

## Novo Nordisk insulin top pharma product in India

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India, which has the second largest population in the world and is among the top three nations in terms of patient pool, secured revenues of \$10.6 billion in 2011 as compared to \$10.3 billion in 2010.

Among other factors, an increase in healthcare expenditure and awareness is driving [growth in the India market](#). This is also evident from the list of top 10 pharma products in India that emerged from the BioSpectrum Top20 survey of the Asia Pacific market (Read [Lipitor highest selling drug in Asia Pacific](#)). While the top 10 products list is dominated by multinationals, some Indian companies have also made it to the list.

The list is led by Human Mixtard 30/70, a human insulin product from Novo Nordisk, which fetched \$53.7 million, an increase from \$51.9 million in 2010 and \$37.8 million in 2009. Abbott's Phensedyl Cough secured the second position with revenues worth \$46.2 million. GSK-marketed Augmentin raked in \$43.8 million and Pfizer's cough syrup, Corex, garnered \$42.7 million when compared to 2010 figures of \$45 million and 2009 figures of \$41 million.

Augmentin, which is a penicillin antibiotic that contains a combination of amoxicillin and clavulanate potassium, is widely used in India to treat many different infections caused by bacteria, such as sinusitis, pneumonia, ear infections, bronchitis, urinary tract infections, and infections of the skin.

Novartis' arthritis medicine Voltaren recorded revenues worth \$38.7 million. Voltaren is used to reduce pain, inflammation, swelling, and stiffness. Other top selling products in India included Aristo Pharmaceuticals' Monocef, Ranbaxy's Revital, FDC's anti-bacterial medicine Zifi, Alkem's Taxim, and Franco-Indian Pharmaceuticals' Dexorange. While Monocef, Revital, and Zifi recorded revenues of \$33.6 million, \$33 million, and \$29.8 million, respectively; Taxim, and Dexorange garnered \$29.6 million and \$29.5 million in 2011. Indian firms such as Piramal, Aristo Pharmaceuticals, FDC, and Ranbaxy are coming up with cheaper drugs in the market, thus offering tough challenge to the global companies. Presently, there is intense competition among the top pharmaceutical companies in India and the multinational companies.