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Novo Nordisk has launched its combination diabetic drug Ryzodeg for people with type II diabetes in India. It is available at a price of Rs 1,595 for 300 units.

The product is a combination of two distinct insulin analogues (insulin degludec and insulin as part in the ratio of 70 percent and 30 percent).

"India has close to 65.1 million people with diabetes standing second in the world map. We are extremely pleased to have introduced Ryzodeg, reinforcing our commitment to provide best of healthcare solutions for the use of doctors in India," said Mr Mads Bo Larsen, Novo Nordisk corporate VP for business Area Africa, Gulf, and India.

As Ryzodeg is a combination product it requires fewer daily injections than administering basal and mealtime insulin in separate injections.

"For more than 90 years, Novo Nordisk has been leading the fight against diabetes by developing the most innovative products based on patient needs. The launch of Ryzodeg builds on this heritage as it is an innovative product that will give the health care professional a better way to manage the condition," said Novo Nordisk India, MD Mr Melvin Oscar D'souza.

The drug has also been approved for marketing in Aruba, Brazil, Chile, Costa Rica, El Salvador, EU, Hong Kong, Iceland, Israel, Japan, Kazakhstan, Macedonia, Mexico, Norway, Russia, South Korea, and Switzerland.

