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Dr Reddy's to buy Novartis's cardio drug Cidmus for Rs 463 crore

In a statement on April 1, Dr Reddy's said the Cidmus brand shall be affixed on the pharmaceutical composition comprising a combination of Valsartan and Sacubitril (currently under Novartis patent) which is indicated for heart failure patients with reduced ejection fraction.

CR SUKUMAR | APRIL 01, 2022 / 09:00 PM IST



Representative image

Indian generic drug maker Dr Reddy's Laboratories has agreed to acquire the cardiovascular brand Cidmus from global pharmaceutical giant Novartis AG for \$61 million (approximately Rs 463 crore).

This comes weeks after Dr Reddy's inking an exclusive sales and distribution agreement with the Switzerland-based global healthcare giant to buy the latter's established medicines that included the Voveran range, the Calcium range, and Methergine.

Under the latest agreement, Dr Reddy's will be assigned and transferred the Cidmus trademark in India from Novartis AG. Cidmus saw sales of Rs 136.4 crore in India for the most recent twelve months ending February 2022.

In a statement on April 1, Dr Reddy's said the Cidmus brand shall be affixed on the pharmaceutical composition comprising a combination of Valsartan and Sacubitril (currently under Novartis patent) which is indicated for heart failure patients with reduced ejection fraction.

The Hyderabad headquartered drugmaker said it will look to leverage its wide base to engage with healthcare professionals and to significantly enhance the reach of the product in and beyond metros into tier-I and tier-II markets in India through its strong marketing and distribution network to maximise access to patients in India.

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