

## Continues to lead the India insulin market

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### RANK 7

**Novo Nordisk, one of the largest companies in the world in diabetes care, presently accounts for 55 percent of the insulin market in India**

Revenue of 462 crore\*

#### Novo Nordisk

MD

Mr Melvin Oscar D' Souza

Business

Diabetes care, growth hormone and homeostasis maintenance products

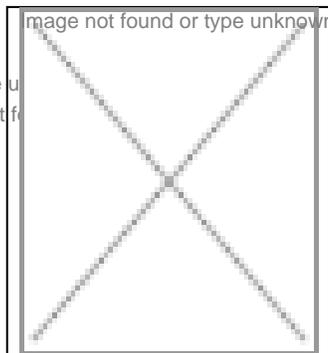
Start-up Year: 1990

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The growth of the insulin market in India helped Novo Nordisk register a growth of 27.62 percent with sales revenue touching 462 crore in FY 2010-11 as compared to previous year's revenue of 362 crore. Novo Nordisk India, which is synonymous with diabetes care in India, continues to lead the insulin market with over 55 percent of

Established in the year 1990, Novo Nordisk India is a subsidiary of Novo Nordisk, one of the largest companies in the world leading in the domain of diabetes care products. It claims to be introducing products and services

in the treatment of diabetes in India.

With products in diabetes care, homeostasis management and hormone replacement therapy, Novo Nordisk, has since the last decade tried to change the way people live, fortunate but alarmingly common diseases.

Novo Nordisk is seeking to change the future course of diabetes by using innovation to produce novel methods of diagnosis and treatment for diabetes. Novo Nordisk has already produced an array of products that could be used to treat and monitor diabetes. To help treat diabetic patients, Novo

Nordisk has come up with a range of biopharmaceuticals like modern insulin, NovoNorm and Glucagen Hypokit.

Apart from biopharmaceuticals, the company also introduced insulin delivery devices like durable pen and prefilled pen. The company boasts of revolutionizing treatment of diabetes with the introduction of the dial-insert-push technology of insulin delivery.

Homeostasis management, which is one of the areas of focus for Novo Nordisk, has influenced the company to produce a recombinant factor VIIa, NovoSeven, for the treatment of hemophilia A and B, an essential product for patients whose blood fails to coagulate at the appropriate moment.

Another area of focus for the company is growth hormone therapy. Novo Nordisk has produced devices to help patients suffering from growth hormone deficiencies like Turner's syndrome and chronic renal disease with the help of their products like Norditropin Nordilet.

Novo Nordisk says it will help the people who are suffering from diabetes. In this regard the company has established and maintained partnerships with external organizations. As a part of its global initiatives, the company launched Diabetes Awareness Wishes and Needs (DAWN), programme in India. The programme is based on the largest global survey of the psychosocial aspects of diabetes until date. It involves more than 5,000 diabetic people and 3,800 healthcare professionals in 13 countries. It is a global Novo Nordisk initiative in collaboration with the International Diabetes Federation and an expert advisory panel. Today, the initiative conducts activities in more than 30 countries.