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Lordâ??s Mark Biotech launches Tinefcon for psoriasis management

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The company has set a revenue target of Rs 100 crore for Tinefcon by 2025



Lord’s Mark Biotech, a subsidiary of Lord’s Mark Industries, has launched Tinefcon, a patented medicine for treating Psoriasis. Lord’s Mark Biotech has signed an exclusivity agreement with INVEX Health for the patented product developed by Piramal Life Sciences in India. Tinefcon is being launched as a total solution for Psoriasis in 4 forms such as tablet, cream, shower gel and scalp wash and is priced in the range of Rs 799 - Rs 3900.

Lord's Mark Biotech, the exclusive distribution partner for Tinefcon, is mentoring workers around the country through a scientific sales force exclusively recruited for Tinefcon to deliver a solution for Psoriasis.

The company has also established a strong social media campaign to aggressively market Tinefcon online. Tinefcon will also be offered on internet marketplaces, allowing the medical community to reliably recommend it to needy patients.

Lord’s Mark Biotech has invested Rs 20 crore to market and distribute it extensively in India, and the company is expecting a revenue of Rs 100 crore for Tinefcon by 2025.

Tinefcon is being tested in 500+ patients across India, has been proven to treat psoriasis, and has shown a reduction of 66% in epidermal thickness, improved the Psoriasis Area Severity Index (PASI), and downregulated the psoriatic markers gene in a 12-week clinical study. Tinefcon can be safely prescribed to all patients over 18 years old.