

## Shantha Biotechnics launches DNA EPO

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Shantha Biotechnics, a pioneer in modern biotech health care products in India, announced the launch of its fourth r-DNA product, Shanpoietin. A recombinant DNA Erythropoietin [EPO] in prefilled syringe, Shanpoietin is based on its indigenously developed serum-free culture technology. “The technology behind Shanpoietin is unique,” observed Varaprasad Reddy, managing director, Shantha Biotechnics. “The Gene for Erythropoietin has been cloned in Chinese hamster ovary [CHO] expression vector and expressed extracellularly. It is the only technology of its kind in India where the CHO cells have been adapted to serum free media and grown in fermenters. This process is far superior to competitor's technology where the cells are seeded in roller bottles in the presence of serum.” Erythropoietin products are mostly imported in India and account for almost 70 percent share of the current market size of Rs 75 crore.