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Ranbaxy brand phaseout likely

» Sun Pharmaceutical Industries Ltd plans to begin phasing out sales of generic drugs branded as Ranbaxy Laboratories Ltd products in the United States after completing a \$3.2-billion takeover of its loss-making rival. sources with direct knowledge of the matter said.

Ranbaxy drugs sold in the US will be gradually rebranded as Sun Pharma treatments as part of a strategy to turn around the company that is

being bought from Japan's Daiichi Sankyo Ltd. The brand is likely to continue to be present in other markets.

Uday Baldota, Sun Pharma's senior vice-president of finance and accounts, didn't comment directly when asked whether Sun Pharma will phase out Ranbaxy-branded products in the United States. "Overall Ranbaxy brand has a value," he said. "We will find ways of using it and preserving it."

Company.