



Press Release

Cipla launches Qvir, a once-daily novel 4 drug kit for HIV/AIDS

A new option for both first and second-line treatment

India, Mumbai, 14th August, 2012: Adding to its wide range of drugs, Cipla today announces the launch of 'Qvir', a novel 4 drug kit for treating HIV/AIDS. This kit consists of 2 tablets, one containing a combination of **Tenofovir plus Emtricitabine** and the other containing a combination of **Atazanavir plus Ritonavir**. Both these tablets are packaged together in one strip which represents a single day's treatment.

The number of HIV infected people continues to grow. At the end of 2010, about 34 million people were living with HIV and there were 2.7 million new infections in that year. More and more options are always needed. HIV patients have to take multiple medicines lifelong. Every year about 5-10% of patients fail their first line treatment due to various reasons such as missing doses and the virus developing resistance. **Qvir is an option for first line treatment and can also be used as a second line treatment in cases which have been treated by a specific combination therapy commonly used in India.** Studies of this combination regimen have shown that it is effective and well tolerated by over 80% of patients using it.

Because the tablets are packaged together in one strip, the patient does not have to remember which tablet he took — and cannot mistakenly take two of the same tablet. Also, the patient cannot run out of any one of the tablets. If the patient has to travel, the strips are convenient to carry.

Commenting on the introduction of 'Qvir Kit', Dr. Y.K.Hamied, Chairman and Managing Director, Cipla said, "While we are committed to making drugs affordable and accessible, we also endeavour to have more options for HIV infected patients which are potent, effective, patient-friendly and easy to take.

Cipla has been recognized worldwide not only for introducing HIV/AIDS treatment at a fraction of the international prices, but also for pioneering the 3-in-1 combinations such as 'Triomune' (Stavudine + Lamivudine + Nevirapine) & 'Duovir-N' (Zidovudine + Lamivudine + Nevirapine) in 2001 and Trioday (Tenofovir + Lamivudine + Efavirenz) in 2009. Further, Cipla's introduction of the 'Duovir-E Kit' (Zidovudine + Lamivudine + Efavirenz) in 2004 and the 'Odivir Kit' (Didanosine + Lamivudine + Efavirenz) in 2003 were significant contributions towards managing and living with HIV/AIDS.

The 'Qvir Kit' is manufactured in Cipla's world class manufacturing facility in Patalganga, approved by international regulatory bodies. It will cost Rs 158/- per kit and is available in the market.

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 \$ 1.4 billion, Cipla serves doctors and patients in over 180 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).

Media Contact:

Antara Mukherjee
Head – Corporate Communications
Mob: (+91) 9967516441
E Mail: antara.mukherjee@cipla.com

Jaisingh Balakrishnan
Corporate Communications
Mob: (+91) 9833836185
E Mail: jaisingh.krishnan@cipla.com