

Dr Reddy's launches 'Atocor-R' – combination of Atorvastatin and Ramipril in India.

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Dr. Reddy's Laboratories Ltd. (NYSE: RDY) has launched **Atocor-R** (Atorvastatin + Ramipril) in India. It is the first such combination to be approved by DCGI and has completed a multicentre clinical trial data on Indian Patients.

It is a one of its kind combination that has two blockbuster molecules, Atorvastatin and Ramipril combined together for the first time as a fixed dose combination. Atocor-R It is used in the treatment of patients with both essential hypertension and hypercholesterolemia. It is available in two fixed dose combinations of Atocor-R 2.5 (Atorvastatin 10mg + Ramipril 2.5 mg) and Atocor-R 5 (Atorvastatin 10mg + ramipril 5 mg) and comes in packs of 10.

Notes to the editor:

- Atorvastatin market is currently valued at ~ Rs 300 crores growing at over 34% annually
- Ramipril market is about Rs 145 crores growing at over 15% annually
(Source: ORG IMS March 2008)

Brief mode of action of Atocor-R:

- Atocor (atorvastatin) is an HMG CoA reductase (3-hydroxy-3-methyl-glutaryl-CoA reductase enzyme) proven in lipid management and in secondary prevention of Cardiovascular events
- Ramipril (cardiopril) is a proven cardioprotective agent
- Atocor-R acts by inhibiting cholesterol synthesis in the liver and also by inhibiting the angiotensin 2 production in the tissue
- Dr. Reddy's is a leader in the Cardiovascular segment in India
- Other brands of Dr. Reddy's in the Cardiovascular segment are Atocor, Atocor –E and Atocor-N

Disclaimer

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About Dr. Reddy's

Established in 1984, Dr. Reddy's Laboratories (NYSE: RDY) is an emerging global pharmaceutical company with proven research capabilities. The Company is vertically integrated with a presence across the pharmaceutical value chain. It produces finished dosage forms, active pharmaceutical ingredients and biotechnology products and markets them globally, with focus on India, US, Europe and Russia. The Company conducts research in the areas of diabetes, cardiovascular, anti-infectives, inflammation and cancer. www.drreddys.com

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