

## Press Release:

### , a new division for care in Cardiology and Diabetology

Mumbai- 4<sup>th</sup> April'2012: With sedentary and changing lifestyle, majority of people are prone to chronic ailments. No wonder, The Indian Pharmaceutical Industry has been witnessing phenomenal growth in diabetes and cardiovascular segments.

Indoco Remedies Limited, a pharmaceutical company with sales turnover of Rs.600 crore, too identified few products for such chronic diseases and have been present in this Super Specialty segment with successful brand launches like 'Glychek' and 'Telmicheck'. To reinforce its position in this segment, Indoco recently launched a new division viz.  (Care in Cardiology and Diabetology). Besides Indoco CND, Indoco Remedies Limited has a strong presence in the Indian Domestic Market through its seven divisions viz. Indoco, Spade, Warren, Spera, Excel, Extend and Eterna, operating in different therapeutic segments.

Rigorous training programs are being conducted for a specialized and highly skilled field force, ensuring Indoco CND's success. Under the able leadership of Ms. Aditi Kare Panandikar (Managing Director) and Mr. B. Rajendra Kumar (Vice President -Sales & Marketing), this division will be spearheaded by Mr. Atul Joshi (General Manager – Marketing & Sales). He will be backed by 245 trained field force. The blueprint for promotion and growth strategy has been discussed with the team and the division is now set to consistently add significant value to the company's sales growth.

## **About Indoco**

Indoco Remedies Limited, headquartered in India, is a fast growing, fully integrated, research oriented pharmaceutical company with a Global presence. Indoco manufactures a wide range of pharmaceutical products in various therapeutic segments for Indian and International markets. It generates more than 50 million prescriptions annually from over 125000 doctors in India. We have around 4000 employees with sales turnover of Rs.600 crore and International Business contributing to 35% of the sales. The company is listed on the stock exchanges in India.

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