

## Pharma companies furious over price control order

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The NPPA has identified more drugs used in the treatment of cancer, cardiovascular diseases, diabetics and asthma as well as vaccines for possible price control. As a result of which French drug maker Sanofis' Indian unit will see a loss of Rs 139 crore, or about 30 percent in its sales from cardiovascular and diabetes drugs, according to analysis done by the All India Organisation of Chemists and Druggists.

"The NPPA has shocked and disappointed the pharmaceutical industry by issuing a price control order without any consultation and participative dialogue with any industry associations", said Mr Shailesh Ayyangar, managing director of Sanofi India. He added, "The recent notification has shaken the confidence of the industry. It is an incorrect assumption on part of the drug regulator that pharma companies indulge in exploitative pricing. The product categories considered for price control have about 30-70 brand options each across varied price ranges for physicians and patients to choose from. Therefore, the premise that products are not accessible due to affordability is misplaced."

Other companies that are hit by this order are Zydus Cadila, Ranbaxy Laboratories, Emcure Pharmaceuticals and the local unit of Abbott.