

Elbrit Life Sciences dreams big on Indian pharmaceutical business

15 April 2014 | News | By BioSpectrum Bureau

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'Elbrit Life Sciences', a new pharmaceutical company based in Mumbai, India, opened gates for business in India. The company would be serving the South Indian states initially and aims to cover the entire country with time. According to the sources, the company would be targeting cardiac and diabetes product segments in the present year. Elbrit Life Sciences is a part of a global business group based in UK with investments in science, research and education. The group has significantly invested in next generation healthcare such as genetic therapy, molecular biology, DNA mapping and biomarkers. The group also owns world renowned scientific and academic publishing brands.

Speaking on the occasion, Mr. Prakash, ceo of the company said, "We are extremely excited to announce the launch of Elbrit Life Science. We will be initially venturing into branded generics in diabetic and cardiac segments. In the near future, we will be adding more innovative and super speciality products to our portfolio. Our goal is to expand into other pharmaceutical segments as well and become a leading player in the market in the times to come." Mr. Prakash, who was present during the occasion is an Indian origin executive based out in the UK.

According to the sources, the parent group based in UK has invested heavily in Elbrit Life Sciences. Details related to the same are expected to be released in the coming weeks.

The sources also said that the company is aggressively planning to pursue the Indian pharmaceutical space. If experts in the field are to be believed, the launch of 'Elbrit Life Sciences' is likely to change the Indian pharmaceutical sector on its head resulting in better quality and healthy competition. With the major Indian pharmaceutical companies facing tough times over quality issues in the US and Europe, healthy competition in the domestic market is an encouraging sign for patients.