

## Intas Biopharma Launches New Sales Divisions in India

*Intas Biopharmaceuticals Ltd. becomes sole manufacturer of Pegylated GCSF in India & markets under the brand name "Neupeg"; IBPL plans separate division for Neurology / Nephrology therapeutic segments*

Mumbai, Maharashtra, IND, 2008-03-14 17:41:25 (IndiaPRwire.com) Intas Biopharmaceuticals Limited (IBPL) announces formation of three new sales divisions, namely - **TRACK**, **AQUA** and **RELAY** to focus on the company's product basket. The company's newly formed divisions will take care of sales & marketing of biotech drugs, oncology as well as plasma products that cater to **Solid Tumours**, **Haematology** and **Supportive therapies** respectively. The segregation of sales divisions, based on therapeutic segments, is aimed to increase focus and penetration of Oncology products in the domestic market.

Announcing the development, **Mr. Simon Daniel, Chief Executive - Marketing, IBPL**, said, 'To give impetus to IBPL's sales activities, the company plans to launch one more new division **BRIDGE** catering to **Nephrology / Neurology** therapeutic areas in the calendar year. As part of new sales strategy, IBPL has doubled its sales force to allow more focussed approach towards niche therapeutic areas of Oncology. Additionally, new division AQUA will look after sales activity of plasma products namely - **Albumin & Globucel** - marketed through **Celestial Biologicals**, associate company of IBPL.'

Intas entered the Indian anti-cancer market in the year 1998 with the launch of Novatech division (oncology marketing division). Starting with a product basket of a few oncology products in 1999, today, IBPL can boast of one of the most comprehensive oncology product basket comprising of 26 products in different dosage forms (capsules, injections, tablets and pre-filled syringes).<sup>1</sup>

Speaking about oncology product basket and domestic sales operations, **Mr. Daniel**, said, 'IBPL is the only biotech company to manufacture Pegylated GCSF in India and simultaneously market the product under the brand name - **Neupeg**. The product offers treatment against toxicity caused due to chemotherapy in cancer patients. This USP has prompted the need for a special and dedicated sales division RELAY. As per market estimates, there lies immense untapped potential in Indian Oncology segment. Keeping in view the future product pipeline, increasing the sales force is an important step towards strengthening IBPL's presence in the domestic market. The onset of new financial year signifies robust sales targets, change in strategy and expansion of team that will collectively add revenues for IBPL.'

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### **About Intas Biopharmaceuticals Limited:**

Since launch of biotechnology operations in May 2000, Research & Development (R&D), Manufacturing and Marketing of biopharmaceutical products, with a special focus on Oncology (Cancer), are major thrust areas for IBPL. The company is India's first and only biopharmaceuticals company to receive **European Union - Good Manufacturing Practice**

(EU-GMP) certification for its manufacturing facility. The company has successfully launched bio-similar products: - **Neukine** (rHu G-CSF), **Erykine** / Epofit (rHu EPO), **Intalfa** (rHu IFN Alfa-2b)

and **Neupeg** (Pegylated rHu G-CSF). It is also actively involved in marketing of Oncology products, manufactured at the GMP compliant facility of Intas Pharmaceuticals Limited (IPL) stationed at Matoda near Ahmedabad, Gujarat.

**About Celestial Biologicals:**

As an associate company of IBPL, Celestial Biologicals focuses on the manufacturing and marketing of plasma-derived products. Currently Celestial has two products, namely - Albumin & Globucel - in the domestic market and has plans to expand its product portfolio of Coagulation Factors (Factors VIII, IX, and Fibrinogen). Celestial Biologicals plans to invest heavily in creating South Asia's largest plasma fractionation facility. The facility would cater to Indian requirements and the needs of other SAARC countries.

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