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Pharmazz and Dr. Reddy's to market Centhaquine as resuscitative agent for hypovolemic shock in India

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India is the first global territory where Centhaquine is being launched immediately



Pharmazz, Inc., a US-based biopharmaceutical company developing and commercialising drug products to treat critically ill patients, has entered into a license agreement with Hyderabad-based Dr. Reddy's Laboratories to commercialise a first-in-class innovative drug, Centhaquine in India.

Developed by Pharmazz for potential global use, Centhaquine is a resuscitative agent presently indicated for treating hypovolemic shock by Drugs Controller General of India (DCGI).

As per the agreement, Dr. Reddy's has received exclusive rights to market and distribute Centhaquine in India. Pharmazz will be entitled to upfront payments and royalties. Dr. Reddy’s will market the product under the brand name Lyfaquin, which it shall own. In addition to India, Dr. Reddy’s also receives marketing rights for Lyfaquin from Pharmazz for Nepal.

Centhaquine is a frontline therapy used along with the standard of care and is well-positioned to a critical unmet need as a pharmacologically active resuscitative agent. A decrease in the volume of blood circulation from blood or fluid loss due to trauma, gastrointestinal bleeding, major surgery, postpartum hemorrhage, diarrhea, or vomiting can cause hypovolemic shock. About 1.9 million people worldwide die because of hemorrhagic shock every year, most dying within the first 6 hours. Centhaquine activates venous alpha2B adrenergic receptors to increase cardiac preload and activates central alpha2A adrenergic receptors to decrease cardiac afterload. Thereby, centhaquine converts the venous unstressed blood volume to stressed blood volume and improves cardiac output and blood circulation, making it an ideal candidate for the resuscitation of patients with hypovolemic shock.