

## Wanbury wins the 'Best Launch Award' from ORG IMS for C-Pink

*Topline grows at more than 90 % outperforming competitors*

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Wanbury Ltd has bagged an Award for 'Best Launch of the year' for their success in C -Pink, an iron supplement for treatment of anemia especially for pregnant women and children. C-Pink packaged as 50 mg tablets, is used for the treatment of IDA (Iron Deficiency Anemia) and caters to a market worth Rs. 500 crore. It boasts of the highest absorption levels compared to other iron supplements. C-Pink is one of the few formulations to have touched a turnover of Rs.12 crore in the year of launch itself and presently clocking annualized sales of over Rs.20 cr.

C-Pink is now amongst the top 300 ethical formulation brands in India and is ranked at 186th. It has moved from the 89th overall position to 61st position over the last 12 months as per ORG IMS data

*'The revamp of the human resource and the persistent efforts to reduce costs has finally paid off in terms of growth and we are proud to have found our way to the top. And this is just the beginning.'*  
**said Mr. Ashok Shinkar, Director Corporate Finance, Wanbury Ltd.**

As per ORG IMS data, Wanbury is the fastest growing domestic Pharmaceutical Company amongst the top 150 Pharma companies.

The product is well accepted by Gynecologists, Pediatricians and general physicians. An all India presence and sales marketing team of over 400 personnel has contributed to making this a strong brand.

### **Some other successes**

Some of the other salient launches made by the Company include Rabiplus in the Gastro and Physician segment with sales of Rs. 20 cr p.a., Foline in the Gynecology segment with annualized sales aggregating Rs. 6 crore and Adtrol Plus for the Orthopedic segment which shall also be clocking a sale in excess of Rs. 10 cr for the year.

*The most recent launch of the Company this quarter is 'Incyto'. This molecule has been launched in India for the first time and caters to Cardiology and Diabetic segment. The sales expected would be in excess of Rs. 10 cr for the first 12 months.*

Thus average sales of all new brands launched by the Company is in excess of Rs. 10 cr which speaks well of the competency of the Company to launch and position new brands in the ethical pharmaceutical market.

The Company is planning to launch new molecules in the Gynecology and Physicians segments also aiming to improve the average brand size of Rs. 10cr.

The company plans some more launches in the coming year based on an in-depth study of the market aided by leading consultancy firms like IMS SDG to identify niche products for development. The Company has identified a number of Value Added Generic, Rational Finished Dosage

Combination products and innovator products for In-Licensing.

The Company already has a strong presence in Gynecology, Orthopedics, Pediatrics and General Physicians. With these products, the Company shall also enter other specialty areas and be a preferred partner for in-licensed products.

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### **About Wanbury Ltd**

Wanbury is the world's largest producer of Metformin. It is the largest supplier of Metformin, Tramadol and Salsalate in the US markets. The company has diversified revenue streams that include API (mainly to the regulated market), sales of branded ethical formulations in India, and Spain, and sales from CRAMS business where it caters to some of the largest MNCs. The company is also an upcoming player in CRAMS with an expanded capacity of over 8500 tonnes.

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