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ASIA EDITION

Panacea Biotec launches diabetes drug in India

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ViLACT is used in the treatment of Uncontrolled Type 2 Diabetes Mellitus patients with HbA1c >6.5%



Panacea Biotec is pleased to announce launch of brand ViLACT in India. ViLACT is used in the treatment of Uncontrolled Type 2 Diabetes Mellitus patients with HbA1c >6.5%.

VilACT is available in four formulations:

1. ViLACT : Vildagliptin 50 mg Tablet.
2. ViLACT M 500 : Vildagliptin 50 mg + Metformin HCL 500 mg Tablet.
3. ViLACT M 850 : Vildagliptin 50 mg + Metformin HCL 850 mg Tablet.
4. ViLACT M 1000 : Vildagliptin 50 mg + Metformin HCL 1000 mg Tablet.

The total market size of this molecule and its combination is **Rs 969 Crore as per AIOCD MAT October '2019** and is growing at the rate of 4%. Vildagliptin product patent (IN 212815) in India has expired on 09th December '2019. Vildagliptin is a new oral antidiabetic agent that enhances pancreatic islet cell responsiveness to glucose, is an incretin enhancer, a potent and selective inhibitor of dipeptidyl peptidase-4 (DPP-4), the enzyme responsible for the rapid degradation of the incretin hormones glucagon-like peptide-1 (GLP-1) and glucose-dependent insulinotropic peptide (GIP). This activity increases levels of active incretins and enhances pancreatic islet ?- and ?-cell responsiveness to glucose, thus improving insulin secretion and reducing inappropriate glucagon production, improving insulin sensitivity, improving postprandial lipid and lipoprotein metabolism, and reducing fasting and prandial glucose and HbA1c.

Speaking on the occasion Dr. Rajesh Jain, Managing Director said:

“Diacar Strategic Business Unit (SBU) has launched ViLACT brand family. This will open up a new segment for accelerated growth of the SBU.

I am pleased to share that during pre-launch activity that started in the month of October ‘2019, an innovative campaign was launched to protect our environment wherein 10,000 Doctors from all over India participated by pledging I “ViL ACT” to save the environment by planting over 10,000 plants, saying NO to plastic using Khadi bags, in the process giving boost to MSME sector as part of promoting use of Khadi.

In New Year 2020, our aim is to reach 100,000 Doctors and plant over 100,000 saplings and we have created a website https://vilact.panaceabiotec.com on this occasion."

Susheel Umesh, Chief Executive, Domestic Formulation said *the* VilACT brand will be an affordable, high quality medicine in the armamentarium of a physician treating patients with Diabetes. The patients have always been and will continue to be the center of our business. The Physician needs a lot of options to bring down the burden of Diabetes and we with the VilACT range will continue to support the patient and physician in this journey.”