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**Novartis launches Radioligand Therapy for advanced prostate cancer treatment in India**

15 June 2026 | News

**Brings a globally recognised targeted treatment approach to Indian patients**



In a major advancement for cancer care in India, Novartis India has announced the launch of Pluvicto (lutetium ( $^{177}\text{Lu}$ ) vipivotide tetraxetan), the country's first regulatory authority approved radioligand therapy for eligible patients with Prostate-Specific Membrane Antigen (PSMA)-positive prostate cancer.

Designed to precisely target prostate cancer cells while minimising exposure to healthy tissues, Pluvicto introduces a new treatment approach for metastatic prostate cancer, a disease that continues to place a significant physical and emotional burden on patients and families across India.

Pluvicto is the only regulatory authority approved finished formulation for PSMA +metastatic castration resistant prostate cancer (mCRPC) and is imported from Spain and Italy from GMP facilities, ensuring the highest standards of quality and safety.

The launch comes at a time when prostate cancer is emerging as one of India's fastest-growing cancer burdens among men. Prostate cancer is now among the top three cancers affecting urban men in India, with nearly 250,000 cases every year. Approximately 50% of diagnosed patients present at a metastatic stage, where treatment becomes significantly more complex due to poorer prognosis, treatment-related side effects, and challenges in treatment sequencing.

Pluvicto will be made available through select hospitals and nuclear medicine centres across India as part of Novartis' partnership-led approach for bringing radioligand therapies to India. The company is also working with healthcare stakeholders to strengthen awareness, and infrastructure preparedness for precision oncology care.