

GlaxoSmithKline Pharma

15 June 2006 | News

Image not found or type unknown



Image not found or type unknown



Jaundice Slayer

GSK embarks on disease awareness campaign to capture the market.

GlaxoSmithKline (GSK) Vaccines continued to lead the Indian vaccines market by registering a growth of 20.79 percent with its sales reaching Rs 94.00 crore for the year 2005-06. GSK had registered sales of Rs 77.8 crore for the year ending March 31, 2005, up by about 27 percent on 2004-05. In India, GSK leads the represented vaccine market with a 51 percent market share.

GlaxoSmithKline in India, an affiliate of GlaxoSmithKline Biologicals (GSK Biologicals), is setting up a state-of-the-art vaccines filling facility at Nasik conforming to international current Good Manufacturing Practices (cGMP) norms. The foundation for this plant was laid in February 2005 and is expected to be fully operational during 2006. This facility will be GSK's first manufacturing site to co-house a pharmaceutical and vaccine manufacturing. The plant is being built to cater to the Indian market needs, which could be expanded to meet the requirements of neighboring countries. The creation of this plant demonstrates GSK's commitment to India.

To address the growing competition from local players, GSK Vaccines has initiated novel concepts to spread awareness on the use of vaccines in the country. For example, 'Famili Vaccines' is an immunization awareness initiative launched last

year. 'Koi Hai' is an education program on Hepatitis A. These programs aim at creating awareness and educating the public on the disease, thereby enabling people to protect themselves against it. This program entails social interventions at the workplace, in schools and in clinics that reach out to the various segments of audiences.

Continuing with its initiatives in bringing awareness on vaccinations, GlaxoSmithKline has introduced HEPPOs, a public awareness initiative to combat the incidence of jaundice (hepatitis)-Jaundice ke dushman and liver ke dost. These lively, adorable characters provide vital information to help people protect their liver, their life and their loved ones from two of the most prevalent causes of jaundice. Through the HEPPOs, GlaxoSmithKline reintroduces its bouquet of hepatitis vaccines-for Hepatitis A, Hepatitis B and a combination vaccine for Hepatitis A&B, namely, Havrix, Engerix-B and Twinrix.

GlaxoSmithKline has introduced the second phase of Suraksha Kavach program with a nationwide initiative to educate school children on chickenpox, a highly infectious disease, caused by the Varicella zoster virus, which results in a blister-like rash, itching, tiredness and fever. GlaxoSmithKline 's initiative aims to improve disease awareness, highlight prevention method and dispel myths that still persist about chickenpox. Suraksha Kavach will drive awareness about protection against disease and wellness for individuals, families and society at large.

During early 2006, GlaxoSmithKline announced the forthcoming launch of the vaccine Boostrix comprising Acellular Pertussis reduced, Diphtheria Toxoid reduced and Tetanus Toxoid (dTpa) in India. Boostrix has been registered for use in children over the age of four years, who have already received their primary DTP doses in the first and second year of life. Currently Boostrix is the only globally approved acellular pertussis boosting vaccine for all age groups.

GSK Biologicals has identified India as a major center for clinical research across a number of disease areas. GSK India has been supporting GSK Biologicals in its vaccines development process through its clinical data management center based in Bangalore for the last 10 years.