

Cipla ties up with Novartis, J&J to market their products

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India's third-largest drug maker Cipla has tied up with Swiss drug maker Novartis and US firm Johnson and Johnson to market their anti-diabetic drug Vildagliptin and Canagliflozin, respectively.

Historically known for its respiratory portfolio, Cipla will use its over 10,000 strong sales force to make a dent in this space. The other players who have tied up with Novartis for Vildagliptin are USV Pharma, Emcure, and Abbott.

For Cipla, one of the oldest drug makers in the country, it's a late entry into gliptin space.

Gliptins, or class of DPP4 drug inhibitors, are considered far more effective in controlling blood sugar levels than the previous class of drugs.

In India, the gliptin market is one of the most competitive with over 160 brands vying for a pie of the 10,000-crore anti-diabetes market. Four gliptin drugs — Sitagliptin, Vildagliptin, Saxagliptin and Tenzagliptin — are sub licensed to over 20 drug makers who are engaged in a price war.