

Novo Nordisk leads the insulin race

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With the broadest diabetes product portfolio in the industry, including the most advanced products within the area of insulin delivery systems, Novo Nordisk is a leader in diabetes care in India too

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Novo Nordisk India is the Indian subsidiary of Novo Nordisk, a world leader in diabetes care. Other than diabetes product portfolio, Novo Nordisk has a leading position in areas such as haemostasis management, growth hormone therapy and hormone replacement therapy. The company manufactures and markets pharmaceutical products and services that make a significant difference to patients, the medical profession and society. The company currently holds approximately 60-70 percent market share in the insulin space.

Novo Nordisk's diabetes portfolio includes long and rapid-acting modern insulin (insulin analogues), a premixed range of both long and short acting insulin, and a prandial glucose regulator for type 2 diabetes. To spread the awareness of diabetes care in India, Novo Nordisk launched a mobile clinic, the Improve Control Mobile Clinic, in Bangalore and New Delhi. The mobile clinic is a van designed to deliver high standards in diabetes detection and education facilitation. Equipped with blood glucose monitoring systems for diabetes screening and detection, weight check and body mass index platforms and audio-visuals facilities to educate people, the mobile clinic will encourage doctors along its route to leverage facilities within the bus to monitor and ensure better glycaemic control for people in their respective regions.

Novo Nordisk's product Levemir, a basal insulin analogue that works on the mechanism of prolonging action has also gained excellent market share and wide acceptability. Daily insulin like Levemir and convenient insulin delivery devices like Flex pen have made diabetes treatment relatively easier for diabetic patients. Novo Nordisk India has an exclusive agreement with Torrent Pharma for the manufacture of insulin formulations.

Besides marketing a portfolio of therapeutics products like NovoPen 3, Novolet and Flexpen, Novo Nordisk India has its basket products like NovoMix 30 (premixed insulin analogue) and NovoRapid (rapid acting insulin analogue). It has a distributorship alliance with Abbot India. The biotech business of the company in India is estimated at Rs 330 crore.

In a recent development, Novo Nordisk has been crowned for the second consecutive year as one of the top ethical companies for 2009 by international think-tank Ethisphere. Novo Nordisk has been ranked as one of the world's most ethical companies as a result of their real, sustainable and ethical leadership. More than 10,000 of the world's leading companies were analyzed for a period of six months in six continents, across 35 industries before arriving at the final list. These companies were evaluated on seven key parameters that includes corporate citizenship and responsibility, corporate governance, innovation that contributes to public well-being, industry leadership, executive leadership and tone from the top, integrity track record and reputation, internal systems and ethics/compliance program, before deciding on the final list.