BioSpectrum the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Novo India introduces 35% price reduction for NorditropinÂ® FlexProÂ® to expand affordable access to Growth Hormone Therapy

15 October 2026 | News

33% reduction in price for 10 mg dose at Rs 11,300; 35% reduction for 15 mg dose at Rs 16,450 effective from 15 October 2026

Novo India has introduced a significant price reduction of upto 35% for Norditropin® FlexPro® for adults & children living with growth hormone deficiency in India. Effective today, this innovative growth hormone therapy will be available with a new India-specific pricing in two dose strengths - 10 mg & 15 mg.

The price of the 10mg device has been reduced by 33%, from Rs 16,836 to Rs 11,300, while for 15mg device price has been reduced by 35%, from Rs 25,254 to Rs 16,450 — translating to savings of Rs 5,539 and Rs 8,802 per pen, respectively.

This significant step is part of Novo's continued commitment to expanding access and affordability to essential therapies for people living with growth hormone deficiency and related conditions across India.

Vikrant Shrotriya, Managing Director, Novo India said, "Growth hormone deficiency is a rare endocrine disorder, with published estimates suggesting it affects approximately 1 in 4,000 to 1 in 10,000 children. At Novo India, we are committed to deliver innovation and ensure that every child living with growth hormone deficiency has access to the therapy they need. This price reduction is a direct reflection of that commitment and reinforces our long-term focus on enabling life-changing treatment to reach children and families across India."

Growth hormone deficiency occurs when the pituitary gland does not produce enough growth hormone to support normal growth. The deficiency may be present from birth or develop later, with causes including genetic or structural abnormalities and damage to the pituitary region; in many children, no specific cause is identified.

Norditropin® FlexPro® is a pre-filled, easy-to-use growth hormone pen designed for children requiring long-term therapy. The device is designed to support ease of use and adherence for youngsters and their caregivers managing a long-term treatment journey.