



Press Release

Cipla Palliative Care Centre completes 15 years of caring for advanced stage cancer patients

~Announces another major price reduction on select cancer drugs~

India, Mumbai, 8th November, 2012: Cipla has always been committed to the treatment and care of cancer patients. As part of this commitment, in 1997, it established the Cipla Palliative Care and Training Centre in Pune, to provide care to advanced stage cancer patients. Today, it is one of the few centres in India offering the best-in class palliative care to cancer patients. The Centre provides free treatment and has cared for over 8,000 patients till date. It has also trained a large number of nurses in advanced palliative care. For more information on the Cipla Palliative Care and Training Centre, please visit www.carebeyondcure.org

In continuation with its commitment to make medicines affordable and accessible, particularly in anti-cancer medication, in May 2012, Cipla announced a dramatic price cut in three major anti-cancer drugs - Sorafenib (SORANIB), Gefitinib (GEFTICIP) and Temozolomide (TEMOSIDE).

Following the overwhelming response on the price cut received from the patients & their families and doctors, Cipla is now announcing another breakthrough price reduction in three additional anti-cancer drugs - Erlotinib (ERLOCIP), Docetaxel (DOCETAX) and Capecitabine (CAPEGARD). These drugs are for the treatment of Lung and Pancreatic Cancer, Breast Cancer, Head & Neck Cancer, Gastric Cancer, Bladder, Colorectal and Colon Cancers. The revised prices for the selected products are stated below:

Indication	Molecule	Brand Name	Current Price (Rs.)	Revised Price (Rs.)	Reduction (Rs.)
Lung Cancer (Metastatic non-small cell cancer)	Erlotinib	ERLOCIP 150 30 tablets	27,000	9,900	17,100
		ERLOCIP 150 10 tablets	10,000	3,700	6,300
		ERLOCIP 100 30 tablets	18,000	6,600	11,400
Breast Cancer, Lung Cancer (Non-small cell & Small Cell), Head & Neck Cancer, Gastric Cancer, Bladder Cancer	Docetaxel	DOCETAX 20 mg	3,300	1,650	1,650
		DOCETAX 80 mg	10,000	5,000	5,000
		DOCETAX 120 mg	14,000	7,000	7,000
Metastatic Breast Cancer, Metastatic Colorectal Cancer, Metastatic Colon Cancer	Capecitabine	CAPEGARD 500 mg 10 tablets	1,200	600	600

“Continuing its contribution towards affordable and accessible treatment for patients, Cipla extends the work done in HIV/AIDS and Malaria to now include Cancer, not only in India but globally,” announced **Dr. Y.K. Hamied, Chairman and Managing Director, Cipla Limited.**

About Cipla

Cipla laid the foundation for the Indian pharmaceutical industry in 1935, with the vision to make India self-reliant in healthcare. Over the years, Cipla has emerged as one of the most respected names not just in India but worldwide. Its state-of-the-art R&D centre has given the country and the world many firsts. This includes the revolutionary AIDS cocktail for less than a dollar a day. The company has over 34 manufacturing facilities across India, and manufactures 2,000+ products in 65 therapeutic categories.

With a turnover of over US \$ 1.4 billion, Cipla serves doctors and patients in over 170 countries. It has earned a name for maintaining one global standard across all its products and services. Cipla continues to support, improve and save millions of lives with its high-quality drugs and innovative devices.

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