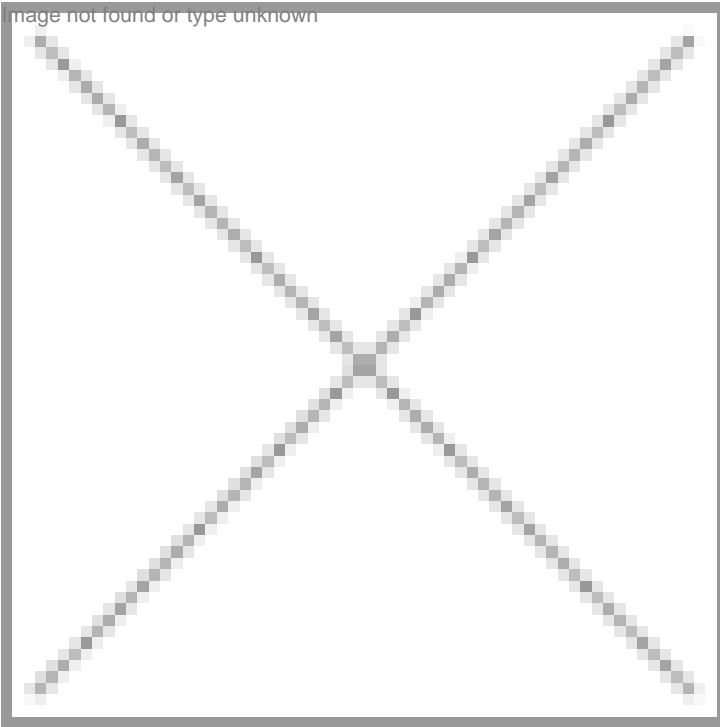


Insulin giant keeps the lead

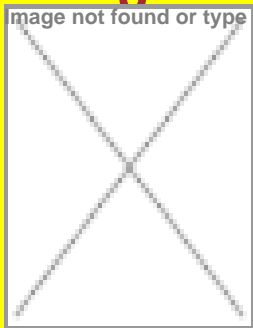
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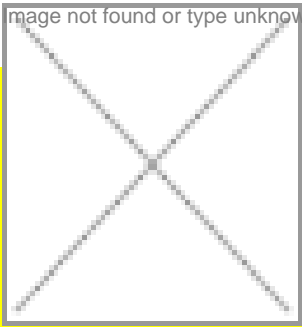
Head:

Melvin Oscar D'Souza, MD

Business:

Diabetes care products, human growth hormone and haemostasis management

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Startup Year:

1990

Address:

Plot No.32, 47_50, EPIP Area,
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Tel:

+91-80-40303200, 28410447

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+91-80-41123518

Website:

www.novonordisk.co.in

Novo Nordisk India is the Indian subsidiary of Novo Nordisk, a world leader in diabetes care. The company manufactures and markets pharmaceutical products and services patients, medical profession and society.

Novo Nordisk has become synonymous with diabetes care in India. The company has introduced products and services hitherto not seen in the area of diabetes care in the country. Over the last decade, Novo Nordisk has taken several initiatives to bring improvement in the way people with diabetes live and work. As part of its efforts to be at the forefront of bringing awareness among people with diabetes in India, the company aspects of diabetes.

The biotech revenue of the company in India is estimated at Rs 342 crore in FY 2009-10. The company currently holds approximately 56 percent market share in the insulin

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. The van is 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 articular region.

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 or diabetic patients.

Novo Nordisk India has an exclusive agreement with Torrent Pharma for the

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

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.