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GSK launches CDSCO-approved BLENREP for treatment of relapsed/refractory multiple myeloma

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BLENREP is approved in India for relapsed or refractory multiple myeloma as combination therapy in adult patients who have received at least one prior therapy



GlaxoSmithKline Pharmaceuticals Limited (GSK India) has announced the launch of BLENREP (belantamab mafodotin) in India as combination therapy for adult patients with relapsed or refractory multiple myeloma who have received at least one prior line of therapy.

As the world's first approved antibody-drug conjugate (ADC) targeting B-cell maturation antigen (BCMA) for multiple myeloma, BLENREP introduces a new treatment approach for Indian patients and expands access to an innovative therapy backed by robust evidence from the pivotal DREAMM clinical programme.

Multiple myeloma is a significant global health challenge, with GLOBOCAN data reporting more than 196,000 new cases globally in 2024. In India, multiple myeloma accounts for 1.1% of all new cancer cases, although rates of multiple myeloma are expected to increase in the future due to improving life expectancy, better healthcare and rapid urbanisation.

The challenge is compounded by the distinct realities of multiple myeloma care in India. Patients are diagnosed a decade earlier compared with Western populations and because the disease is characterised by repeated relapse, there is a need for treatments that can deliver durable disease control. At the same time, access to specialised medical infrastructure can vary significantly across cities and regions in India requiring treatment options that can be administered across a range of oncology care settings. BLENREP-containing regimens address these needs by demonstrating significant and durable disease control across a broad range of patients with relapsed or refractory multiple myeloma.

Bhushan Akshikar, Managing Director, GSK India, said, “The growing burden of cancer in India is placing an increasing strain on patients, families and the country’s healthcare system, reinforcing the need for continued innovation and broader access to advanced treatment options. At GSK, our ambition is to change the course of cancer care through differentiated science by focussing on areas of critical unmet needs.”

He added, “Last year, we began our Oncology journey in the country with Jemperli and Zejula in solid tumours. With the launch of BLENREP, we are expanding into haemato-oncology and extending our commitment to more patients with advanced cancers. For people living with multiple myeloma, relapse can be a recurring part of the treatment journey, and we are committed to supporting them at every stage of their care.”