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Sun Pharma inks distribution pact with Japanese firm Mitsubishi pharma

September 8, 2016 | News | By BioSpectrum Bureau

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Sun Pharma has announced the initiation of a phased transfer of manufacturing & marketing rights in Japan for the 14 long-listed/established prescription brands acquired from Novartis.

These 14 prescription brands acquired by the company earlier this year will be transferred from Novartis Pharma K.K. to Sun Pharma's subsidiary in Japan beginning October 2016.

Sun Pharma has also signed a strategic distribution alliance with Mitsubishi Tanabe Pharma Corporation for these 14 prescription brands.

Under this alliance, following the transfer of manufacturing & marketing rights to Sun Pharma's subsidiary in Japan, Mitsubishi Tanabe Pharma Corporation will market and distribute all the 14 brands as well as provide information on their proper use to healthcare professionals.

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According to Isao Muramatsu, President & Representative Director, Sun Pharma Japan Ltd, Sun Pharma, "Through this alliance we have the opportunity to leverage Mitsubishi Tanabe Pharma Corporation's specialized expertise to create a strong business foundation for us in Japan. Sun Pharma will focus on expanding its sales channels in Japan's pharmaceutical market while continuing to ensure a stable supply of medicines and healthcare information."

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