

Emcure Pharma Launches 2nd Novo Drug for Weight Mgmt

MUMBAI: Emcure Pharmaceuticals has announced the commercial launch of the second brand of Danish drug maker Novo Nordisk's popular GLP-1 weight management medication. Emcure is the first Indian company to exclusively distribute and commercialise Poviztra. Poviztra will be available at a starting price ₹8,790 for the lowest dosage for a month's treatment of four shots. Poviztra will be available in a once-weekly pen device in five strengths of 0.25 mg, 0.5 mg, 1.0 mg, 1.7 mg and a maintenance dosing of 2.4 mg. In November, Novo had announced the marketing tie-up with Emcure.— **Our Bureau**

