

## Boehringer drug gets Frost brand of the year award

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**Singapore:** Frost & Sullivan (F&S) has awarded Boehringer Ingelheim (BI) the 'Pharmaceutical Brand of the Year - New Launch 2013' award for its most appreciated product Trajenta at the Frost & Sullivan India Healthcare Excellence Awards 2013 in Mumbai, India. Trajenta, which is an original research product of Boehringer Ingelheim, was launched in 2012 following robust clinical trial programmes in India, the US, the European Union (EU) and Japan among other countries.

Trajenta is a first-of-its-kind anti-diabetic drug with a one-dose-for-all solution for diabetics in India, where dose adjustment is not required irrespective of any degree of renal or hepatic dysfunction in the patient.

Trajenta emerged as one of the best-in-class drug for treatment of type 2 diabetes owing to the exemplary efficacy and safety profile and the robust field force, gaining a substantial market share of 10.60 percent (June MAT, 2013). The product is widely marketed by BI-Lilly alliance and is available on prescription in pharmacy outlets across the country.

Congratulating Boehringer Ingelheim on the award, Mr Jayant Singh, associate director, pharma and medical technology, healthcare practice, Frost & Sullivan, said that, "Though being a late entrant in its drug class, Trajenta has achieved a substantial market share within nine months of its launch, speaks volumes for its success. Its efficacy and safety profile and helped it record the highest sales and growth rate amongst the innovative brands launched in FY2012."

Commenting on the award, Mr Sharad Tyagi, MD, Boehringer Ingelheim India, said that, "This award is a recognition of Boehringer's ongoing commitment to address patients' unmet needs amidst the growing Indian diabetes pandemic. This appreciation marks an important milestone in our journey and will significantly inspire our robust and unique alliance with Lilly to serve many more patients and play a leading role in fighting diabetes in India."