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BP and Diabetes drugs available at $0.04 per day

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Bangalore: Considering the rising prices of products and services in India, Ozone Pharmaceuticals, one of the leading prescription drug manufacturing and marketing company from India, introduced a solution that will contribute to a healthy India. Ozone introduced a unique 'uniform pricing strategy' for its range of products offered for chronic diseases such as diabetes, hypertention and cardiovascular diseases.

Mr S C Sehgal, chairman, Ozone Pharmaceuticals, said that, "Being the first pharmaceutical company to introduce such a strategy, Ozone will offer medicines to patients suffering from high blood pressure, high cholesterol and high blood sugar at 4cents (Rs2) per day, across the dosage strengths of medicines to ensure that the patients will receive affordable cost of therapy to withstand a lifelong compliance to medicines."

Speaking to *BioSpectrum*, he further said that, "Today household expenditure on drugs constitutes more than 50 percent of all out-of-pocket spending on health. Reducing this burden requires a carefully crafted plan, uniform pricing strategy (UPS) is a first-ever initiative by Ozone Pharmaceuticals assuring affordable access to drugs that can make a big difference."

Mr A K Sahoo, CEO, Ozone Pharmaceuticals, said that, "India is very soon going to be world's capital for chronic diseases such as hypertension, high blood pressure, high cholesterol and diabetes. Medicines to manage these diseases are to be taken for life to secure lifelong happiness. In such instances, the highly expensive costing of potent medicines can prevent their optimal dose as per the doctor's prescription. Through its uniform pricing policy, Ozone Pharmaceuticals perseveres to

ascertain an affordable lifelong compliance to medicines."

Ozone Pharmaceuticals, which was incorporated in 1991, has set up two high-tech manufacturing units in Baddi, Himachal Pradesh, and Guwahati, Assam. These units use state-of-the-art technology in production, quality control and packaging.