

Media Coverage

DNA Money - Saturday, 10 May 2008

Troikaa unit in Sanand by 2010

After launching its painless painkiller injection 'Dynapar AQ 1 ml', Troikaa Pharmaceuticals Ltd is looking to strengthen its position in the pain-killer segment. The company is also planning multi-production facilities for tablets, capsules, injectibles and topical preparations in Sanand near Ahmedabad, at a projected cost of Rs 120 crore.

The project, which will be financed by a 70:30 ratio of debt and equity, is expected to cater more to the export market, while it will also supply to domestic market, Ketan Patel, MD, Troikaa.

While the company has already acquired the land, the project will be initiated in February next year. Production is scheduled to begin from early 2010.

"We opted out of setting up our unit at any SEZ due to high land costs and other issues with pharma SEZs," Patel said. "We have enough capacity for Dynapar till 2008 at our Dehra Dun plant, and will outsource for the additional capacity till our Sanand expansion is completed," he added.

The only diclofenac injection, given in the arm, Dynapar has seen a sales jump of 20% since it was launched in early December last year. "Keeping in mind the feedback we received from hospitals, we have innovated the packaging. Dynapar will now be available in pre-filled syringes, in addition to with glass tubes," Patel said. The new packaging will mean zero contamination, without any direct contact with air or glass particles.

The firm has applied to patent its injection in 107 countries.

Gain from pain

Firm to enter Canada, South Africa, Brazil, Colombia and Peru by the end of the current financial year.

Painless Painkiller injectible Dynapar now made available in pre-filled syringes, as well

The company is looking to increase exports, and plans to take pain-killers, specialty injectibles and other products of local interest to new markets such as Canada, South Africa, Brazil, Colombia and Peru by the end of the current financial year. Troikaa will partner with local players with a strong presence in marketing in these markets.
