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### **Troikaa Pharma to enhance marketing capabilities**

Usha Sharma - Mumbai

Ahmedabad based mid sized pharma company Troikaa Pharmaceuticals is enlarging its marketing presence both in domestic and international markets. The company has planned to open two new divisions in India for pain management and diabetes by end April 2010. It also has planned to extend its presence in Latin America and West Africa.

Ketan Patel, Managing Director, Troikaa Pharmaceuticals highlights company's marketing plans, saying, "Our Sanad manufacturing facility plan got delayed due to government formalities. It takes near about one and half year for conversion of agricultural land into non-agriculture land but we are expecting it will take almost two years. We are targeting that all these formalities will get over by June 2010 and our facility will be ready by 2011. From the cash flow of current year we are increasing our marketing presence both in domestic as well as in the international markets. We have planned to add 350-400 people to our field force and will be launching existing product portfolio to our new targeted markets which will begin by April 2010."

"We have already started product registration in respective countries and will be launching 15-20 products in Uganda, Argentina etc. In all new regions we will be going with our flagship product Dynapar AQ," Patel added.

Recently, the company has obtained patent in Australia for its novel drug delivery form of Diclofenac injections - Dynapar AQ, the world's first painless painkiller injection. Diclofenac injections are used for management of painful inflammatory conditions. Dynapar AQ is a unique high concentration, low viscosity injection of diclofenac sodium delivering the full therapeutic dose of diclofenac in just one milliliter injection volume. It is the only diclofenac injection available in PFS (pre-filled syringe) form.

Patel reveals detail note on product registration saying, "Dynapar AQ is our flagship product and we will be going everywhere with Dynapar. Our Brazilian product registration is not yet over so it may get delayed but in rest of the countries like South Africa Columbia, Chilly and Malaysia product launch will be on time. We are in the process of finalizing a marketing joint venture and the partners are in the top five players in their respective fields. Our partners will be exporting our products under the brand name of Troikaa with their field force."

From the current financial year, it is targeting to achieve total turnover of Rs. 150 crore with a growth rate of nearly 40-50 percent.

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