



Corporate Press Release

7<sup>th</sup> August 2012

## Modi-Mundipharma Launch MOVICOL® in India

Norgine and Modi-Mundipharma are delighted to announce the launch in India of MOVICOL, the leading laxative brand. MOVICOL will be sold in India by Modi-Mundipharma's Win-Medicare field force.

Commenting on the launch, Umesh Kumar Modi Chairman and President of Modi-Mundipharma said: "It is our privilege to bring the leading brands of the world to the doctors of India and through them, to the patients in India. MOVICOL, Europe's leading laxative brand is a welcome addition to our gastroenterology portfolio and I am sure that in MOVICOL, doctors would have the additional therapeutic option for the treatment of gastrointestinal diseases"

Paul Pay, Norgine's VP of Corporate and Business Development said: "We are delighted that our partners Modi-Mundipharma have launched MOVICOL in India as it is the first Norgine product to be introduced into this important market. Their enthusiasm for the product, broad partnering experience and extensive knowledge of the Indian market, will bring significant benefits to patients and healthcare professionals in India"

MOVICOL is marketed by Norgine in Europe, the Middle East, Africa and Australasia

**ENDS**

### **About Norgine**

Norgine is an independent, successful European specialty pharmaceutical company that has been established for over 100 years and has a presence in all major European markets. In 2011, Norgine's net product sales were €247 million and the company employs over 1,000 people.

Norgine's focus is the development and marketing of pharmaceutical products that address significant unmet clinical needs in therapeutic areas such as gastroenterology, hepatology and supportive care.

The Company currently markets a range of products in various markets in its key therapeutic areas e.g. MOVICOL® for the treatment of constipation and faecal impaction, MOVIPREP® a bowel cleansing preparation, KLEAN-PREP® for large bowel preparation prior to colonoscopy or surgery, XIFAXAN® for the treatment of traveller's diarrhoea and ORAMORPH® for the treatment of moderate to severe pain associated with cancer.

Norgine is active in research and development and currently has products in various stages of clinical development. Norgine manufactures most of its own products in Hengoed, UK and Dreux, France.

For more information: [www.norgine.com](http://www.norgine.com)

**Norgine Contact:**

Julie Hornby Winfield

Global Corporate Communications Manager

Tel: +44 1895 826600 or email to [jhornbywinfield@norgine.com](mailto:jhornbywinfield@norgine.com)

**About Modi-Mundipharma**

Modi-Mundipharma is a 50:50 joint venture between the privately held Mundipharma Group (known as Purdue Pharma in the USA, Napp Laboratories in the UK and Mundipharma in Europe) and Mr. Umesh K. Modi of the Modi Group of Industries, a leading business conglomerate in India. Mundipharma globally is a US \$4.4 Bn enterprise and Umesh Modi Group India is a US\$ 500 Mn enterprise.

Modi-Mundipharma (& its associates companies) market the Betadine range licensed from Mundipharma and foster all other in licensed global products along with its indigenous formulations. Modi-Mundipharma gained a strong hold in the Indian market with Mundipharma's Continus technology, a differentiated and unique NDDS endorsed by medical practitioners' world over across 70 countries.

Driven by the desire to maintain leadership through innovation, Modi-Mundipharma has successfully carved out a unique strategy of in-licensing innovative products with international alliances with reputed global companies for marketing their products in India. This has enabled Modi-Mundipharma to leverage their marketing edge and make a successful foray across therapeutic segments like Gastroenterology, Dermatology, Gynaecology and Oral Care Segments. The group has alliances with Merz Pharma of Germany for Hepamerz (Hepatoprotectives) and Contractubex, Mederma (for Scar Management), Tillots of Switzerland for Asacol ( for Ulcerative colitis), IBSA of Switzerland for Gonadotrophins, Orion Pharma of Finland for Divigel (The Hormone Replacement Therapy ), Pierre Fabre of France for their Oral care products , Sigma tau of Italy for their flagship brand Carnitor (L-Carnitine) and Zambon , Italy for their Respiratory range & product for the management of uncomplicated UTI.

Among its recent ventures, Modi-Mundipharma last year has entered into joint venture collaboration with Omega Pharma, Belgium. Omega Pharma is among the top 15 OTC Company worldwide and has operations in almost 40 countries.

To meet our growing business demands for both domestic and world markets, Modi-Mundipharma has five world class manufacturing plants for various formulations. Among these plants T.C. Healthcare is the recently established UKMHRA approved Tablet Production Plant exporting to European countries.

Modi-Mundipharma's consistent endeavour has brought the group among the league of elite companies in India. In the pharma segment Modi-Mundipharma is the 7<sup>th</sup> largest pharmaceutical multinational company in India. Modi-Mundipharma group (Pharma & cosmetics) one of the largest privately held organization in India has one of the largest sales forces with more than 5,000 sales employees.

**Modi-Mundipharma Contact:**

Manmohan Singh Chugh

Director – International Business

Tel: +91 11 42504569 or email to [msc@winmedicare.com](mailto:msc@winmedicare.com)