

Ranbaxy launches authorized generic of Evoxac

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Hyderabad: Ranbaxy Pharmaceuticals launched the authorized generic cevimeline hydrochloride 30 mg capsules in the US market, under an agreement with Daiichi Sankyo.

Cevimeline hydrochloride is indicated for the treatment of symptoms of dry mouth associated with Sjogren's syndrome, an autoimmune disorder affecting the moisture-producing glands, and is presently distributed by Daiichi Sankyo under the brand name Evoxac. Evoxac generated total annualized sales of \$62.4 million in the US.

Mr Bill Winter, vice president, trade sales and distribution, North America, said, "Ranbaxy is pleased to announce the launch of cevimeline hydrochloride in 30 mg capsules, as the authorized generic of Evoxac in the US. This launch further underscores Ranbaxy's resolve to bring high quality, affordable generic medicines to the US healthcare system to meet the growing needs of patients and prescribers."

Regarding the launch, Mr Arun Sawhney, CEO and managing director, Ranbaxy Laboratories, added, "We welcome the opportunity to launch cevimeline hydrochloride in the US market. This authorized generic form of Evoxac is an excellent example of optimizing operational synergies that exists between Ranbaxy and Daiichi Sankyo, while accelerating our global business efforts."

Commenting on the launch of an authorized generic of Evoxac, Tsutomu Une, chairman, Ranbaxy Laboratories, said, "We refer to the strategy of optimizing the diverse assets of both companies as our Hybrid Business Model, that will allow both organizations to effectively seize opportunities across the full pharmaceutical value chain and product life-cycle, by leveraging the R&D and manufacturing of both Daiichi-Sankyo and Ranbaxy. As such, we will continue to reinforce our respective business platforms over the longer term through this hybrid strategy."