

Intas strikes deal with Moroccan co

Vishal Dutta
AHMEDABAD

INTAS Biopharmaceuticals (IBPL) has struck a deal with a Morocco-based leading pharma company to market its anti-cancer biotech products in the Middle East and North African countries. With this deal, the company believes it can consolidate its position in both these markets.

The company would supply and market three anti-cancer biotech products — Erykine, Intalfa and Neukine. IBPL chief executive (marketing) Simon Daniel told ET: "The company has entered into a supply agreement with an African company which will help IBPL to consolidate its position in the North African and Middle East pharma market." However, a source close to the development confirmed to ET that the deal was with a Morocco-based pharma company.

In order to widen its market base for anti-cancer biotech products, the company recently entered into an agreement with Canadian Apotex for co-development and supply of its filgrastim brand, Neukine, for the US and Canada markets. Looking at its future plans, IBPL has also doubled its



Going places

sales force that can support and further develop a strong market for its oncology (anti-cancer) products.

Initially, the company will market its biotech oncology products in African countries like Morocco, Algeria, Ivory Coast, Senegal, Mali, Cameroon. While in the Middle East, it will reach out to countries like Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the

United Arab Emirates. "Later, we will further expand our operations within this region," Daniel added.

According to him, this agreement will help the company to register rapid growth in the region as it will be able to capitalise on its local partner's distribution network. "In future, we plan to engage other international pharma companies that will aid us in spreading our wings," said Daniel.

The company's plan to strengthen its anti-cancer biotech products seems natural as Middle East alone is a \$10-billion (Rs 42,000 crore) market for the biotech drugs. The biotech drugs market in Middle East is growing at a rate of 15-18%. The company had registered a turnover of Rs 30 crore for the financial year 2006-07. The financial results for the FY'07-'08 are still awaited.