

Dr Reddy's, UCB to promote Briviact for epilepsy treatment

09 July 2018 | News

The agreement grants Dr. Reddy's the exclusive right to distribute Briviact in India.



Dr. Reddy's Laboratories Limited and UCB, a biopharmaceutical company, have announced that they have entered into a distribution and co-promotion agreement for Briviact®, a brand of brivaracetam. The agreement grants Dr. Reddy's the exclusive right to distribute Briviact® in India.

Briviact® (brivaracetam) is approved as an adjunctive therapy for the treatment of partial-onset seizures in epilepsy patients who are 16 years of age and older.

V. Ramana, CEO - Branded Markets (India and Emerging Markets), Dr. Reddy's said, "In our endeavor to make innovative medicines accessible to patients in India, we are excited to partner with UCB India for Briviact®, a novel treatment for epilepsy that will make a difference to the lives of patients living with epilepsy."

"We know that as many as one third of people with epilepsy are currently uncontrolled on their existing medicines." Explained Max Bricchi, Head of International Markets, UCB Neurology Patient Value Unit. "This partnership is another important step towards us providing value together to patients by making Briviact® available as an additional treatment choice for epilepsy."

Epilepsy is the second most common neurological condition and as per a recent study*, an estimate of 70 million people suffer from it worldwide. There are over 12 million people suffering from epilepsy in India, which contributes to nearly one-sixth of the global burden.