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Sun Pharma unveils Palbociclib in India for advanced breast cancer treatment

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Palbociclib has a unique mechanism of action which helps in delaying disease progression when co-administered with hormonal therapies



Sun Pharmaceutical Industries has announced that one of its wholly-owned subsidiaries has launched a novel anti-cancer drug, Palbociclib in India for patients who have advanced breast cancer, the most common cancer among women in the country. The company will make the drug available under the brand name, PALENO (Palbociclib) 75 mg, 100 mg, 125 mg.

Palbociclib is approved by the US Food and Drug Administration (FDA), European Medicines Agency (EMA) and Central Drugs Standard Control Organisation (CDSCO) in combination with hormonal therapies for patients with hormone receptor positive, human epidermal growth factor receptor 2 negative locally advanced or metastatic breast cancer.

Breast cancer is the largest form of cancer in India, affecting approximately 0.21 million new female patients every year. Among the total patients, approximately 50% are hormone receptor positive breast cancer, the major subtype in breast cancer. Though hormone receptor positive breast cancer patients have shown better survival than other subtypes, they may progress to or present with metastatic disease.