

Daiichi Sankyo and Ranbaxy launch hybrid business in Brazil

17 April 2013 | News | By BioSpectrum Bureau

Daiichi Sankyo and Ranbaxy launch hybrid business in Brazil



Daiichi Sankyo and Ranbaxy Laboratories on April 17, 2013, announced synergy in Brazil to expand the business of both companies in the country.

As part of this synergy, Ranbaxy will support Daiichi Sankyo's Brazilian subsidiary, Daiichi Sankyo Brasil Farmaceutica Ltda (Daiichi Sankyo Brazil), to enter the branded generics market, in addition to its established business of providing innovative products. Daiichi Sankyo Brazil with 314 employees, founded in 1962, recorded the sales of 6.7 billion yen (approximately \$85 million) in FY 2011. Ranbaxy's Brazilian subsidiary, Ranbaxy Farmaceutica Ltda would continue to independently promote Ranbaxy's generic products and also enter into branded generics in Brazil.

The pharmaceutical market in Brazil is the biggest in Latin America, and it is expected to become the fourth biggest in the world in 2016. In Brazil, Daiichi Sankyo has built up its market presence with innovative pharmaceuticals through Daiichi Sankyo Brazil. On the other hand, Ranbaxy markets its generic products in Brazil through its subsidiary, Ranbaxy Farmaceutica Ltda. Founded in 1999, the company having employee strength of 72 persons, recorded the sales of \$20.5 million in FY 2012.

With this synergistic collaboration, the Daiichi Sankyo Group will expand its presence in Brazil through its hybrid business model promoting innovative, branded generic and generic pharmaceuticals.

Ranbaxy's continued focus on R&D has resulted in several approvals, in developed and emerging markets many of which incorporate proprietary Novel Drug Delivery Systems (NDDS) and technologies, developed at its own labs. The company has further strengthened its focus on generics research and is increasingly working on more complex and specialty areas. Ranbaxy serves its customers in over 150 countries and has an expanding international portfolio of affiliates, joint ventures and alliances, ground operations in 43 countries and manufacturing operations in 8 countries. Ranbaxy is a member of the Daiichi Sankyo Group.

Through strategic in-licensing opportunities and its hybrid business model with Daiichi Sankyo, a leading global pharma innovator headquartered in Tokyo, Japan, Ranbaxy is introducing many innovator products in markets around the world, where it has a strong presence. This is in line with the company's commitment to increase penetration and improve access to medicines, across the globe.