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Novo Nordisk India partners with Emcure Pharma to commercialise PoviztraÂ® in India

10 November 2025 | News

To make semaglutide molecule accessible to a greater number of people living with overweight and obesity in India



Novo Nordisk India and Emcure Pharma have announced a strategic partnership to launch Poviztra®, semaglutide injection 2.4 mg, in India. The collaboration will strengthen the distribution and marketing of semaglutide for weight loss, particularly through pharmacies and in regions beyond those currently served by Novo Nordisk India.

Wegovy® (semaglutide injection 2.4 mg) was launched in India in June 2025. It is indicated as an adjunct to a reduced-calorie diet and increased physical activity for chronic weight management and reduction in the risk of major adverse cardiovascular events in individuals with overweight or obesity.1 In clinical trials, 1 in 3 participants on Wegovy® experienced weight loss of over 20%. Poviztra® is a second brand of Wegovy®.

This partnership is part of Novo Nordisk India's efforts to ensure its innovative treatments reach a greater number of patients in India, broadening access to high-quality, safe, and effective weight management medication. As part of the agreement, Emcure Pharma will be the exclusive distributor responsible for the commercialisation and marketing of Poviztra®, semaglutide injection 2.4 mg, in India.

Commenting on the partnership, Jay Thyagarajan, Senior Vice President, Region APAC, Novo Nordisk, said, "Obesity is a serious chronic disease affecting millions of people across India and results in significant unmet medical needs. Recognising the magnitude of the obesity challenge, we launched Wegovy® in India a few months ago. Now, we are happy to join hands with Emcure Pharma to broaden access to high-quality, safe, and effective obesity treatment. This partnership brings together Novo Nordisk's innovation in GLP-1 therapies and Emcure robust marketing and distribution capabilities to improve access to obesity treatment for people living with overweight or obesity in India"

Satish Mehta, Chief Executive Officer and Managing Director, Emcure Pharma said, "We are thrilled to partner with Novo Nordisk India to bring Poviztra® to India and are proud to be the first pharmaceutical company to bring the world's most widely used and trusted GLP-1-based weight loss molecule to the Indian market. We believe in the potential of semaglutide. With our strong understanding of the countries diverse geographical landscape and established marketing capabilities, we are confident about making this molecule available to patients who need it the most."