

Ranbaxy enters into marketing alliance with Alembic

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Ranbaxy Pharmaceuticals, a wholly owned subsidiary of Ranbaxy Laboratories, has entered into an in-licensing agreement with Alembic Pharmaceuticals Ltd (APL) to exclusively market Desvenlafaxine Base Extended Release Tablets in the US healthcare system. APL is the sponsor and manufacturer of the New Drug Application (NDA) Desvenlafaxine Base Extended Release Tablets. The product is a bioequivalent version of innovator drug, Pristiq by Pfizer. The market size for Pristiq is \$590 million (IMS - MAT January 2013).

Desvenlafaxine Base Extended Release Tablets is indicated for the treatment of major depressive disorder. The product will be available in 50 mg and 100 mg dosage strengths. Alembic has received the final approval from the US Food and Drug Administration (USFDA) and Ranbaxy expects the product to be available in the US marketplace during the first quarter of 2013.

Commenting on the development, Mr Bill Winter, vice president, Ranbaxy Trade Sales and Distribution, North America said, "Ranbaxy is pleased to partner with Alembic to offer a safe, effective, affordable generic alternative to the brand formulation much ahead of the patent expiration. We are committed to expand our portfolio of products offered in the US market for the benefit of patients, prescribers and the US healthcare system."