

Lupin joins hands with Merck Serono for emerging markets

Firms to make & market 20 new products of core therapeutic areas

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GERMAN biopharmaceuticals company Merck Serono has found a partner in Lupin Pharma, where they would together make and market around 20 newer products of core therapeutic areas like diabetes and cardiovascular in emerging economies. The initial launches could be seen in two years.

Under the tie-up, Lupin would develop, provide product dossiers and supply finished products to Merck Serono, while Merck would market these products in countries of Latin America, Asia, Central Eastern Europe, and Africa. In Africa, other products will also be offered for therapeutic areas of local healthcare needs such as antibiotics.

The financial details of the deal, however, are not disclosed. "The agreement with Lupin is a new approach for Merck Serono to address local health needs in fast-growing regions with



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constantly increasing demand for high quality medicines. The collaboration will significantly strengthen our portfolio and position us as one of the major players in emerging markets, aiming to provide patients

in these regions with better access to health," said Elcin Ergun, head of global commercial at Merck Serono.

Merck Serono, the biopharmaceuticals division of Merck, fetched sales of 1.8

billion in 2013 from the emerging market regions, which is one of the key growth drivers.

"This strategic partnership builds on the existing close collaboration between our two companies. We are delighted to enter into this alliance, which is an extension of our existing partnership into a much larger, multi-regional one," said Vinod Dhawan, group president, Asia Pacific, Africa, West Asia, & Latin America (AAMLA), Lupin.

"With the alliance, Lupin will expand its presence in these markets with formidable player like Merck Serono, in emerging markets. The deal will start reflecting from FY 2017," said Sarabjit Kour Nangra, VP research — pharma, Angel Broking. The partnership would reach areas like Brazil, Mexico, Indonesia, Philippines and countries in Africa and Central Eastern Europe among other countries.

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