



PRESS RELEASE

Cipla gets APVMA approval to introduce generic omeprazole in Australia for treating equine ulcers

Australia, 10th November 2010: Cipla, one of the world's leading generic pharmaceutical companies is the first from India to get The Australian Pesticides and Veterinary Medicines Authority (APVMA) approval for introducing its generic omeprazole in Australia used in treating equine ulcers. Introduced under the brand name E-Gard by Cipla, this premium quality syringe of omeprazole, is the generic version of Merial's GastroGuard. With a strong demand in Singapore, South Africa, HongKong, UAE, etc, E-Gard is supplied to over 16 countries across the world and is one of the largest selling veterinary products of Cipla in the Equine segment. With prevalence of ulcers as high as upto 93% in racehorses, E-Gard from Cipla is a proven way to heal ulcers without recurrence and restore performance.

"We are proud to extend a world-class premium product like E-Gard to the Australian market and would look forward to penetrating this niche market with local partnerships. Having established a strong foothold with the product in across 16 countries, we anticipate a good demand of E-Gard in Australia," said **Mr. Sanjeev A Gupte , Head- International Business and Supply Chain, Cipla.**

Recommending the use of E-Gard, **Dr. Phiroz Khambatta , Renowned Equine surgeon** said, "E-Gard is a high-quality product demonstrating remarkable efficacy and safety. With no adverse affects on reproduction or overall animal health, E-Gard can be concomitantly used with other therapies which include anthelmintics, antibiotics, anti-inflammatory agents, tranquillizers and vaccines without the fear of any interactions."

"We have been marketing and distributing E-Gard to various established racing fraternity locally and regionally. E-Gard has been received well and is being used successfully by the racing clubs vets to be treated for ulcers in performance horses. E-Gard is a proven brand name for stomach ulcer problems in race horses," said **Mr C Mano, Managing Director, Mano Equestrian Services Pte Ltd., Singapore.**

About Cipla Animal Health Division:

With a global presence in over 144 countries, Cipla's Animal Health Division is India's largest Veterinary Pharmaceutical Exporter. With a wide portfolio comprising of more than 500 products, Cipla's Animal Health Division specializes in Equine and Pet animal care in categories extending to General Care, Surgicals, Disinfectants, Enzymes, Ectoparasiticides, Herbal products, Aqua Products, Poultry products and Feed Additives.

Cipla Animal Health Division entered Australia in 2006 and currently has 7 products. For more information on Cipla's Animal Health Division, please visit <http://www.cipla.com/admin.php?mode=cat&action=disp&id=4>.

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 40 manufacturing units across the country, Cipla manufactures over 1200 products in 80 therapies.

With a turnover of over US \$ 1 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

Email: antara.mukherjee@cipla.com

Contact: +91 9967516441