

Novo Nordisk ties up with Emcure to expand reach of weight-loss drug semaglutide in India

Synopsis

Novo Nordisk has partnered with Emcure Pharma to distribute and market its diabetes and weight loss injection semaglutide under the brand name Poviztra in India. This collaboration aims to expand access to the drug by leveraging Emcure's extensive distribution network and field force, addressing a significant need for wider reach beyond current accessibility.



Novo Nordisk

Danish drug maker Novo Nordisk has tied up with Indian pharma company Emcure Pharma to distribute and market a second brand of its diabetes and weight loss injection semaglutide in a bid to widen its reach in the country using the Pune-based company's distribution channel and field force.

News Source:

<https://economictimes.indiatimes.com/industry/healthcare/biotech/pharmaceuticals/novo-nordisk-ties-up-with-emcure-to-expand-reach-of-weight-loss-drug-semaglutide-in-india/articleshow/125229076.cms?from=mdr>