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ASIA EDITION

# Lilly India enters the autoimmune segment with Olumiant

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**Olumiant is a new once-daily oral therapy for Rheumatoid Arthritis**



Eli Lilly and Company (India) Pvt. Ltd. (Lilly India) has announced the launch of Olumiant (baricitinib). This announcement is taking place few days ahead of World Arthritis Day (October 12th) and is marking the company's entry into the autoimmune segment in India. Olumiant™ (baricitinib) is a once-daily oral medication for the treatment of adults with moderate-to-severe active Rheumatoid Arthritis who have responded inadequately to, or who are intolerant to one or more disease-modifying anti-rheumatic drugs (DMARDs). Olumiant may be used as monotherapy or in combination with methotrexate. Olumiant will be available in India starting October 2018 in 4mg and 2mg dosage forms. Olumiant is approved in more than 50 countries across the world.

Despite the multiple options available for Rheumatoid Arthritis, there still exists an unmet need. More than half of the patients with moderate-to-severe Rheumatoid Arthritis do not experience remission through conventional DMARDs. In clinical studies, Olumiant has demonstrated statistically significant improvements in a number of outcome measures including patient reported outcomes at various time points with rapid onset of action and sustained efficacy as well as superiority to standard of care at ACR 20 (American College of Rheumatology) and DAS (Disease Activity Score) 28 at 12 weeks.

Luca Visini, Managing Director, Eli Lilly and Company India said, "Few days ahead of World Arthritis Day, Lilly India is excited to announce the introduction of its innovative therapy for patients living with Rheumatoid Arthritis. It is an announcement that builds on our heritage and commitment to India, a 25 years strong legacy of making life better and addressing the unmet needs of patients living with chronic diseases." He added, "People with Rheumatoid Arthritis continue to struggle with the debilitating effects of the disease, endure pain and do not achieve disease management goals. This can lead to longterm joint damage and even disability. Olumiant is an effective, advanced once-daily oral treatment option for people suffering from Rheumatoid Arthritis who have not responded well to conventional DMARDs. In clinical trials, Olumiant has proven efficacy and demonstrated rapid and significant improvement in patient related outcomes such as pain, fatigue and joint stiffness. It is important for patients with Rheumatoid Arthritis to have multiple treatment options available to best suit their disease characteristics and experience."