News Release

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MSD and Cipla announce India-specific Strategic Partnership to Co-market MSD's raltegravir 400mg tablet, for Indian Market

MUMBAI, February 20 2014: In an important development, MSD, one of the world's leading players in HIV innovative treatment and pharmaceutical major Cipla – best known for its leading position globally in ensuring treatment for all HIV/AIDS patients - today announced the formation of an India-specific strategic partnership. Within the scope of the partnership, Cipla will have a non-exclusive license to market, promote and distribute MSD's raltegravir 400mg tablet, under a different brand name in India. With its history of over 75 years, Cipla has a formidable operation reaching the far corners of the country and therefore is well placed to ensure this key medication reaches the patients who need it. Access to treatment and patient centric approach are cornerstone to this partnership, with this model both companies expect to broaden reach of raltegravir in private and public markets in India. Access to raltegravir is important for patients who require it as part of third line salvage regimen where there are few options left.

Announcing the partnership, **Mr. K. G. Ananthakrishnan, Managing Director, MSD in India** said, "MSD is committed to developing innovative therapies that offer advances in the treatment of infectious diseases – including HIV. MSD's efforts to develop treatments for HIV/AIDS have been under way for more than 20 years and continue today. We are proud to have entered into a strategic, India-specific partnership with Cipla. This partnership is aligned with our commitment towards patients in India and also addressing treatment challenges for high risk patients by providing broader access to our innovative medicines and vaccines. It is a complementary

partnership as MSD brings the research and scientific excellence for raltegravir, and Cipla brings their marketing excellence, significant reach among key clinician categories to drive product access. MSD and Cipla both share the same commitment of providing broader access to HIV treatment."

Announcing the partnership, **Dr Jaideep Gogtay, Chief Medical Officer, Cipla** said - "This partnership reinforces Cipla's ongoing commitment to HIV/AIDS treatment making life-saving drugs accessible. raltegravir, a third line therapy treatment will be a value addition to Cipla's portfolio of HIV/AIDS treatment, especially for those patients who are resistant to the 1st and 2nd line therapy treatment.

Cipla's HIV/AIDS medications, including the innovative triple cocktail drug has been available for patients for over a decade now. Cipla has been instrumental in physician and patient education and also instrumental in changing the perception of people about HIV being a fatal disease to a chronic infection. Since Cipla has such an extensive marketing and sales operation in India, the company will ensure that this vital treatment reaches those patients who are in need. In this way, Cipla will fulfil its promise of access in terms of geographical areas. We anticipate this drug being available to patients from middle of this year."

Mr. Subhanu Saxena, MD and Global CEO, Cipla Ltd said "With Cipla's strength in India, South Africa and other emerging markets, we have long been the pharmaceutical company serving patients who most need access to affordable medicines. By entering into this marketing partnership with MSD, Cipla is demonstrating its commitment to working with partners globally who share the same pro access philosophy of Cipla. We want to ensure that all patients, particularly in developing countries, get access to the most innovative, breakthrough medicines available. We look forward to more such collaborations ensuring lifesaving drugs like raltegravir reach the patients in need."

The total number of people living with HIV/AIDS (PLHIV) in India is estimated at around 20.9 lakh in 2011. Children less than 15 years of age account for 7% (1.45 lakh) of all infections; while 86% are in the age-group of 15-49 years. Of all HIV infections, 39% (8.16 lakh) are among women.[1] Using globally accepted methodologies and updated evidence on survival to HIV with and without treatment, it is estimated that about 1.48 lakh people died of AIDS related causes in 2011 in India. Deaths among HIV infected children account for 7% of all AIDS-related deaths. Wider access to ART has led to 29% reduction in estimated annual AIDS-related deaths during NACPIII period (2007-2011).[1]

Identifying this significant disease burden challenge and the need for newer innovative therapies, this partnership is built on a patient centric model, which will help all eligible needy patients' access raltegravir molecule for benefit of their ongoing treatment regimen.

About ISENTRESS (raltegravir)

ISENTRESS is Merck's integrase inhibitor for the treatment of HIV-1 infection in adult patients as part of combination HIV therapy. ISENTRESS works by inhibiting the insertion of HIV-1 DNA into human DNA by the integrase enzyme and has demonstrated rapid antiviral activity. Inhibiting integrase from performing this essential function limits the ability of the virus to replicate and infect new cells. ISENTRESS (raltegravir) is now approved in combination therapy in more than 76 countries for use in treatment-naïve adult patients with HIV-1 and in more than 114 countries for use in treatment-experienced adult patients with HIV-1. ISENTRESS, in combination therapy, for use in pediatric patients with HIV-1 has also been approved for use in 35 countries. Merck is continuing to move forward with filings in additional countries around the world.

About MSD

MSD is a global healthcare leader working to help the world be well. MSD is a trade name of Merck & Co., Inc., with headquarters in Whitehouse Station, N.J., U.S.A. Through our prescription medicines, vaccines, biologic therapies, and consumer care and animal health products, we work with customers and operate in more than 140 countries to deliver innovative health solutions. We also demonstrate our commitment to increasing access to healthcare through far-reaching policies, programs and partnerships. For more information, visit www.merck.com and connect with us on Twitter, Facebook and YouTube.

MSD operates its human health business in India through three separate legal entities: MSD Pharmaceuticals Pvt. Ltd., Organon (India) Private Ltd., and Fulford (India) Limited, which are subsidiaries of Merck & Co. Inc., Whitehouse Station, N.J., USA. Since its existence in India, the company has moved quickly in laying the foundation for a business that is differentiated by its focus through launching innovative products relevant to India. MSD India currently operates in various therapeutic areas in human health, including Metabolics, Cardiovascular, Vaccines, Critical Care, Virology, Oncology, Women's Health, Dermatology, Respiratory, Virology, Musculoskeletal and Primary Care, and offers a strong and diversified product portfolio of over 75 brands in total. For more information on MSD India, visit www.msdindia.in

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 2012/13 was 1.5 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.

Reference

1. NACO Annual report 2012-13

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