

Sanofi Inks Marketing Pact With Emcure for Cancer Drugs



NEW DELHI Drug firm Sanofi has entered into a marketing agreement with Emcure Pharmaceuticals for its oncology portfolio in India. As per the agreement, Sanofi will continue to own its oncology range comprising four brands namely Taxotere, Jevtana, Fludara and Fasturtec while Emcure will market and distribute these brands through its specialty unit. "Realising that managing the complexities of cancer necessitates the availability of a wide range of products and supporting therapies, we found that combining our efforts and product range with that of Emcure Oncology, makes immense sense for both companies," Sanofi VP-South Asia and Sanofi India MD Shailesh Ayyangar said.

Company