

## OPPI honors AstraZeneca India

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AstraZeneca (AZ) India has received Dr H R Nanji Memorial OPPI (Organisation of Pharmaceutical Producers of India) Marketing Excellence Awards 2015 for its drug Brilinta (ticagrelor 90 mg), an innovative treatment solution for Acute Coronary Syndrome (ACS). The Award was handed over by Dr V K Subburaj, secretary, Department of Pharmaceuticals.

The biopharmaceutical firm received this Award in the "Best New Pharma Product launch" category.

Brilinta is said to be one of the leading brands by market share in the oral anti-platelet market and remains committed to continue drive a paradigm shift in the way ACS is managed in India.

Dr Bhavesh Kotak, vice-president, medical and regulatory affairs, AstraZeneca India said, "ACS causes 28 per cent of all cardiovascular deaths globally and there is a huge unmet medical need in this area. We are pleased to receive this recognition for our efforts in improving the lives of ACS patients in India. Additionally as a science-led organisation, we trust in the potential of ideas and support the efforts of research scientists such as Prof Vandana B Patravale," in a statement.