



## News Release

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### FOR IMMEDIATE RELEASE

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### **MSD in India and Sun Pharmaceutical Industries Ltd. Enter Strategic Partnership to Co-market MSD's diabetes drugs – sitagliptin and sitagliptin plus metformin - in India**

**Under the partnership arrangement, Sun Pharmaceutical Industries Ltd. will have the rights to market, promote and distribute sitagliptin and sitagliptin plus metformin only in India under different brand names**

- An Indian market-focused partnership to delivering treatment benefits of DPP4 inhibitors to expanded base of diabetic patients
- In the interest of patients of type 2 Diabetes in India and in-line with MSD's and Sun's commitment of putting the interest of patients on priority and helping address high disease burdens in the country

MUMBAI, April 25, 2011 – MSD in India and Sun Pharmaceutical Industries Ltd. (Sun Pharma) today announced formation of an India-specific strategic partnership agreement under which

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Sun Pharma will have the right to market, promote and distribute MSD's diabetes products, sitagliptin and sitagliptin plus metformin, under different brand names in India.

Announcing the partnership, Mr. K. G. Ananthakrishnan, managing director, MSD in India said, "MSD is proud to have entered into a strategic, India-specific partnership with Sun Pharmaceutical Industries Ltd. The partnership with Sun Pharma is focused on increasing the market access of sitagliptin & sitagliptin plus metformin in India, which is an urgent need, given the high disease burden of type 2 diabetes in India and the role of these drugs in helping to address the same. Both partners complement each other's strengths in this arrangement. While MSD in India brings the scientific excellence and market success of the compound to the partnership, Sun Pharma brings its proven success and expertise in the marketing of drugs in the relevant therapeutic areas across India. This is yet another testimonial to MSD's commitment towards the patients of India and towards addressing high disease burdens of chronic diseases like type 2 Diabetes, while providing broader access of our first in class and best in class drugs in the country."

Talking about Sun Pharma's contribution towards the partnership, Mr. Kalyanasundaram, Chief Executive Officer, Sun Pharma said, "Sun Pharma is a leader in India across various chronic therapeutic segments including diabetes. We have proven experience in scientific communication to promote products of high therapeutic relevance and benefits to the patients. Sun Pharma enjoys a strong relationship with the physician community such as diabetologists, endocrinologists and consulting physicians treating patients with diabetes across India. Through this partnership, the reach of sitagliptin and sitagliptin plus metformin will be enhanced

amongst doctors & patients in India, helping them efficaciously manage the disease."

**About Sun Pharmaceutical Industries Ltd:**

Established in 1983, listed since 1994 and headquartered in India, Sun Pharma (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE:SUNPHARMA, BSE: 524715) is an international, integrated, specialty pharmaceutical company. It manufactures and markets a large basket of pharmaceutical formulations as branded generics as well as generics in India, US and several other markets across the world. In India, the company is a leader in niche therapy areas of psychiatry, neurology, cardiology, diabetology, gastroenterology, orthopedics and ophthalmology. The company has strong skills in product development, process chemistry, and manufacturing of complex API, as well as dosage forms. More information about the company can be found at [www.sunpharma.com](http://www.sunpharma.com).

**About MSD:**

Today's MSD is a global healthcare leader working to help the world be well. MSD is a trade name of Merck & Co., Inc., with headquarters in Whitehouse Station, N.J., U.S.A. Through our prescription medicines, vaccines, biologic therapies, and consumer care and animal health products, we work with customers and operate in more than 140 countries to deliver innovative health solutions. We also demonstrate our commitment to increasing access to healthcare through far-reaching policies, programs and partnerships.

**About MSD in India:** MSD operates in India through three separate legal entities MSD

Pharmaceuticals Pvt. Ltd., Organon India Limited and Fulford India Limited, which are subsidiaries of Merck & Co. Inc. USA. Since its existence in India, the company has moved quickly in laying the foundation for a business that is differentiated by its focus through launching innovative products relevant to India. MSD in India currently operates in various therapeutic areas including Metabolics, Cardiovascular, Vaccines, Critical Care, Immunology, Virology, Oncology, Women's Health, Dermatology, Respiratory, Virology, Musculotology and Primary Care. Post-operational integration between the legacy companies, the new MSD in India offers a stronger and diversified product portfolio of over 75 brands in various therapeutic areas, of which 13 are already category leading products. For more information, please visit: [www.merck.com](http://www.merck.com) / [www.msd.in](http://www.msd.in)

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