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Zydus introduces new feature in drug packaging to avoid counterfeiting

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Zydus Cadila has introduced a new feature called Zydus Verify in the packaging of its critical drugs to help patients ensure that the product is not fake or counterfeited. The company has incorporated a new IT enabled scratch code which shall be printed under a scratchable surface.

The patients can check to see if the product purchased by them is genuine or not by scratching the surface and verifying the code through the app or the website. This security feature developed by Hyperlink Infosystem enables patients and institutions detect counterfeits. All that one needs to do is scratch the code and immediately verify this on an app or website, in no time.

With increasing instances of counterfeit products in the market it was necessary to ensure that a 100% genuine product of Zydus is available to patients.

To start with, the technology is being implemented in the Company's products Remdac (Remdesivir) and Virafin Inj (Pegylated Interpheron Alpha 2b) and will be seen on the product packs in the third week of June. The new feature will also be extended to other products of the company.

Speaking on the new initiative Dr. Sharvil Patel, Managing Director, Cadila Healthcare Ltd., said, "The problem of counterfeit drugs undermines the painstaking efforts that are put in to ensure that the end user or patients receive a product that is safe and manufactured with the highest standards of quality excellence. Counterfeit drugs can be harmful as they may not have the desired outcome and could also be life threatening in some cases. To curb this menace we looked at a user friendly solution which can reassure the patient that the product is genuine and safe. Zydus Verify is a techenabled solution that will safeguard patients against counterfeit drugs."