

BioSpect

the business of Bio

24 years of leveraging the business of Bio
www.biospectrumindia.com

Micro Labs aggressive on entering US markets

09 September 2015 | News | By BioSpectrum Bureau

Micro Labs aggressive on entering US markets



Today, the company formally [launched](#) Caripill, a pill which is said to increase the platelet count in patients suffering from Dengue.

The pill has already been made available in the market since July 2015, but was formally launched today in the presence of media delegates.

The pill has been completely developed in-house by Micro Labs, and has taken two years in the making including the clinical trials, the company told *BioSpectrum*.

The newly launched pill is made from Carica Papaya Leaf extract, and is sold at Rs 25 per pill with a dosage of one pill taken thrice in a day.

"It does not have any side-effects," Micro Labs said.

Â

Dengue is a mosquito-borne viral infection spread by day-biting mosquitoes, and is said to be the leading cause of serious illnesses and death among children in some Asian and LatAm countries. According to WHO, globally, 2.5 billion people are at risk of Dengue infection.

"The number of Dengue cases is more than what is publicly reported by the Media. It is 300 times more than official figures," pointed Dr Nagabhushan K H, VP, medical services, Micro Labs.

The severity of Dengue is determined by the increased destruction or decreased production of platelets in the blood.

The company said that Caripill has been approved by the Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH).

There are 4 distinct types of viruses that causes Dengue: DEN-1 (prevalent in Mumbai); DEN-2 (prevalent in Bangalore); DEN-3 (prevalent in Mumbai & Delhi); and DEN-4.

The currently available methods for treating Dengue includes platelet transfusion, and similar drugs manufactured and imported into India by pharma giants [GSK](#) and Amgen.

Platelet transfusion usually require multiple sessions, each costing Rs 15,000.

GSK's Revolade (Eltrombopag) is priced at Rs 27,000 per month and Amgen's Nplate (Romiplostim) could cost more than a lakh rupees for a few vials.

New Delhi's pharma company Sanat Products manufactures Uplat, a capsule made of Tinospora Cordifolia extract, designed to naturally boost platelet count in the blood.

Chennai-based pharma company Brio Bliss Life Science makes a syrup from Carica Papaya Leaf extract, which is said to increase platelet levels within 72 hours.

Micro Labs also plans to launch Caripill syrup for pediatric patients in another 10 days.

The [clinical trials](#) for Caripill was conducted in 300 patients in Bangalore, Hyderabad, Visakhapatnam, Bhubaneswar, and Srikakulam.

Mr Vineet Kalia, executive VP, strategy & BD, Micro Labs, said that Caripill has received an immense good response from the market.

When *BioSpectrum* asked about Caripill's annual production projections, Mr Kalia commented, "It is very difficult to predict it at the moment."

Micro Labs is a Mumbai-based privately held firm which is now under the leadership of Mr Dilip Surana and Mr Anand Surana.

According to pharmaceutical market research firm AIOCD AWACS, Micro Labs occupies the 19th spot in sales in India, and it aims to touch the \$1 billion mark by 2017.

It is a major manufacturer of selected therapeutic areas including cardiology, diabetology, dermatology, ophthalmology and pain or analgesics.

The company employs about 6000 field force.

Micro Labs currently has 14 plants - 7 in Bangalore, 3 in Tamil Nadu, 1 in Pondicherry, Goa, Baddi and Sikkim.

Its 2 R&D centers are located in Bangalore and Mumbai.

More and more Indian pharma companies are showing increased interest in entering the US generics market.

This month, [Cipla](#) acquired two US-based generic companies, InvaGen Pharmaceuticals and Exelan Pharmaceuticals, for \$550 million.

In July 2015, Lupin acquired US generic firm Gavis Pharma for \$880 million.