

Strides Shasun, Vivimed Labs to launch ranitidine OTC tablets in US

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Bengaluru based Strides Shasun has entered into a 50:50 joint venture (JV) with Vivimed Labs to launch ranitidine tablets USP, 150 mg (OTC) in the US markets.

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The new launch will further strengthen company's ranitidine franchise. According to IRI data, the US OTC market for ranitidine tablets, which is the generic form of the popular brand Zantac, is approximately \$ 200 million.

This is the first product approval from company's 50:50 JV with Vivimed Labs. The product will be backward integrated and will be manufactured at the JV's Oral dosage facility in Chennai. Strides will have exclusive marketing rights for the product in the US.

Ranitidine belongs to a class of drugs known as H2 histamine blockers. It is used to treat peptic ulcers of the stomach and intestines and gastroesophageal reflux and heartburn related to indigestion.