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Dr. Reddyâ??s takes drug-free migraine management device Nerivio to Europe following successful launch in India

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Launches Nerivio in Germany through its step-down subsidiary betapharm



Hyderabad-based pharmaceutical firm Dr. Reddy’s Laboratories has announced the launch of the drug-free non-invasive migraine management wearable device Nerivio in Germany through its step-down subsidiary betapharm.

The launch marks the company’s entry into digital therapeutics in Europe. Nerivio is approved by the United States Food and Drug Administration (USFDA), and is CE-mark certified in Europe.

Last year, Dr. Reddy’s entered into an exclusive agreement with Theranica, a prescribed digital therapeutics company developing advanced neuromodulation devices for migraine and other pain conditions, for the marketing and distribution of Nerivio in multiple markets.

Migraines are known to have a disproportionate impact on women. Around 8 to 10 million people in Germany are affected, 14.8% of women and 6.0% of men. In India, women constitute approximately 60% of the 213 million migraine sufferers in India.

Dr. Reddy’s launched Nerivio in India in 2023. In India, Nerivio is supported by Dr. Reddy’s unique patient support programme called ‘M-Free’. The programme is a comprehensive support system that enhances and streamlines the journey of the patients.