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Cipla acquires novel anti-infective Elores

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Acquisition in keeping with Cipla's legacy of access to life-saving drugs and work in amti-microbial stewardship



Cipla Limited announces the acquisition of a novel and patented anti-infective product, Elores, from Venus Remedies Limited ("VRL") for the Indian market to further strengthen its presence in the branded Indian critical care space and as a part of its agenda to contribute to the fight against Anti-Microbial Resistance (AMR).

Elores is a novel combination of Ceftriaxone (a third generation beta-lactam cephalosporin),Sulbactam (a beta-lactamase inhibitor) and Disodium EDTA (an Antibiotic Resistance Breaker)indicated for the treatment of life threatening infections caused by gram-negative bacteria. It preserves the efficacy of the antibiotic using appropriate Antibiotic Resistance Breakers (ARBs). The product was launched in India across select tertiary care hospitals in the country in 2013 after approval from the Drug Controller General of India.

AMR has emerged as a critical threat to public health. At the present rate, it is estimated that as many as 10 million individuals worldwide could die annually from complications related to AMR. India carries one of the largest burdens of drug-resistant pathogens worldwide. In India, Cipla has a long history of antibiotic development from ampicillin in the 1970s to quinolones in the 1990s. More recently, Cipla introduced the extremely effective antibiotic colistin in India.

Today, Cipla is the market leader in the anti-infectives segment in India, and has a large portfolio of oral and injectable anti-microbial brands that serve over 20 million patients every year. Elores will strengthen Cipla's play in branded anti-infectives. With the view to partner with patients and physicians in infection management, Cipla recently launched the 'Save Susceptibility' campaign to build awareness, enable better diagnosis and enable appropriate action and use of anti-microbials.