

Media Coverage

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Troikaa Injects painless pain killer

In a major breakthrough in the pain management segment, the Rs.105 Crore Ahmedabad based Troikaa Pharmaceuticals Limited has unveiled a painless version of its painkiller diclofenac injection - Dynapar AQ. Troikaa claims that the injection, developed through indigenous R&D efforts at a cost of Rs.3.5 Crore, is painless as compared to other diclofenac ones and will help it take on pharma giants like Novartis, which leads with a 55% share of blockbuster drug Voveran. The company plans to invest Rs.20 Crore for expanding manufacturing capacity at Dehradun for the new drug, for which it has already applied for a global patent in over 100 countries.

The patent will give Troikaa 20 year exclusive run of the global market once granted, Troikaa Pharmaceuticals managing director Ketan Patel told TOI at the India unveiling of the drug. With this plunge, the company is targeting Rs.60 Crore revenues from the international and domestic marketing by 2010, as compared to Rs.10 crore from the existing diclofenac injectible. "The new product is the result of an out-of-the box innovation in the drug delivery system. We have spent three year on R&D and with a patent for 107 countries in the pipeline, Dynapar AQ will strike a gold mine for the company", he said. Mehta said the painless injection would boost the market for diclofenac injections in India, which stands at 20 million injections per month, as it reduces pain by eliminating swelling at the injection site and also enables it to be administered on the arm instead of the lower part of the body. Speaking on the occasion, Padmashree IIM-A Professor Anil Gupta, said, "Gujarat enjoys the lion's share in the healthcare industry in the country."
