

## Media Coverage

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News in Business, 24th September 2009.

### **Troika launches Xynova Endo**

Troika Pharmaceuticals has introduced a novel anaesthetic drug Xynova Endo, which is a Lidocaine Lozenge for customized endoscopy procedures for patients. The unique product is useful for anaesthetising a patient & apposes oral cavity or mouth during endoscopic procedures. Xynova Endo is an intra-oral anaesthetic dosage form comprising a Lidocaine Lozenge mounted on a unique holder. The holder allows the patient to suck the lozenge gradually by rolling it in the mouth. While launching the drug...

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