

Panacea to launch 7 anti-cancer drugs

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THE domestic oncology market is set for more competition with Delhi-based Panacea Biotec planning to launch seven anti-cancer products in the next 45 days. The company will also launch Injectable Polio Vaccine (IPV) in India and break Sanofi-Aventis' monopoly.

Panacea Biotec joint managing director Rajesh Jain told ET, "We will launch seven Oncology drugs in the next one and half month. The drugs are manufactured by a Mumbai-based company but will be sold under Panacea's brand name. We plan to increase the product portfolio to 10 drugs in the next two years."

The drugs would be used in the treatment of breast cancer, brain tumour, ovarian cancer, pancreatic cancer, prostate cancer and colorectal cancer. The Rs 110 crore segment in which Panacea Biotec will compete will be dominated by Dabur Pharma and Eli Lilly.

The overall size of the domestic oncology market is about Rs 800



crore and is growing at 22%. The dominant players in the oncology market are Dabur Pharmaceuticals, Dr Reddy's Laboratories, Roche, and Sun Pharmaceuticals.

Panacea Biotec has created a new division 'Oncotrust' for the anti-cancer venture and has also formed a team of 50 people who are specialised in oncology to market its drugs. The company is expecting

sales of Rs 15-20 crore in the next three years.

Mr Jain added that the company will also introduce new research-based oncology drugs after a distribution chain is developed. "We plan to develop new drug delivery system (NDDS) of the existing anti-cancer molecule. We will introduce the new drug in the next 2-3 years after we establish a significant market presence."

The company has registered its IPV with the government and is planning to launch it in the next 3-4 months. The cost of the IPV will be about 10-20 times the cost of oral polio vaccines. At present only France-based Sanofi-Aventis markets IPV in Indian market, which is about 100 times the cost of oral vaccines.

About 25 million babies are born in India every year. The government's national polio eradication programme which provide free polio drop vaccines caters to about 90% of all new born babies while the remaining 10% go to private practitioners.

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