

AstraZeneca India wins OPPI Marketing Excellence Award 2015

20 October 2015 | News | By BioSpectrum Bureau

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AstraZeneca India, a leading biopharmaceutical company which is part of AstraZeneca Pharma India, was awarded the prestigious Dr H R Nanji Memorial OPPI Marketing Excellence Awards 2015 on October 20th for BRILINTA (Ticagrelor 90 mg), its innovative treatment solution for Acute Coronary Syndrome (ACS).

As per AstraZeneca, its medico-marketing initiatives, based on delivering and pursuing excellence in science, have helped improve the lives of patients suffering from ACS in India. BRILINTA is one of the leading brands by Value Market Share in the Oral Anti-platelet market and remains committed to continue drive a paradigm shift in the way ACS is managed in India.

AstraZeneca India received this Award in the "Best New Pharma Product launch" category. The Award was given by Dr V K Subburaj, secretary, department of pharmaceuticals, government of India.

AstraZeneca India also supported the 'OPPI Woman Scientist Award 2015' received by Prof Vandana B. Patravale from ICT, Mumbai. This Award recognizes outstanding women research scientists in the field of human healthcare. Prof Vandana B. Patravale holds expertise in the development of novel, cost effective and robust technologies in the field of nano-drug delivery, nano-diagnostics, vaccines and biomedical devices. Her research in malaria prevention and therapy has seen significant success in terms of one granted patent and ready- for-transfer scalable technologies for effective malaria management in cases of pregnancy, and cerebral malaria.

Dr Bhavesh Kotak, vice president, Medical and Regulatory Affairs, AstraZeneca India said, "ACS causes 28% of all cardiovascular deaths globally and there is a huge unmet medical need in this area. We are pleased to receive this recognition for our efforts in improving the lives of ACS patients in India. Additionally as a science-led organisation, we trust in the potential of ideas and support the efforts of research scientists such as Prof Vandana B Patravale."