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Ranbaxy to launch two new drugs in Mexico

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<http://www.financialexpress.com/news/Ranbaxy-to-launch-two-new-drugs-in-Mexico/578263/#>

New Delhi The largest domestic drugmaker Ranbaxy Laboratories is planning to introduce two of Daiichi Sankyo's discovered products in Mexico through the marketing division—the Daiichi Sankyo Division. The division was created last year within Ranbaxy's Mexican subsidiary, Ranbaxy Mexico SA de CVD.

Daiichi Sankyo and Ranbaxy Mexico have agreed to commercialise olmesartan medoxomil—an anti-hypertensive developed by Daiichi Sankyo—in Mexico. Ranbaxy had recently announced its plans to launch this anti-hypertensive drug in six African countries that include Kenya, Mozambique, Nigeria, Tanzania, Uganda, and Zambia.

Olmesartan medoxomil is already available in more than 50 countries worldwide. Additionally, the two companies plan to promote Prasugrel, an anti-platelet, co-developed by Daiichi Sankyo and Eli Lilly, in the Latin American market.

Prasugrel will be co-promoted by Lilly's affiliate in Mexico. With an estimated population of 107 million people, Mexico is Latin American region's second largest market after Brazil, with annual pharma sales of about \$10.4 billion. After acquiring Ranbaxy in 2008 for \$4.6 billion, Daiichi has been using the Indian pharma company's marketing muscle and distribution strength to create a presence and consolidate its position in emerging markets—mainly in Eastern Europe, Africa and Latin America.

“The introduction of olmesartan and prasugrel will reinforce the commitment of Ranbaxy and Daiichi Sankyo to deliver innovator products to the Mexican market. We will continue to leverage our individual strengths to offer quality medication,” said Atul Sobti, CEO of Ranbaxy. In preparation for the launch and swift market penetration of the two medicines, Daiichi Sankyo Division will be hiring a dedicated team of medical representatives, a company statement said.

Takashi Shoda, CEO of Daiichi Sankyo said, “Olmesartan medoxomil and prasugrel are two of our flagship products and I believe they will offer excellent therapeutic options in Mexico”. Prasugrel, to be marketed as Effient in Mexico, is an antiplatelet agent invented by Daiichi Sankyo and its Japanese research partner Ube Industries. Daiichi Sankyo and Lilly co-developed prasugrel, initially for patients with acute coronary syndromes who are managed with an artery-opening procedure known as percutaneous coronary intervention.