

Daiichi, Ranbaxy promote generics in Brazil

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New Delhi: Daiichi Sankyo and Ranbaxy will work in synergy in Brazil to expand the business of both companies in the country. As part of this synergy, Ranbaxy will support Daiichi Sankyo's Brazilian subsidiary, Daiichi Sankyo Brasil Farmaceutica (which from hereafter will be called Daiichi Sankyo Brazil), to enter the branded generics market, in addition to its established business of providing innovative products.

Ranbaxy's Brazilian subsidiary, Ranbaxy Farmaceutica would continue to independently promote Ranbaxy's generic products and also enter into branded generics in Brazil.

In Brazil, Daiichi Sankyo has built up its market presence with innovative pharmaceuticals through Daiichi Sankyo Brazil. On the other hand, Ranbaxy markets its generic products in Brazil through its subsidiary, Ranbaxy Farmaceutica Ltda.

With the announced synergistic collaboration, the Daiichi Sankyo Group will expand its presence in Brazil through its hybrid business model promoting innovative, branded generic and generic pharmaceuticals.