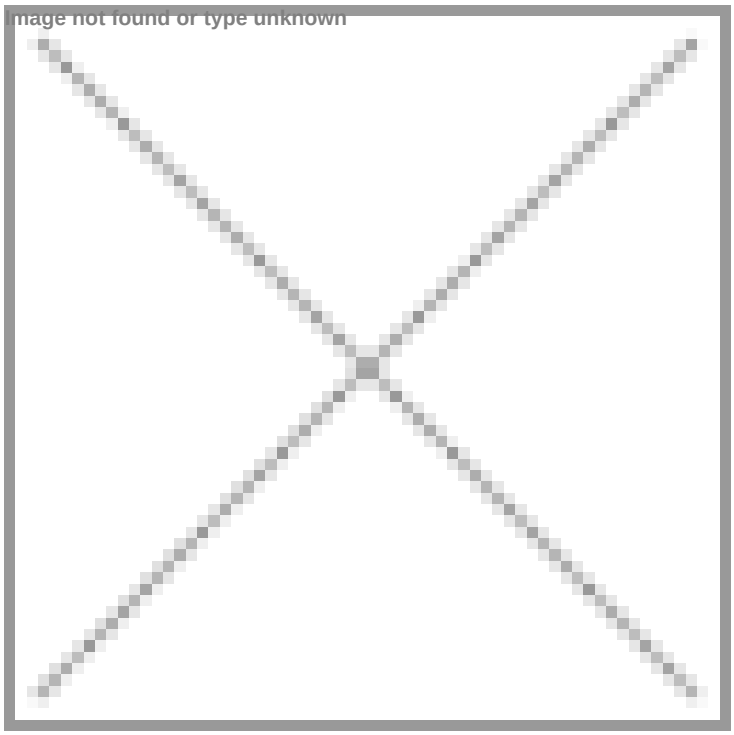
BioSpectrum
the business of Bio & Health Sciences

Novo Nordisk India reduces Wegovy® prices for patient benefit

12 November 2025 | News

Effective weekly price for initiation dose brought down by 37% from Rs 4,336 to Rs 2,712



Novo Nordisk India has announced a significant price reduction for all strengths of Wegovy®. This is a proactive measure by the company to make this critical obesity medication more accessible to a larger section of people living with obesity & overweight in India. As a benefit passed on to patients, the starting dose of Wegovy® (0.25 mg) will now be available at an effective weekly price of Rs 2,712.

Wegovy® was launched pan-India as a once-weekly innovative FlexTouch® device in five dose strengths - 0.25 mg, 0.5 mg, 1 mg, 1.7 mg & 2.4 mg - in June 2025. It is the first and only obesity medication for people with overweight or obesity in India indicated for both chronic weight management and reduction in cardiovascular risks. It is known for proven ?20% weight loss in up to 1 in 3 individuals when used along with lifestyle modifications. This weight reduction addresses clinically relevant needs of people with overweight or obesity and their treating clinicians.

Commenting on this move, Vikrant Shrotriya - Managing Director, Novo Nordisk India said, “Patient centricity is the cornerstone of Novo Nordisk. Ever since the launch of this innovative chronic weight management medication this year, we have dedicatedly worked towards making it accessible to the maximum number of people living with overweight or obesity in India. We have made sure to listen to our patient and doctor communities and take active measures for the benefit of people at large. Obesity is a serious concern for India and this price revision underlines our mission to provide quality obesity treatment to Indians which is effective, safe, convenient and can be sustained in their daily lives.”

Wegovy® continues to be available in an innovative FlexTouch® delivery device across five dose strengths, enabling gradual dose escalation and personalised treatment.