



Press Release

Cipla extends an innovative ‘Mother-Baby Pack’ for preventing mother-to-child transmission of HIV/AIDS

India, 30th November 2010: In keeping with its commitment to reduce mother-to-child transmission of HIV/AIDS, Cipla, one of the world’s leading generic pharmaceutical companies has developed the first-of-its kind ‘Mother-Baby Pack’ in collaboration with UNICEF and other partners. The Mother-Baby Pack contains the entire range of anti-retroviral drugs and antibiotics required by an HIV infected mother starting from the 14th week of pregnancy until the 6th week after delivery. Developed in line with the latest World Health Organization (WHO) guidelines on Prevention of Mother-to-Child Transmission (PMTCT) Option A, the Mother-Baby Pack is a color-coded take-home kit with simple graphics to help mothers identify the different sets of drugs each to be taken during pregnancy, during labour and breastfeeding, covering the entire period when the transmission can occur. Also, the pack contains drugs for the new born baby. Launched in Kenya, Cameroon, Zambia and Lesotho, the Mother-Baby Pack thereby addresses the logistical challenge of access to essential HIV drugs during the entire term of pregnancy and the susceptible period thereafter.

Over 1,000 infants contract HIV everyday from their mothers at the time of birth with the highest rate reported in sub-Saharan Africa. The risk of transmission from an infected mother to her infant ranges from about 15% to 45%, with 25 to 35% transmission occurring antenatally, 70-75% of transmission occurring during labor and delivery and about 14% is attributable to breastfeeding. The intrapartum period provides a crucial window of opportunity for prevention. With the launch of the Mother-Baby Pack, now an HIV positive mother-to-be even in the remotest corner of the least developed nations would have daily access to essential PMTCT drugs during her entire term of pregnancy at the convenience of her own home. On making another landmark contribution in the fight against HIV/AIDS, **Dr. Y. K. Hamied, Chairman, Cipla** said, “We were approached by UNICEF to produce this pack for the PMTCT program. Cipla is proud to extend its world-class antiretrovirals to the infected expectant mothers and the specially designed Mother-Baby Pack will increase adherence and play a pivotal role in the total prevention of mother-to-child transmission of HIV/AIDS.”

The drugs for the Mother-Baby Pack are being manufactured and packaged in Cipla’s world class manufacturing units in Goa and Patalganga which are approved by WHO-Geneva, USFDA, MHRA-UK and various other regulatory bodies.

Cipla’s contribution to PMTCT dates way back to the ‘Nevirapine donation program’ aimed at reducing the rate of mother-to-child transmission by 50% in the developing countries. Through this program, Cipla offered the the anti-HIV drug ‘Nevimune’ free of cost to any agency or Ministry of Health that approached Cipla with its HIV/AIDS treatment programmes.**Dr. Y. K. Hamied** further added, “Cipla would make the Mother-Baby Pack available to various Ministries of Health in sub-Saharan Africa, various NGO’s and donor agencies for their treatment

programmes. This reinforces Cipla's commitment to make affordable medicines accessible to all and its promise that 'None shall be denied.'

About Cipla's fight against HIV/AIDS:

At a time when the world had already lost 20million people to HIV/AIDS, the cost of HIV/AIDS treatment of at least \$12,000 per patient per year had made the scientific achievements in drug innovation inaccessible to the ordinary people of the developing nations who were worst hit with the disease. Cipla then revolutionized the treatment of HIV/AIDS in 2001 by bringing down the cost of HIV treatment and making the ARVs available at below 'Dollar a Day.' With the reduced cost of \$300 per patient per year, HIV/AIDS treatment became a reality and the survival rates went up dramatically.

Further, Cipla's innovation of a Fixed Dose Combination (FDC) in 2001 of the 'triple cocktail drug' called Triomune was a significant step which simplified treatment and fostered adherence. Cipla was also the first to prepare a child-friendly three-in-one paediatric formulation (Triomune Baby and Junior) for the young population infected with HIV/AIDS. Cipla thereafter initiated a patient education campaign 'Living with Hope' in 2004 and has been conducting several ongoing training programs and CMEs in India and internationally to cover various aspects of HIV/AIDS treatment including adult, paediatric, MTCT, PEP etc.

Currently, with more than 45 ARV formulations in its portfolio, Cipla supplies these to over 120 countries including various Ministries of Health, Government of India and to several international AIDS agencies like UNICEF, MSF, SCMS/PEPFAR, Clinton Foundation, IDA, PAHO among others. Today, almost 1 out of 3 HIV-infected patients in the third world is on Cipla drugs and Cipla continues to work towards its commitment that 'None shall be denied.'

About Cipla:

Cipla laid foundations for the Indian pharmaceutical industry back in 1935 with the vision to make India self-reliant and self-sufficient in healthcare. Over the years Cipla has emerged as one of the most respected pharma names not just in India but worldwide. Its R&D centre has given the country and the world many firsts. This includes the revolutionary HIV/AIDS cocktail for less than a dollar a day. With over 40 state of the art manufacturing units across the country, Cipla manufactures over 1200 products in 80 therapeutic areas.

With a turnover of over US \$ 1.2 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) 9773372487
E Mail: jaisingh.krishnan@cipla.com