

DRL countersues AstraZeneca in US

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Hyderabad: Days after an American district court imposed a temporary ban on the sale of the company's generic 'Esomeprazole' drug in the US market, homegrown pharma giant Dr Reddy's Laboratories (DRL) has countersued AstraZeneca (AZ) in a US court alleging that Anglo-Swedish firm "knew" about its plans to use the same colour in the capsules.

On September 25, 2015, DRL had launched Esomeprazole Magnesium delayed release capsules (USP 20 mg and 40 mg) in the US market, which is the generic version of AstraZeneca's blockbuster drug Nexium used for the treatment of acid reflux.

AstraZeneca moved the district court of Delaware objecting to the usage of the colour purple in Esomeprazole drug, claiming that AstraZeneca has been marketing Nexium as "The Purple Pill". In its plea, AstraZeneca claimed that the usage of co-

lour purple would lead to confusion among consumers and cause irreparable damage to the company.

According to sources, DRL has countersued AstraZeneca for two reasons. One, it has taken objection to the fact that they cannot use purple colour and how anybody can object for using cer-

AstraZeneca had objected to DRL using purple colour in capsules, claiming that it marketed the drug as 'The Purple Pill'. DRL has claimed that the Anglo-Swedish firm knew about its plan to use the same colour in capsules

tain colour and the second and the important contention is that they (AZ) were always in the know that DRL will be using purple colour for the generic version of Esomeprazole.

Regulatory