

NeoBiocon partners with Novartis

NEOBIOCON, a collaboration between Asia's leading biopharmaceuticals company Biocon and Dr B R Shetty, chairman of the UAE-based Neopharma, has partnered with Novartis Middle East FZE, to market Jalra (Vildagliptin) and Jalra-M (Vildagliptin + Metformin) in UAE.

This partnership will help NeoBiocon expand in the metabolics segment and will immensely benefit diabetics in UAE. Vildagliptin is an oral anti-diabetic agent that delivers consistent and robust blood sugar control in patients with type 2 diabetes. It is a class of dipeptidyl peptidase IV (DPP-IV) inhibitors, which does not cause weight gain and have low risks for hypoglycaemia. The overall market for oral hypoglycaemic agents (OHA) in UAE is estimated to be \$115 million and DPP-IV inhibitors command nearly 50 per cent share of this market. Vildagliptin is available both as monotherapy as well as in combination with metformin.

sangeethag@
mydigitalfc.com