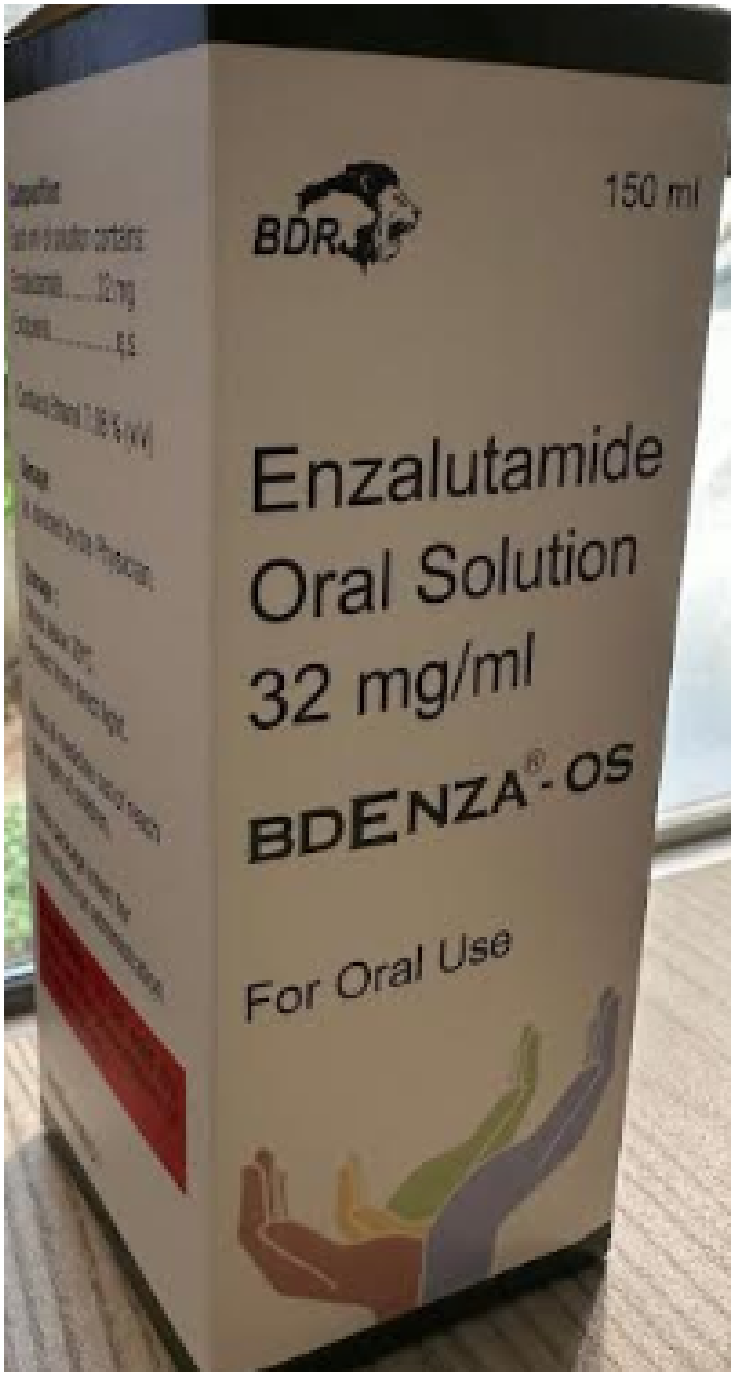
Introducing DCGI approved new drug delivery system that is affordable, accessible in India



Addressing a critical need in prostate cancer treatment, Mumbai-based BDR Pharmaceuticals has introduced BDENZA, world's first oral solution in 32mg/mL designed for the management of prostate cancer.

BDENZA will be available at Rs 27,000 for 150mL. This innovative formulation marks a significant step forward in providing an effective dosage form, with lesser side effects in comparison to existing oral dosage forms of Enzalutamide.

The dose reduction owing to tolerability of the product by patients is a big advantage of this oral solution, as dose regimen can be adjusted based on the volume of consumption. This flexibility is absent in existing oral dosage forms of Enzalutamide.

Prostate cancer is a growing concern, with an estimated 1.2 million new cases diagnosed globally each year and an estimated 375,000 deaths, according to the WHO. Earlier it was the 8th most common cancer in males in the 1990s, but now it moved to 3rd place by 2015 in India.

Raheel Shah, BDR Group Director (Business Development), said, "BDENZA represents a paradigm shift in prostate cancer therapy. Its introduction aligns with our relentless pursuit to provide accessible and patient-centric healthcare solutions. This

first-of-its-kind oral solution that addresses the challenges faced by many patients, offering convenience, reduced side effects, and a palatable sugar-free taste and affordability."