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Sanofi Pasteur enters into agreement with Emcure Pharma

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Mumbai, Feb 15 (PTI) Sanofi Pasteur, the vaccines division of Sanofi, today announced that it has entered into a marketing and distribution agreement with Emcure Pharmaceuticals (Emcure) in India for its anti-rabies vaccine, Verorab. The product will be imported and supplied by Sanofi Pasteur India Pvt Limited, and marketed and distributed by Emcure via its subsidiary, Zuventus Healthcare, a company statement said here. Under this agreement, Sanofi Pasteur and Emcure Pharmaceuticals will work together to raise awareness regarding rabies vaccination at the general practitioner and physician level - the first point of contact for patients and caregiver in case of rabies exposure risk most often occurring through a dog bite. Zuventus Healthcare will now promote Verorab pan-India to over 60,000 physicians and general practitioners. "Over a century after Louis Pasteur invented the world's first rabies vaccine, Sanofi Pasteur remains committed to its fight against rabies. "In India, more than 15 million people are bitten by animals, mostly dogs every year and are at risk of developing rabies if no appropriate post exposure prophylaxis is quickly administered. We are excited about this agreement with Emcure Pharmaceuticals, which will reinforce the presence of Verorab all over India where people need it most," Sanofi Pasteur India managing director Joselito Sta Ana said. Verorab, a purified Vero cell rabies vaccine, was launched by Sanofi Pasteur in 1987 in India. Since then, more than 25 million doses of Verorab have been distributed in the country.

Sanofi Pasteur inks marketing tie-up with Emcure Pharma for anti-rabies vaccine, Verorab in India

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Sanofi Pasteur, the vaccines division of Sanofi-aventis, has entered into a marketing and distribution agreement with Emcure Pharmaceuticals (Emcure) in India for its anti-rabies vaccine, Verorab. The product will be imported and supplied by Sanofi Pasteur India Pvt Ltd, and marketed and distributed by Emcure via its subsidiary, Zuventus Healthcare. Verorab, a purified Vero cell rabies vaccine, was launched by Sanofi Pasteur in 1987 in India. Since then, more than 25 million doses of Verorab have been distributed in the country.

Under this agreement, Sanofi Pasteur, the world leader in vaccines and Emcure Pharmaceuticals, a progressive and fast growing company with an international footprint, will work together to raise awareness regarding rabies vaccination at the general practitioner and physician level - the first point of contact for patients and caregiver in case of rabies exposure risk most often occurring through a dog bite. Zuventus Healthcare will now promote Verorab® pan-India to over 60,000 physicians and general practitioners.

Dr Joselito Sta Ana, MD & MPH, executive director, Sanofi Pasteur India, said "Over a century after Louis Pasteur invented the world's first rabies vaccine, Sanofi Pasteur remains committed to its fight against rabies. In India, more than 15 million people are bitten by animals, mostly dogs every year and are at risk of developing rabies if no appropriate post exposure prophylaxis is quickly administered. We are excited about this agreement with Emcure Pharmaceuticals, which will reinforce the presence of Verorab® all over India where people need it most."

Speaking at the signing ceremony in Mumbai, Satish Mehta, managing director, Emcure Pharmaceuticals, stated, "We are delighted to be identified as the partner of choice by Sanofi Pasteur and for being entrusted with such a prestigious global brand. Verorab, a lifesaving biological, will be the first vaccine product that Emcure Pharmaceuticals will promote and we are extremely optimistic about its prospects. We are committed to prevent rabies by expanding the access to Verorab in the Indian population and creating a long-term partnership with Sanofi Pasteur."

Emcure, established in 1983, has world class manufacturing facilities spread across API, formulations and biotechnology. Many of these facilities have accreditation from global regulators including US FDA, UK MHRA etc. Emcure develops, manufactures and markets formulations under its own brands in the domestic market and in emerging markets like Asia, Africa, CIS, Latin America and the Middle East and North Africa. The company also supplies products to regulated markets of North America and Europe. It ranked among top 15 by IMS in the Indian Pharmaceutical industry.