

Generic version of Caduet launched in the US

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Ranbaxy Pharmaceuticals launched an authorized generic version of Caduet in the US market, as part of an agreement with Pfizer.

Caduet is a fixed-dose combination of Atorvastatin-Amlodipine besylate (presently marketed by Pfizer under the brand Caduet, which also contains a crystalline form of Atorvastatin). The product is indicated for patients suffering from both, high blood pressure and high levels of cholesterol. Caduet generated total annual sales of \$339 million in the US. Ranbaxy is making available the full range of the generic version of Caduet.

Mr Venkat Krishnan, senior vice president and regional director, Americas, Ranbaxy, said, "The introduction of Atorvastatin-Amlodipine besylate tablets is a significant and important addition to our portfolio of cardio-vascular products, in the US."

FDA nod for generic Cymbalta capsules Lupin Pharmaceuticals received tentative approval for its Duloxetine Hydrochloride Delayed-release (HCl DR) capsules (20mg, 30mg and 60mg) from the US Food and Drugs Administration for the company's abbreviated new drug application to market a generic version of Eli Lilly's Cymbalta Delayed-release capsules.

Lupin's Duloxetine HCl DR capsules are the AB-rated generic equivalent of Eli Lilly's Cymbalta Delayed-release capsules of 20mg, 30mg and 60mg strengths. Duloxetine HCl DR capsule is indicated for treatment of major depressive disorder, generalized anxiety disorder, management of neuropathic pain associated with diabetic peripheral neuropathy, management of fibromyalgia and management of chronic musculoskeletal pain.

Cymbalta HCl DR capsules had annual US sales of approximately \$3.5 billion for the twelve months ending September 2011.

AMDL's cardiac care equipment in India The healthcare division of Advanced Micronic Devices, AMDL Health, a leading provider of medical equipment and devices, launched Cardiac Science family of advanced cardiac diagnostic products in India.

The products were showcased at the 63rd Annual Conference CSI, Mumbai, held in December. This marks AMDL Health's foray in to the cardiovascular market in India. The products to be sold are under the brands of Cardiac Science, Quinton, Burdick, and Powerheart. "India is the second largest potential cardiovascular market in the world and is expected to reach \$589 million by 2017," said Mr Arindam Sen, chief executive officer, AMDL. "We are committed to make technologically advanced devices accessible to the Indian healthcare market."

AMDL Health plans to target tier 1 and tier 2 cities that are changing the landscape of the Indian medical equipment industry.

Generic versions of Lipitor in market As the patent on Lipitor, Pfizer's premier drug for lowering cholesterol expired on November 30, Ranbaxy and Watson Pharma entered the race to offer generic versions of Atorvastatin (Lipitor).

Ranbaxy Pharmaceuticals, a wholly-owned subsidiary of Ranbaxy Laboratories, received final approval from the US Food and Drug Administration to manufacture and market Atorvastatin and has launched the product in the US market.

Watson Pharmaceuticals too confirmed that it has launched an authorized generic version of Lipitor (atorvastatin calcium tablets) as part of an exclusive agreement with Pfizer. Watson began shipping the product on November 30. Under the terms of the exclusive supply and distribution agreement, Pfizer manufactures and supplies Watson with all dosage strengths of the authorized generic product. Watson markets and distributes the product in the US. Pfizer will receive a share of the net sales from Watson's sales of the product. The agreement runs until November 30, 2016. Other terms of the agreement have not been disclosed.

Lipitor is indicated as an adjunct to diet to reduce elevated total cholesterol, LDL, triglycerides and to increase HDL cholesterol. Sources say that the drug constituted one fifth of Pfizer's revenues with the most recent data, indicating that, Lipitor helped Pfizer earn approximately \$7.8 billion in the last twelve months.