

INVIDA expands dermatology portfolio

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Invida India plans to expand its dermatology portfolio in India with the launch of Papulex for acne management and atopiclair for atopic dermatitis. The company hopes to meet the needs of the rapidly expanding skin health sector in the region.

“Invida hopes to address the gap felt by Indian patients who do not have access to the same treatment options as their Western counterparts by introducing innovative and affordable treatments,” said Mr Girdhar Balwani, managing director of Invida, India. “We are leveraging our expertise in the area of skin health to benefit Indian patients through the launch of Papulex oil-free cream and Atopiclair cream. This is just the beginning and it is our endeavor to continually look at opportunities that can benefit the Indian patient.”

Papulex is for long-term management of acne to reduce marks and prevent breakouts. All the Papulex variants, including the cleansing gel, isocorrexion and sunscreen, will be introduced over the next few months.

Invida will also launch its new dermatology product, Atopiclair, which results in flare-remission providing symptomatic relief and control of atopic dermatitis. Atopiclair is clinically proven to reduce itch and the need for steroids. Atopic dermatitis affects up to 20 percent of young children. The Atopiclair cream launch will be followed by the launch of Atopiclair lotion in October 2011.

GSK launches two new drugs in India

GlaxoSmithKline Pharmaceuticals launched two drugs - Revolade and Votrient - in India. Both the drugs are targeted towards specific patient categories. Revolade (eltrombopag) is approved for oral treatment of thrombocytopenia (reduced platelet count) in adults with the blood disorder chronic immune (idiopathic) thrombocytopenic purpura (ITP). It is indicated for the treatment of thrombocytopenia in patients with chronic immune (idiopathic) thrombocytopenic purpura (ITP), who have had

an insufficient response to corticosteroids, immunoglobulins or splenectomy. Currently, there is no data available on the occurrence of ITP in the Indian population.

In the European Union (EU), Revolade has an orphan drug designation. Orphan drug designation is given to medicines used to treat life-threatening or chronically debilitating conditions that affect no more than five in 10,000 people in the European Union. At the launch of Revolade, Dr Hasit Joshipura, vice president South Asia and managing director, India, said, Revolade was the first and the only oral platelet generator. "Clinical trials have shown that eltrombopag is able to stimulate the production of platelets and reduce the risk of bleeding in this difficult to treat disease," he said.

Votrient (pazopanib hydrochloride tablets) is indicated for advanced renal cell carcinoma, the most common type of kidney cancer. Speaking about Votrient, Dr Joshipura said, Votrient approval in India was based on the results from a pivotal phase III study of patients with advanced kidney cancer who had either received no prior drug treatment, or had failed a cytokine-based treatment.

Generic version of Gemzar launched

India-based Dr Reddy's Laboratories launched Gemcitabine for injection (200 mg/vial and 1 g/vial), a bioequivalent generic version of Gemzar in the US market on July 25, 2011, following the approval by the US Food & Drug Administration of Dr Reddy's ANDA for Gemcitabine for injection.

The Gemzar brand had US sales of approximately \$634 million (2,896 crore) for the most recent 12 months ending May 31, 2011, according to IMS Health. Dr Reddy's Gemcitabine for injection are available in strengths of 200mg/vial and 1 g/vial in single-use vials.

Ranbaxy launches Letrozole in Europe

Ranbaxy Laboratories launched Letrozole tablets (2.5 mg) in the UK, Romania and France. Letrozole is the bio equivalent of Femara, the innovator product of Novartis, that has a market size of \$58 million in UK, \$95 mn in France and \$5.5 million in Romania.

