



MOREPEN



Morepen gets USFDA approval for Desloratadine

Delhi 8th July, Morepen Laboratories has received US Food and Drug Administration (USFDA) approval for anti-allergic drug **Desloratadine (Clarinox)** for its manufacturing at Parwanoo (Masulkhana) plant in Himachal Pradesh. Desloratadine market is likely to open for generic players in 2012.

Desloratadine is a non-sedative anti-histamine drug and is an active metabolite of Loratadine which is widely accepted anti allergy drug in American markets. With a estimated market size of around USD 300 million, Desloratadine is a very molecule in the anti-allergy segment. Due to very good safety data and mass use by consumers, 'Loratadine' was shifted in the year 2002 to OTC (over the counter) usage while Desloratadine remains a prescription product. Morepen is the producer of API (Active Pharmaceutical Ingredients) of **Desloratadine** in India while the finished dosage will be manufactured by US counterparts. Morepen has already done long term tie-ups for supply of Desloratadine in US market

"This is a significant move towards establishing our leadership in US market for anti-allergy drugs. Being the largest producer of generic Loratadine in the world, it gives us added advantage to lead the category" said Mr. Sushil Suri Chairman and Managing Director.



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