

Glenmark partners with Pfizer to launch oral drug for atopic dermatitis in India

The prevalence of Atopic Dermatitis has been on the rise over the past three decades with an estimated prevalence of AD of about 10-20 percent in developed countries.

Pfizer and [Glenmark Pharmaceuticals Ltd.](#) have partnered to launch abrocitinib, an oral advanced systemic treatment for moderate-to-severe atopic dermatitis (AD), in India.

Developed by [Pfizer](#), abrocitinib has received [marketing](#) authorization from the Central Drugs Standard Control Organization (CDSCO) in [India](#) and is approved by the U.S. Food and Drug Administration (FDA), European Medicines Agency (EMA), and other regulatory agencies, Glenmark said in a statement.

When launched in India, it will be co-marketed under the brand names JABRYUS and CIBINQO by Glenmark and Pfizer respectively. This collaboration combines the expertise of the companies to offer a groundbreaking treatment for moderate-to-severe AD, with improved efficacy and oral convenience to patients, it claimed.

According to the company statement, Abrocitinib (CIBINQO) is available in over 35 markets globally, including the U.S., Japan, and China. Atopic dermatitis is a chronic skin disease characterized by inflammation of the skin and skin barrier defects. The persistent itching associated with moderate-to-severe AD disrupts daily [life](#), impacting social interactions, work productivity, and overall well-being. Abrocitinib, a Janus kinase 1 (JAK1) inhibitor, provides rapid itch relief, sustained disease control, and a vastly improved quality of life for patients.

“We believe in abrocitinib’s transformative potential. Its approval is a milestone in bringing high-quality treatment for moderate-to-severe atopic dermatitis in India, enabling patients to manage symptoms more effectively. Our collaboration with Glenmark will help leverage the collective strengths and capabilities of our organizations to make this breakthrough therapy available to patients and physicians across our country,” Meenakshi Nevatia, Country President and Managing Director of Pfizer India said.

The prevalence of AD has been on the rise over the past three decades with an estimated prevalence of AD of about 10-20 percent in developed countries. Approximately 5.9 percent of adults in India are affected by AD, of which 4.4 percent suffer from a severe form of this disease. The symptoms of AD like itching and lack of sleep, lay a significant burden on the patients and their caretakers, affecting multiple aspects including their quality of life and mental [health](#).

“We are excited to collaborate with Pfizer India for the launch of abrocitinib in the country. The prevalence of atopic dermatitis in India has been reported to be increasing owing to changes in environmental factors with symptoms appearing during the initial years of life in around 80% of patients. Being a leader in the dermatology therapy in India, this partnership

will help us ensure availability of this effective treatment for the Indian patients suffering from moderate-to-severe AD; and further strengthen our position in the dermatology therapy space,” Alok Malik, President and Business Head - India Formulations, [Glenmark Pharmaceuticals](#) Ltd. said in a statement.

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