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Insulin Leader

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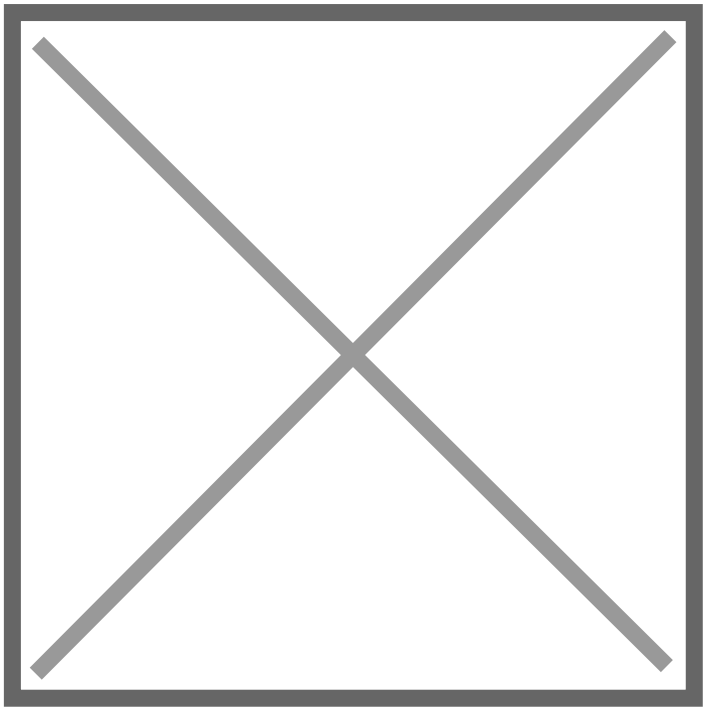
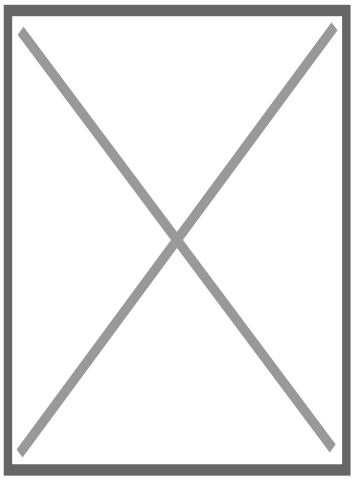


Insulin Leader

Novo Nordisk India enjoys a lion's share in the Indian insulin market.



Novo Nordisk India

CEO: Melvin Oscar D'Souza (MD)

Biotech Revenue: Rs 222 crore

Business: Diabetes care products, human growth hormone and haemostasis management.

Start-up Year: 1990

Address: 8th Floor, Raheja Towers, East Wing, 26/27, MG Road, Bangalore- 560 001

Tel.: 91-80-25327447

Fax : 91-80-25594409

Website: www.novonordisk.co.in

Novo Nordisk India is the Indian subsidiary of Novo Nordisk, a focused healthcare company and a world leader in diabetes care. In May 2006, it launched Levemir, a basal insulin analogue that works on the mechanism of prolonging action. The insulin is delivered to the patient through a pen like mechanism. Novo Nordisk India's Levemir FlexPen is priced at Rs 930 for a 300 IU pen, on par with other analogues in the market. Novo Nordisk India has increased its sales force that cover 30,000 doctors manning diabetic clinics in India to recommend the use of Levemir. It imports Levemir from Denmark. The company expects to capture one-fourth of India's basal insulin market this year.

Novo Nordisk India has an exclusive agreement with Torrent Pharma for the manufacture of insulin formulations. Torrent Pharma has been manufacturing insulin for Novo Nordisk's India requirement for more than 15 years now. Its site for insulin production is dedicated for Novo Nordisk products, and complies with global norms. On numerous occasions, Torrent has won awards for Best Maintained Manufacturing Site of Novo Nordisk worldwide. The facility has state-of-the-art technology in formulation, filling, inspection and packaging of Novo Nordisk India insulin formulations. This plant will meet Novo Nordisk India's estimated requirements in the future.

Besides marketing a portfolio of therapeutics products like NovoPen 3, Novolet and Flexpen, it has its basket products like NovoMix 30 (premixed insulin analogue) and NovoRapid (rapid acting insulin analogue). It has a distributorship alliance with Abbot India.
Novo Nordisk India has an agreement with TCS for offshore clinical operations service. TCS provides a suite of data management services, which include designing, capturing, and coding of trial data gathered from clinical trials that are run by Novo Nordisk across the world, out of its modern BPO facility in Mumbai.

The genesis of Novo Nordisk India dates back to 1990 when a liaison office of Novo Nordisk A/S, was set up in Mumbai. Prior to this, Novo Nordisk A/S products were marketed in India through various other companies. Even then, Novo Nordisk was involved in creating awareness on diabetes care with the help of healthcare professionals in India. On April 1, 1994, Novo Nordisk (I) Pvt Ltd was set up with its headquarters in Bangalore with 26 employees. It has now been rechristened as Novo Nordisk India Pvt Ltd. In 1998, recognizing the intense need to provide awareness and education in healthcare in India, the Novo Nordisk Education Foundation (NNEF) was founded. NNEF is a non-profit organization, with a mission of Ã¢â?¬Å?Enhancing healthcare through awareness and educationÃ¢â?¬?.
Novo Nordisk India's therapeutic product and services portfolio comprises diabetes products, human growth hormone and haemostasis management.