

Lupin joins hands with Boehringer Ingelheim

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Pharma major Lupin and Boehringer Ingelheim has announced a joint strategic alliance for co-marketing linagliptin, a novel Dipeptidylpeptidase-4 (DPP-4) inhibitor in India. Boehringer Ingelheim has a strong presence in the DPP-4 Inhibitors market in India which is growing at 27 percent (IMS MAT August 2015).

According to the agreement, Lupin will market and sell linagliptin under a separate brand name Ondero(monotherapy) and Ondero MetTM (fixed-dose combination with metformin) which will be promoted by Lupin's 400 strong dedicated Diabetes specialty field force. Boehringer Ingelheim will continue to sell its linagliptin under the brand names Trajenta(monotherapy) and TrajentaDuo(fixed-dose combination with metformin) through their existing sales force and network.

Ondero tablets (monotherapy) are indicated as an adjunct to diet and exercise to improve glycemic control in adults with type 2 diabetes mellitus. Ondero MetTM tablets (fixed-dose combination therapy) are indicated as an adjunct to diet and exercise to improve glycemic control in adults with type 2 diabetes mellitus when treatment with both linagliptin and metformin is appropriate.

Announcing the launch, Mr Shakti Chakraborty, group president, India region formulations, Lupin said, "I believe our entry into the high growth DPP-4 Inhibitor market with the launch of Ondero and Ondero MetTM will not only strengthen our Diabetes portfolio but also help us consolidate our position as a market leader and the fastest growing player in the TOP 5 in the Anti-Diabetes segment."

About the agreement Mr Sharad Tyagi, MD, Boehringer Ingelheim India said, "We are pleased to partner with Lupin for the sales and promotion of linagliptin as Lupin has a strong play in the Anti-Diabetes segment with a robust product portfolio. The partnership is aligned with our commitment towards addressing challenges in treatment of chronic ailments like diabetes by providing broader access to innovative medicines. It is an ideal partnership where Boehringer Ingelheim brings the research and scientific excellence for linagliptin, and Lupin their marketing excellence and brand equity amongst key clinician

categories to drive and facilitate product access. Boehringer Ingelheim India will continue to introduce innovative products to address the unmet patients' needs amidst the growing Indian diabetes epidemic."