

AstraZeneca and Sun Pharma ink distribution deal for ticagrelor in India

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AstraZeneca Pharma India and Sun Pharmaceutical Industries on June 02, 2015 announced that they have entered into a distribution services agreement for AstraZeneca's brand "Axcer", a new brand of ticagrelor, a drug used for the treatment of acute coronary syndrome (ACS) in India. AstraZeneca already has a brand under the trademark "Brilinta", for the ticagrelor molecule, launched and marketed by it in India since 2012.

Sanjay Murdeshwar, managing director, AstraZeneca Pharma India said, "We are pleased to collaborate with Sun Pharmaceuticals to bring this innovative treatment solution to a larger number of ACS patients in India. Ticagrelor works by preventing the formation of new blood clots and maintains blood flow in the body, helping reduce a patient's risk of another heart attack or cardiovascular-related death."

Abhay Gandhi, CEO - India Business, Sun Pharma commenting on the partnership said, "We are happy to collaborate with AstraZeneca to provide customers access to this latest generation treatment option for ACS. Such collaborations are also a part of our stated policy of becoming the partner of choice for promotion and distribution of innovative pharmaceutical products in the country."

Sun Pharma will be promoting and distributing the "Axcer" brand in India. This collaboration enables AstraZeneca to expand usage of this molecule through wider reach to physicians and thereby benefiting a greater number of ACS patients. It strengthens Sun Pharma's cardiology portfolio with the addition of a new patented therapy.