

Zydus loses 2 popular brands

Boehringer Ends Tie-Up, To Launch Drugs With New Names

Rupali Mukherjee | TNN

Mumbai: Two popular consumer healthcare brands in the domestic market are changing hands. Around 10 years after Ahmedabad-based Zydus Cadila started manufacturing and distributing Dulcolax and Buscopan, these gastro medicines have now been transferred back to MNC firm Boehringer Ingelheim (BI) after talks between the two failed earlier this year to extend the partnership.

It is learnt the German company is re-launching the drugs, but with new names, sources said. The drug Dulcolax has been renamed and launched as 'Dulcoflex' in the retail market. Both the brands — leaders in their respective therapeutic areas — together are valued around Rs 70-80 crore.

The companies were in discussions to either extend the agreement, or set up a joint venture for the consumer healthcare brands. Sources say that talks failed due to the valuation issues.

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> Dulcolax and Buscopan, leaders in their respective therapeutic areas, are valued at Rs 70-80 crore

> The brands had been present for many decades in India, initially through an agreement that Boehringer Ingelheim had with drug firm German Remedies, which Zydus acquired

> In 2004, Zydus had struck a deal with Boehringer Ingelheim to manufacture and market its produce in India for 10 years



Dulcolax and Buscopan had been present for the past many decades in India, initially through an agreement that Boehringer Ingelheim had with drug firm German Remedies. Later, when the company was acquired by Zydus Cadila, these brands also transitioned. Zydus had entered into an agreement with Boehringer Ingelheim in 2004 for manufacturing and marketing latter's products in India for a period of 10 years, and later, had plans to set up a joint ven-

ture to fortify their co-marketing efforts.

E-mailed queries and calls to BI and Zydus went unanswered. Sources say Boehringer Ingelheim is in the process of establishing its consumer healthcare business in the country, and has already started the process of re-launching the medicines. The reasons for altering brand names, which have been well-established for decades in the pharma market, is not clear.

Both Dulcolax and Busco-

pan are part of Boehringer Ingelheim's nine core global brands under the consumer healthcare portfolio. Dulcolax, which is a leading brand for treatment, regulation and prevention of intestinal irregularity, maintained its position as the No. 1 laxative worldwide, and is now marketed in over 100 countries, according to the MNC's website. Buscopan is ranked the No. 1 antispasmodic brand and acts directly on the site of abdominal pain by relaxing the muscles of the GI (gastrointestinal) tract.

Faced with challenges of marketing blockbuster brands and to drive growth, MNCs are increasingly taking the help of domestic companies. Earlier this year, MSD formed an India-specific strategic partnership with Cipla for a third-line HIV drug, raltegravir. MSD had earlier in April 2011 signed a co-marketing agreement with Sun Pharma for promoting two of its diabetes drugs, sitagliptin and a combination of sitagliptin and metformin, and with Lupin for a pneumonia vaccine.

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