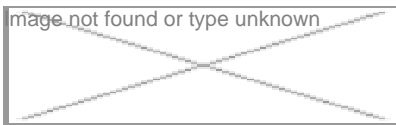


## Generic version of Allegra launched

09 May 2011 | News



Indian drug major Dr Reddy's Laboratories has launched its over-the-counter (OTC) fexofenadine HCl tablets. The Food & Drug Administration (FDA) approved Dr Reddy's Abbreviated New Drug Application (ANDA) for fexofenadine HCl tablets on April 12, 2011.



Dr Reddy's will market the product under store brand labels in the U.S. market. The products are bioequivalent versions of sanofi-aventis' Allegra tablets which received Rx-to-OTC switch approval from the FDA on January 24, 2011. The fexofenadine HCl Rx market had brand and generic sales of approximately \$452 million ( 2,012 crore) for the 12 months ending December 31, 2010 according to IMS Health.

---

## Ranbaxy launches generic olanzapine

In a major step aimed at the treatment of schizophrenia in adults, India's largest pharmaceutical company, Ranbaxy Laboratories announced the launch of olanzapine tablets, the generic version of zyprexa in Spain. Ranbaxy will be introducing olanzapine tablets 2.5 mg, 5 mg, 7.5 mg and 10 mg and also orodispersibles in 5 mg and 10 mg.

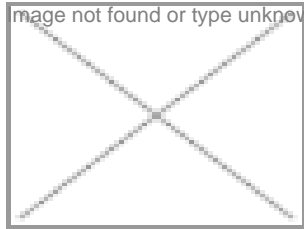
According to IMS data of 2010, zyprexa is the innovator product of Eli Lilly. Ranbaxy received necessary regulatory approvals from the Spanish Health Authorities to manufacture and market olanzapine in Spain and is expected to launch the product on day-1, following patent expiry.

Olanzapine is an atypical antipsychotic, and is indicated for the treatment of schizophrenia in adults. The product is effective in maintaining the clinical improvement during continuation therapy in patients who have shown an initial positive response.

Olanzapine is also indicated for the treatment of moderate to severe manic episodes and prevents their recurrence. It is also indicated for the treatment of several bipolar disorders.

---

## **MSD and Sun Pharma collaborate**



Merck Sharp & Dohme Corporation (MSD), India, entered into a strategic partnership with Sun Pharmaceutical Industries to co-market its diabetes drugs in India. Sitagliptin and sitagliptin plus metformin drugs which would be marketed by Sun Pharmaceuticals in India.

Under the partnership arrangement, Sun Pharmaceutical Industries will have the rights to market, promote and distribute sitagliptin and sitagliptin plus metformin only in India under different brand names. This India-specific partnership agreement aims at delivering treatment benefits of DPP4 inhibitors to an expanded base of diabetic patients. Keeping in mind the increasing number of diabetic patients in the country, this partnership will focus on the interest of patients of type-2 diabetes in India.