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Top 20: Strong growth in insulin business

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top-20-logoFY 2013-14 saw Sanofi India garner estimated biotech sales of Rs 265 crore as compared to Rs 213 crore in the last fiscal. The impressive growth rate of more than 25 percent speaks volumes about the company's progress.
Sanofi India was incorporated in May 1956 under the name Hoechst Fedco Pharma. Over the years, its name was changed to Hoechst Pharmaceuticals Private, Hoechst India, Hoechst Marion Roussel and Aventis Pharma. Sanofi, one of the world's leading pharmaceutical companies, and its 100 percent subsidiary, Hoechst GmbH, are the major shareholders of Sanofi India and together hold 60.4 percent of its paid-up share capital.

Lantus, Sanofi's leading brand of long acting insulin grew by 25 percent inÂ terms of value and commands a market share of 11.9 percent. It continues to be the second leading brand in insulin in terms of value. Sanofi launched a major diabetes awareness initiative to encourage people to take proactive steps to effectively prevent, manage, and control diabetes. It roped in acclaimed dancer and actor, Madhuri Dixit-Nene, to join its campaign as a goodwill ambassador by creating a "signature step" to instill solidarity for patients with diabetes. Actress Dixit was joined by eight winners of Diabetes Patient Champions from across India. The Sanofi team also spread across the country and conducted around 900 activities for awareness, care and education.

A major achievement for Sanofi in 2013 was the prestigious "2013 GOOD DESIGN Award" for Sanofi India's innovative, indigenously manufactured re-usable insulin pen AllStar. Sanofi launched this indigenously manufactured reusable insulin pen in 2012 and priced it significantly lesser than its competitors. The company also ensures continuous monitoring and management of the safety profile of all its products through its drug safety data collection worldwide, as pharmacovigilance remains a key activity in the assessment of the therapeutic value of products.

Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and new Genzyme.