

## Media Coverage

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### **Troikaa Pharma plans to expand operations in Brazil, South Africa**

Troikaa Pharmaceuticals Ltd, the Ahmedabad based company engaged in development and manufacturing of new drug delivery systems (NDDS) of parenteral drugs, is planning to expand its operations into the emerging markets of Brazil and South Africa by setting up standard quality infrastructure facilities in India.

The company, which recently received accreditation for Good manufacturing practices from the Colombian regulatory agency – INVIMA, is currently expecting plant audit and approval from regulatory agencies of Brazil, South Africa and Mexico in 2009. The company has plans to set its market in these countries in 2009, informed Ketan Patel, Managing Director, Troikaa Pharma.

With the plans in market expansion, Troikaa is also setting up a new manufacturing facility near Ahmedabad with an investment of Rs.150 Corrie for various dosage forms with international quality. The company has acquired 65 acres of land and the facility will be set up by the first quarter of 2009, the facility will be compliant to various regulatory authorities such as USFDA & MHRA, he said.

An expansion programmer involving Rs.20 corrie was carried out in 2008 upgrading its manufacturing plant at Degrading. The plant now is compliant to regulatory requirements of various international health authorities including ENVISA, MCC, WHO etc. for various dosage forms like pretrial (both vials and ampoules) and oral (tablets & capsules).

“The company has plan to launch in first phase such products in developing markets like Brazil, South Africa etc where the competition will not be with Indian and Chinese manufacturers but with MNC's where the company will be providing products with international quality and competitive prices, “said Patel.

To achieve this strategy, the company has already signed and is in process of signing co-operation agreements in such countries with reputed companies who have capabilities to penetrate market and drive value out of innovative products. The efforts will open up a larger market for the company's niche NDDS products which are in pipeline.

The company is currently forecasting on commercialising NDDS products which are found to provide distinct advantage over conventional formulations in clinical trials and has plans to file more patents in this domain. “New NDDS products will therefore remain mainstay of our future business plans in the parenteral, intraoral, buccal and transdermal segments, covering anaesthetics, tranquilizers, lipid modulators and NSAIDs, he averred.

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