"We are pleased to introduce Letrozole at the earliest available opportunity in the UK, Romania and France with a view to broadening access to medication. The product will be offered through pharmacies, retail and wholesale stores with immediate effect and will benefit the healthcare system in these EU markets," said Mr Debashis Dasgupta, regional director, Ranbaxy, Europe. Letrozole is an antineoplastics indicated for the treatment of breast cancer. Ranbaxy's subsidiary companies, Ranbaxy (UK), Terapia Ranbaxy and Ranbaxy Pharmacie Generiques, will be marketing this product in the UK, Romania and France, respectively

Ranbaxy introduces Volini Duo in India

Ranbaxy Global Consumer Healthcare (RGCH), the over-the-counter business division of Ranbaxy Laboratories, has launched Volini Duo, India's first approved two-in-one pain killer, a unique bi-layered Acetaminophen tablet, specially formulated to give dual pain relief. The product has been introduced across India. "Ranbaxy remains committed to developing and offering quality, safe, efficacious and innovative solutions to consumers. The introduction of Volini Duo is a move in this direction," said Mr Brijesh Kapil, vice president of RGCH.

Volini Duo has been developed by scientists at Ranbaxy's state-of-the-art R&D centre in Gurgaon, using advanced matrix technology, which enables the regulated release of the medicine in the gastrointestinal tract. It is specifically effective for back and joint pains, which are primarily chronic in nature.

Volini Duo tablet marks the entry of Ranbaxy in the over-the counter (OTC) oral pain reliever category. The OTC oral analgesics market in India is estimated to be 700 crore and is growing annually at a rate of 10.5 percent. Globally, acetaminophen happens to be the highest selling molecule in the OTC pain reliever category.

Zebra Technologies introduces printer

Zebra Technologies, a recognized global leader in bar code, kiosk, card and RFID printers as well as real-time location solutions, introduced its new QLn mobile printer family.

Zebra addresses the growing mobile workforce with the QLn, which is the third generation of the QL printer and its all-time best selling direct thermal mobile line.

The QLn builds on the success of over 700,000 QL printers that have been shipped to date by squarely addressing the primary request made by Zebra's customers to lower the cost of operation. The QLn does this by including the industry's first

ethernet connection for mobile printers. By enabling remote status collection and better device management, the printer helps reduce service time and maximizes printer uptime, delivering a greater return-on-investment.

“Demand for mobile printers continues to scale,” said Mr Tom Wimmer, director of AutoID and transaction processing practice at VDC. “At the same time, total cost of ownership has become a leading purchase consideration for enterprises evaluating mobile devices. Knowledgeable users are increasingly focused on reducing productivity losses associated with hardware failure, and managing spiraling IT support costs. Leading mobile device suppliers like Zebra understand these requirements and are responding with smarter products designed to address them.”

The QLn is also the first printer with Zebra's new power smart print technology. This new feature delivers faster processing and throughput with lower power drain, giving mobile workers better quality printing and more uptime on the job.

Jubilant signs deal for new product

Jubilant Life Sciences, an integrated pharmaceutical industry player and the largest custom research and manufacturing services company in India, has signed a long-term supply agreement in proprietary products business with a leading international life sciences company.

The total contract is valued at over \$80 million to be supplied in three years from the quarter April to June, 2012. This contract has a minimum volume 'take or pay' commitment and has an opportunity to go over \$100 million. This product has a huge demand in the market which is vindicated by the release of advance payment by the customer on the signing of the contract.

Zota to launch anti-cold drug

Zota Healthcare, a Surat-based company engaged in the development and marketing of formulation products, is launching a new hepatoprotective anti-cold formulation for allergic rhinitis and common cold which can provide pain relief without toxicity to the liver. The product will be launched in January 2012. The product, ZOCOLD, is targeting allergic rhinitis patients for whom the conventional anti-cold drugs create hepatic toxicity.

“Usually, common anti-cold products with their anti-inflammatory nature can affect liver function of allergic rhinitis patients and may develop jaundice following long term use.

Our new formulation with racemethionine avoids such side effects. ZOCOLD is awaiting its patent right,” said Dr Sanjay Agrawal, medical consultant, Zota Healthcare.