



Press Release

Cipla continues to care for cancer patients!

~Announces a breakthrough price reduction on selected cancer drugs~

Mumbai, 3rd May 2012: In keeping with its commitment to make medicines affordable and accessible particularly to cancer patients, Cipla, one of the India's leading pharmaceutical companies today announced a breakthrough price reduction in selected cancer drugs for the treatment of Lung cancer, Hepatocellular carcinoma (HCC), a form of liver cancer, Renal Cellular Carcinoma, a form of kidney cancer and Glioma, a deadly form of brain cancer. Cipla's brand '**Soranib**' (**Sorafenib**) for the treatment of HCC & RCC will now be offered to cancer patients at a price of Rs. 6,840/- for a month's therapy. This comes as a boon for patients with a 76% reduction from the current cost of Rs. 28,000/- The revised prices for the selected products are as stated below:

Therapy	Molecule	Brand Name	Pack	Old Price	Revised Price	Reduction (%)
Lung Cancer	Geftinib	Gefticip 250 Mg	10 tablets	3400	1555	59%
	Geftinib	Gefticip 250 Mg	30 tablets	10200	4250	59%
Kidney Cancer	Sorafenib	Soranib	30 tablets	6990	1710	76%
Brian Cancer	Temozolamide	Temoside 100 Mg	5 capsules	8900	2400	73%
	Temozolamide	Temoside 20 Mg	5 capsules	1875	480	75%
	Temozolamide	Temoside 250 Mg	5 capsules	20250	5000	75%

According to World Health Organization, there are about 2.5 million cases of cancers diagnosed in India every year. Most cases receive sub-optimal treatment due to the high cost of drugs. "This initiative of price reduction is a humanitarian approach by Cipla to support cancer patients" commented **Dr. Y. K. Hamied, Chairman and Managing Director, Cipla Limited**. He also added, "Drugs constitutes a significant proportion of the overall cost of cancer treatment and reduction in costs can greatly relieve the burden."

The drugs for cancer treatment are being manufactured in Cipla's world class manufacturing unit in Goa which is approved by WHO-Geneva, USFDA, MHRA-UK and various other international regulatory bodies. Cipla was the first company in India to receive USFDA approval to manufacture Oncology formulations for the US markets.

About Cipla:

Cipla laid foundations for the Indian pharmaceutical industry back 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. With over 34 manufacturing units across the country, Cipla manufactures over 2000 products in 65 therapies.

With a turnover of over US \$ 1.2 billion, Cipla serves doctors and patients in over 183 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. (www.cipla.com)

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