

NeoBiocon partners with Novartis to offer Vildagliptin for Diabetics in UAE

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NeoBiocon, a collaboration between Biocon Ltd and Dr. B.R. Shetty, Chairman of the UAE-based Neopharma, announced today that it has partnered with Novartis Middle East FZE, to market Jalra (Vildagliptin) and Jalra-M (Vildagliptin + Metformin) in UAE. This partnership will help NeoBiocon expand its product offerings in the metabolics segment and will immensely benefit diabetics in UAE.

Vildagliptin is an oral anti-diabetic agent that delivers consistent and robust blood sugar control in patients with type 2 diabetes. It is a class of dipeptidyl peptidase IV (DPP-IV) inhibitors, which does not cause weight gain and have low risks for hypoglycaemia.

The overall market for oral hypoglycaemic agents (OHA) in UAE is estimated to be \$115 million and DPP-IV inhibitors command nearly 50% share of this market. A novel product, Vildagliptin is available both as monotherapy as well as in combination with metformin. Together Vildagliptin and Vildagliptin + Metformin commands over 30% of the DPP-IV market in UAE.

NeoBiocon has received approvals from the Ministry of Health-UAE for marketing Jalra and Jalra-M in the country and the launch is scheduled for Jan 2016. These products will be manufactured by Novartis in Europe and marketed and distributed by NeoBiocon in UAE after local release through Neopharma.

Talking about the partnership, Dr. B. R. Shetty, Chairman, Neopharma, said: "We are delighted to extend our partnership with Novartis and Biocon for these novel products. Biocon's leadership in the diabetes segment will augur well for marketing these brands in UAE."

Commenting on the development, Dr Kiran Mazumdar-Shaw, CMD, Biocon, said: "Biocon is committed to offer advanced therapies for diabetics the world over. We are indeed pleased to partner with Novartis to offer Jalra and Jalra-M to address the growing needs of type 2 diabetes patients in UAE."

The partnership between NeoBiocon and Novartis will benefit the large and increasing number of diabetics in the UAE. This will result in enhancing access to this novel oral hypoglycaemic agent by leveraging the huge marketing network of NeoBiocon & distribution network of NMC Healthcare. Novartis will continue to market its brands Galvus & Galvusmet in the UAE.

Mohamed Ezz Eldin, Country Pharmaceutical Organization Head (UAE), Novartis said: "Our mission is to improve patient lives, and help them lead a normal and healthy life. Novartis is a company with a mission: Delivering the right treatment to the right patient at the right time. Therefore, as part of our continuous efforts to maximize patient access to our medications, Novartis is partnering with NeoBiocon, which aims to help more Diabetic patients to gain access to innovative medications, in addition to supporting the local manufacturing and partnering with local companies. This could not have happened without the vision of the UAE Government, and the great support from the UAE Health Authorities, and MOH who continuously encourage investment, innovations and improving patient's lives."

NeoBiocon is amongst the fastest growing pharmaceutical companies in UAE and is ranked amongst the top 25 pharma companies in the region. It is the no.1 generic pharma company in UAE, in the cardiovascular segment with successful brands like Statix (atorvastatin). Established in 2011, NeoBiocon markets its own brands in UAE & other GCC markets in various therapies such as metabolics, oncology, asthma & allergic rhinitis, anti-infectives and others.