

Novartis investigates unethical promotion of its drug

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Mumbai: Novartis has discovered that some of its employees are adopting unethical means to promote its diabetes drug Galvus to wholesalers in India. The drug maker has launched a country-wide investigation in the matter.

Although the firm did not make a detailed comment, it said that a total of 18 employees are under the scanner.

Mr Ranjit Shahani, vice chairman and managing director, Novartis, said in a statement that, "In the instance mentioned the investigation is currently in progress and as a policy we do not comment on investigations which are in progress. It would therefore be premature to state what remedial action is being taken."

He further added, "Novartis has a strong code of conduct and marketing practices guidelines with zero tolerance for deviations. We also carry out internal audits from time to time to assess the system and ensure that all safety checks are in place."