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Sanofi India broadens reach of cardiovascular brands in partnership with Emcure Pharma

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Sanofi's well-established cardiovascular (CV) brands to complement Emcure's strong CV portfolio



The Board of Directors of Sanofi India Limited (SIL) has approved an exclusive distribution and promotion agreement between SIL and Emcure Pharmaceuticals for SIL's cardiovascular products in India.

Emcure Pharmaceuticals will exclusively distribute and promote the company's cardiovascular (CV) range of products that include well-established brands like Cardace, Clexane, Targocid, Lasix and Lasilactone.

While SIL will continue to own, import, and manufacture these brands across Sanofi's plants in India and internationally, Emcure will leverage its strengths to engage healthcare professionals and expand reach of these therapeutic solutions for patients who need them across all areas of India.

According to Rodolfo Hrosz, Managing Director, Sanofi India, "With Emcure's wide presence across India, our partnership will benefit both healthcare professionals and patients by creating the opportunity to maximise the reach of our CV products."