



## **PRESS RELEASE**

### **Cipla enters the respiratory market in Germany and Sweden with affordable high quality alternatives**

**India, Mumbai, 1<sup>st</sup> September 2014:** Cipla, a global pharmaceutical company announces today the launch of Serroflo, its Salmeterol/Fluticasone MDI, in Germany and Sweden. With this launch, Cipla opens the door for new, highly efficient treatments in the European healthcare market. Serroflo will substantially improve the affordability of Fixed Combinations in Europe and help manage health costs for respiratory treatment. “With Serroflo we offer in Germany and Sweden an alternative which is effective and efficient and therefore brings many advantages into a market which suffers from limited resources”, said Mr. Frank Pieters, Head of Cipla Europe.

In Germany the new product is distributed under the name “Serroflo”, whereas in Sweden the combination is launched as “Salmeterol/Fluticasone Cipla”. Serroflo and Salmeterol/Fluticasone Cipla will be available in a pMDI with HFA propellant in two strengths:

1. 120 doses of 25/125 mcg salmeterol/fluticasone
2. 120 doses of 25/250 mcg salmeterol/fluticasone

Apart from Croatia where the combination is already available under the name Duohal, Germany and Sweden are amongst the first markets where Cipla is active and others will follow. “Over the next 12-18 months we will see a series of launches throughout Europe as we know that there is a common need for high quality, affordable, reliable and thus sustainable therapy-alternatives – and this is what Cipla stands for” said Mr. Subhanu Saxena, Managing Director and Global CEO of Cipla Limited.

In Europe, about 30 million patients under 45 years suffer from asthma causing a huge burden and triggering significant disability and work loss. (ERS Lung white book 2013). The introduction of Salmeterol/Fluticasone in Germany and Sweden, is a key milestone in Cipla’s ambition to improve treatment adherence in asthma and to offer better healthcare solutions for patients irrespective of what disease they suffer from. Cipla will also bring patient engagement programs aimed at enhancing disease knowledge and improve adherence in order to achieve good disease control. Over 50 percent of patients of asthma in Europe have suboptimal control and the introduction of Serroflo, Salmeterol/Fluticasone Cipla will provide a new cost efficient option for many people with asthma.

Cipla is one of the worlds leading respiratory companies, with the largest range of drugs and devices approved and sold in over a 100 countries. In several markets, Cipla is prevalent in all therapy areas of respiratory medicine, and was also the first to launch several novel combinations, and drug/device

combinations. Cipla aims to bring this global expertise in respiratory medicine to Europe, which will significantly impact the healthcare landscape with affordable and high quality inhalation therapy.

### **About Cipla Limited**

Cipla is a global pharmaceutical company which uses cutting edge technology and innovation to meet the everyday needs of all patients. For more than 70 years, Cipla has emerged as one of the most respected pharmaceutical names in India as well as across more than 170 countries. Our portfolio includes 2000 products in 65 therapeutic categories with one quality standard globally. Cipla's turnover in 2013/14 was 1.7 billion USD.

Whilst delivering a long-term sustainable business, Cipla recognises its duty to provide affordable medicines. Cipla's emphasis on access for patients was recognized globally for the pioneering role played in HIV/AIDS treatment as the first pharmaceutical company to provide a triple combination anti-retroviral (ARV) in Africa at less than one dollar a day and thereby treating many millions of patients since 2001.

Cipla's research and development focuses on developing innovative products and drug delivery systems and has given India and the world many 'firsts' for instance Triomune. In a tightly regulated environment, the company's manufacturing facilities have approvals from all the main regulators including USFDA, UKMHRA, WHO, MCC, ANVISA, and PMDA which means the company provides one universal standard both domestically and internationally.

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