

## Media Coverage

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### Troikaa gets shot in the arm

#### Expects Diclofenac sales to touch Rs.20 crore with launch of new injection 'Dynapar AQ'.

Troikaa Pharmaceuticals Ltd. is planning to invest Rs.20 crore in expanding the manufacturing capacity of its painless painkiller injection 'Dynapar AQ 1 ml' at its Dehradun Unit. "We expect Diclofenac sales to jump from Rs.8 crore to Rs.20 crore in FY 2007-08 with the launch of Dynapar AQ," said MD, Troikaa Pharmaceuticals Ltd., Ketan Patel. "Diclofenac injection market is around Rs.80 crore and we expect to have 20-25% market share by December 2008 through Dynapar AQ," said Patel. Each dosage will cost around Rs.13-14 and company expects sales of around 20 lakh units by January 2008. The company is also expecting huge orders by way of exports once it gets the patent for the injections. It is eyeing exports worth Rs.2 crore of Dynapar AQ in FY 2008-09 which is likely to move up further once the product gets approval for launch in Latin America, Middle East, US and Europe.

We have already filed a patent for the same in 107 countries and expect results from 31 countries by December 2008 end said Patel. Company has invested Rs.3.5 crore in developing the revolutionary painkiller 'Dunapar AQ' which it launched in early December.

#### Injecting Growth

Co to invest Rs 20 crore in expanding the manufacturing facility for Dynapar AQ. The company filed for patents in over 107 countries of the world for Dynapar AQ

Troikaa Pharma achieved sales of Rs. 105 crore and eyes a growth of 40% CAGR

There are around 70 players in India in Diclofenac injections while the total Diclofenac market including tablets is around Rs.400 crore said Patel. Mauritius will be the first country apart from India to market Dynapar AQ. Company achieved sales of Rs.105 crore and eyes a growth of 40% CAGR for the FY 2007-08 said Patel. Diclofenac is non-steroidal anti-inflammatory drug (NSAID) prescribed to reduce pain, and inflammation. Diclofenac injections are used for managing acute pain from surgery, injury and others. Diclofenac injection which is available in 3ml contains propylene glycol, causes pain when injected. Now with launch of Dynapar AQ (Aqueous Diclofenac injection) 1ml, it will be the only Diclofenac injection that can be given in the arm. This will improve the efficacy of the drug and cause less pain than conventional 3ml injections.

In India, 20 million Diclofenac injections are administered to patients every month for relief from pain.

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