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# AbbVie expands global oncology footprint in India with launch of Venetoclax

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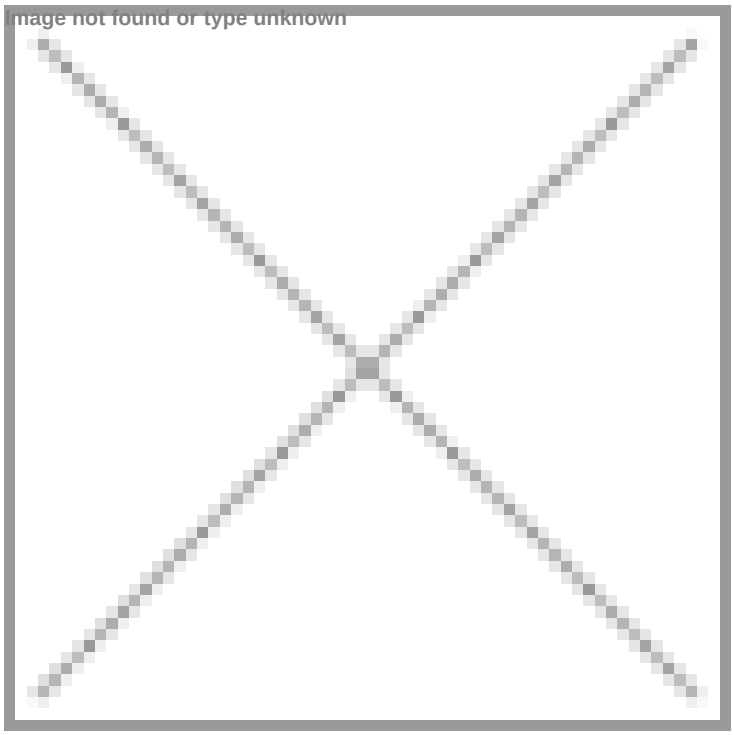
**Venetoclax offers a novel approach by selectively targeting cancer cells in the blood and bone marrow**




Following the global initiative to raise awareness about Acute Myeloid Leukemia (AML), a rare and aggressive form of blood cancer, AbbVie has announced its entry into the Indian oncology market with the introduction of Venetoclax for the treatment of both Acute Myeloid Leukemia (AML) and Chronic Lymphocytic Leukemia (CLL).

This significant milestone reflects AbbVie's dedication to addressing unmet medical needs and improving patient outcomes in India's ongoing fight against cancer.

Acute Myeloid Leukemia (AML) is a rapidly progressing hematological malignancy that affects blood and bone marrow, characterised by limited treatment options and low survival rates.

Venetoclax, a first-in-class BCL-2 inhibitor, offers a novel approach by selectively targeting cancer cells in the blood and bone marrow, providing renewed hope for patients, particularly those who are unable to undergo conventional intensive chemotherapy due to age or other health conditions.

Recent data from the All India Institute of Medical Sciences (AIIMS) Delhi indicate a burden of 2.5 cases per 100,000 population for AML in India. This highlights the critical need for expanded treatment options for patients with AML, especially those ineligibles for intensive chemotherapy.

India faces several unique challenges in the fight against AML, including delayed diagnosis, limited access to advanced therapies, and a growing disease burden among the ageing population. For many older or medically fragile patients who may not be eligible for intensive chemotherapy, Venetoclax offers a meaningful treatment option. Its convenient oral dosing regimen supports a more personalized approach to care, enabling clinicians to tailor treatment to a patient's health status and tolerance an important consideration in managing this aggressive form of blood cancer.