

First Product Patent Granted to Venus Remedies in South Korea

Korean Intellectual Property Office (KIPO) has granted a Product Patent to one of the research products of Venus used for the treatment of pneumonia. This unique combination of a Cephalosporin with Aminoglycoside is a super specialty product resulted from the team efforts of Venus Medicine Research Centre and its patent was filed in 2004.

The market for anti-infective related disorders is becoming increasingly challenging as growing numbers of infectious pathogens are becoming resistant to existing therapies. The resultant shift in R&D strategies has become a driving force behind market transformation. Venus has been focusing on developing drugs to counter resistance since past 7 years. This innovative drug combination **POTENTOX** shall help in providing instant remedy for Hospital/ Community Acquired Pneumonia, which can be fatal for any patient in intensive care.

Pneumonia affects nearly 4 million adults each year. Out of which About 1.2 million people are hospitalized each year for pneumonia, which is the third most frequent reason for hospitalizations. Pneumonia carries an associated mortality of 30% to 70% (direct 27% and 50%) of total patients. HAP lengthens the hospital stay by 7 to 9 days and is associated with a higher cost of medical care. **POTENTOX** shall not only provide relief to the patients in terms of early cure, but also help in reduction in drug and disease induced toxicities, thereby reducing side effects.

The global anti-infectives market is valued at around US\$30 billion of which US\$ 9.7billion is of cephalosproin alone. The global anti-infectives market is forecast to expand at a CAGR of 5.7% between 2008-13. Major growth drivers in this drug class are the cephalosporins of which injectable cephalosporins amassed sales of \$2.6 bn, 8.6 % of total anti-bacterial revenues.

Korean pharmaceutical market is the 11th largest market in the world and is expected to grow at more than 10% year on year basis. Korea has the second highest annual growth in drug and total healthcare expenditure, (1998-2003) among OECD members accounting to 12.7%growth in drug expenditure. Cephalosporin market size is 585 million USD in Korea.

Venus had already launched POTENTOX in Indian market 2 years back after successful completion of Phase III clinical trials and approval from DCGI. The product has already been used by more than 20,000 patients across India. Company is in the process of out licensing and further registration of **POTENTOX** in South Korean Market. **With grant of this patent in South Korea Venus is expecting**

to generate 5% of the present Korean Cephalosporin Market out of this Research Recognition.