

Dr Reddy's inks marketing pact with Biocodex

05 November 2015 | News | By BioSpectrum Bureau

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Dr Reddy's Laboratories has entered into a strategic alliance with Biocodex to market and distribute Biocodex products in the Romanian market.

Biocodex has announced the change in partnership and effective October 1, 2015, Dr Reddy's has been given the complete rights for promotion and distribution of the Biocodex products across Romania. Earlier, AKACIA was in partnership with Biocodex for similar distribution pact.

With this new collaboration coming into existence, Dr Reddy's will aim to develop the access of the Romanian patients to the Rx portfolio including Biocodex's well-known OTC products ENTEROL and OTIPAX.

ENTEROL is the ethical pharmaceutical specialty composed of lyophilised *Saccharomyces boulardii* living cells in a concentration of 250 mg per capsule, or per sachet registered in Romania in packs of 10 capsules and sachets under the trademark ENTEROL.

OTIPAX is the ethical pharmaceutical specialty presented as an ear drop solution containing phenazone and lidocaine hydrochloride, presented in bottles of 15 ml registered in Romania under the trademark OTIPAX