



Press Release

## **Cipla announces the launch of generic drug Sofosbuvir in India under the brand name ‘Hepcvir’**

**India, Mumbai, March 25<sup>th</sup>, 2015:** Cipla Limited, a global pharmaceutical company which uses cutting edge technology and innovation to meet the everyday needs of all patients, today announces the launch of generic drug Sofosbuvir in India under the brand name ‘Hepcvir’. Following the non-exclusive licensing agreement signed with Gilead Sciences in September last year, to manufacture and market chronic hepatitis C medicines, Cipla is now all set to make the drug Sofosbuvir available to Indian patients in a week’s time.

Sofosbuvir is the first-in-class NS5B polymerase inhibitor to be launched in India for hepatitis C treatment and represents a paradigm shift in the existing hepatitis C management. The high potency, high barrier to resistance, pangenotypic activity, once-daily dosage, good safety profile and the limited drug-drug interactions of sofosbuvir makes it a breakthrough drug in hepatitis C treatment. This drug in combination therapy has shown to have high cure rates of around 90%.<sup>1</sup>

Globally, it is estimated that 170-185 million people (about 3% of the world’s population) are chronically infected with hepatitis C virus (HCV). Untreated chronic hepatitis C increases the risk of cirrhosis of liver, liver failure and hepatocellular carcinoma.<sup>2</sup> In India alone, it is estimated that 12-18 million patients are infected with Hepatitis C which is several fold greater than those with HIV/AIDS. Globally, HCV is implicated in 28% of cases of liver cirrhosis and 26% of cases of hepatocellular carcinoma, which accounts for almost 500,000 deaths per year.<sup>3</sup>

Commenting on the launch of Hepcvir, **Mr. Subhanu Saxena, MD & Global CEO, Cipla Limited** said, “Cipla has always brought accessible and affordable medicines to fight against diseases like AIDS and Hepatitis B and is a leader in India with anti-virals; hence, Cipla has made it a priority to bring Hepcvir to patients in India as well as the other developing nations.”

**Dr Jaideep Gogtay, Chief Medical Officer, Cipla said:** “The benefits of Hepcvir will be felt by patients who will have much lower discomfort while on the treatment and therefore much higher levels of adherence. Sofusbuvir marks a new era of medicines in oral treatment of Hepatitis C which reduce the need for injectibles. It is hoped that in the future these drugs will eventually mean a totally oral regimen.”

The availability of product in other markets is subject to approvals from the regulatory authorities in respective countries.

### **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 150

countries. Cipla's portfolio includes over 1500 products in various 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 US FDA, UKMHRA, WHO, MCC, ANVISA, and PMDA which means the company provides one universal standard both domestically and internationally.

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