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Binnopharm to acquire anti-bacterial brands from Dr Reddyâ??s in Russia, CIS region

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The two anti-bacterial brands are Ciprolet and Levolet



Russia-based Sistema Group company Binnopharm Group via its affiliate Joint Stock Company ‘Alium’, and Hyderabad-based Dr Reddy's has announced the signing of a deal that will allow Binnopharm Group to acquire anti-bacterial medicines under the Ciprolet and Levolet brands from Dr Reddy’s in Russia, Uzbekistan and Belarus. The portfolio includes various dosage forms such as tablets, solutions for infusions and eye drops.

Rustem Muratov, CEO of the Binnopharm Group said, “We are also acquiring rights to these products in Belarus and Uzbekistan in line with our strategic goal to strengthen presence in the international markets.”

MV Ramana, CEO – Branded Markets (India & Emerging Markets), said: “Our Russia and CIS markets continue to be strong performers for the company. This deal is a step towards divesting brands in non-core areas to consolidate and strengthen our play further in our key focus therapy areas of gastroenterology, pain management, cold and flu, allergy, oncology, neurology, paediatrics and women’s health."