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Bayer extends JV with Zydus for another three years

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The JV will continue to focus on innovation-led, patient-centric offerings and digital health solutions



Bayer (South East Asia) and Cadila Healthcare announced the extension of their joint venture (JV) by three years from June 2021. The companies first agreed on January 28, 2011, to set up the Joint Venture - Bayer Zydus Pharma Private for the sales and marketing of pharmaceutical products in India, with headquarters in Mumbai.

The JV company focussed on addressing the unmet healthcare needs of patients in India by providing best-in-class innovative health solutions. During the term of the joint venture, the company also launched some of Bayer's global innovative assets like

Xarelto, Eylea and Visanne in India. Bayer Zydus Pharma will continue to operate in core therapies including cardiovascular diseases, diabetes, women's health, ophthalmology and oncology, with new products in the pipeline. Key products in the company's pharmaceutical portfolio include Xarelto, Glucobay, EyleaTM, Yaz, Mirena and Visanne amongst others.

Manoj Saxena, MD, Bayer Zydus Pharma, said, "The JV with our trusted partner Zydus Cadila has been successful over the last decade in driving scalable reach of our health solutions to patients across the country. We endeavour to carry this momentum forward, harnessing the benefits of our partnership towards delivering innovation-led, patient-centric offerings and digital health tools in India. By sustaining the gains we have made over the years, we aim to fulfil unmet patient needs, strengthen the Indian healthcare ecosystem and translate our vision of 'Health for All, Hunger for None' into reality."

Dr Sharvil Patel, MD, Cadila Healthcare, said, "We have always believed in the power of collaboration and working with partners to create win-win alliances which unlock value for patients and the healthcare system at large. The spirit of partnership in this JV has all been about channelling the core strengths of both Zydus and Bayer for the benefit of the patients. By maximising the reach, enabling access to innovative products for the patients and leveraging expertise for better health outcomes, the JV has set a benchmark. Moving ahead, we see the efforts intensifying as we address a common goal of contributing to a robust and sustainable healthcare system in India."