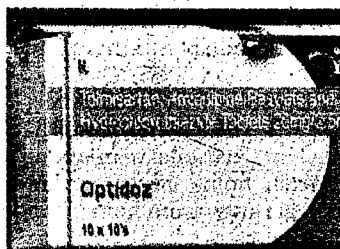


## Dr. Reddy's to market Optidoz, an anti-hypertension drug

Special Correspondent

**HYDERABAD:** Dr. Reddy's Laboratories has announced that its drug Optidoz, for the treatment of hypertension, has been approved and is available for the Indian market. The drug will contribute to over Rs.100 crore revenue in 5-10 years, according to Alok Sonig, Senior Vice-President, India Business, Generics, Dr. Reddy's.

Mr. Sonig, after launching the drug in Hyderabad, said,



"the unique drug will address the needs of over 70 million people and will be a significant game changer in the domain of hypertension".

It also saves Rs.10 per tab-

let to patients, according to him.

### Price

Optidoz is a single pill combination of three drugs — Amlodipine, Telmisartan and Hydrochlorothiazide — with optimal dose of individual drugs. A pack of 10 tablets is priced at Rs.80.

The company claims that the drug controls hypertension faster with lesser side effects compared to double dose combinations.

Company