

## **OPPI Marketing Excellence Award (existing products category) for Lantus®**

### **- World's first 24-hrs acting insulin**

**Mumbai, September 20, 2008:** Lantus®, the basal insulin brand from Aventis Pharma Limited (Group sanofi-aventis), was awarded the Marketing Excellence award for Existing Product Category by the Organisation of Pharmaceutical Producers of India (OPPI) at their 42nd Annual General Meeting (AGM) held on Saturday, September 20, 2008 in Mumbai. Aventis Pharma Limited (Group sanofi-aventis) has won the maximum OPPI Marketing Excellence awards given to any pharmaceutical company. With the award for Lantus®, the Company now has four such OPPI marketing excellence awards.

These awards are presented to encourage and reward Marketing Excellence in Pharmaceutical Brand Management. It is also intended to promote a culture of ethical and professional approach to marketing of pharmaceutical products. The Marketing Excellence Award for Existing Product Category is given to the brand that has been in the Market for over 4 years, and has a turnover of over Rs.10 crores.

Lantus® is the only once-daily basal insulin analogue with no pronounced peak that is proven to lower basal glucose levels for a full 24 hours. The brand was launched in India in 2003 and in the last five years has become the leading brand in the 'basal insulin' segment. By adopting a continuous process of market research and an integrated strategy of market development, the Lantus® team at Aventis Pharma Limited (Group sanofi-aventis), India has been successful in making Lantus® a remarkable brand in the industry.

"The Lantus® marketing strategy was implemented very effectively because we first profiled each unique patient. We then shared this information with their doctors and ensured that we worked together with them to bring the patient's blood sugar level under control with Lantus®. Thus, the brand's efficacy, coupled with brand promotion and value added patient relationship programs have contributed to the rapid growth of Lantus®" said **Susheel Umesh, Senior Director – Cardio-Metabolism Business Unit, Aventis Pharma Limited.**

Earlier this year, Aventis Pharma Limited (Group sanofi-aventis) launched Lantus SoloSTAR® - a new pre-filled disposable insulin pen, for use with the 24-hour insulin. The Company has also launched Apidra SoloSTAR® this month. Apidra® (insulin glulisine) is a rapid-acting insulin analog that reduces post-prandial glucose levels.

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## About Diabetes

Diabetes is a chronic, widespread condition in which the body does not produce or properly use insulin – the hormone needed to convert glucose (sugar) into energy. More than 230 million people worldwide live with this disease. This number is expected to rise to a staggering 350 million within 20 years<sup>1</sup>. With around 41 million diabetics, India is these days referred to as the ‘diabetes capital’ of the world. This number is likely to move up to almost 70 million diabetics in India by 2025<sup>2</sup>. This would mean that one diabetic out of 5 on this planet would be an Indian. Of the 41 million diabetics that we have in India only 36% i.e. 14.8 million are diagnosed. More than half of those who are detected do not achieve blood glucose control standard of A1C < 7% as recommended by the American Diabetes Association<sup>3</sup>. The A1C test is an acceptable gold standard that would measure glycemic control over a three month period.

## About LANTUS® [insulin glargine (rDNA origin)]

LANTUS® is indicated for once-daily subcutaneous administration in the treatment of adult patients with type 2 diabetes mellitus who require basal (long-acting) insulin for the control of hyperglycemia and for adult and pediatric patients (6 years of age and older) with type 1 diabetes mellitus. LANTUS® demonstrates a consistent slow, prolonged absorption and a relatively constant concentration/time profile over 24 hours.

## About sanofi-aventis

Sanofi-aventis, a leading global pharmaceutical Company, discovers, develops and distributes therapeutic solutions to improve the lives of everyone. Sanofi-aventis is listed in Paris (EURONEXT : SAN) and in New York (NYSE : SNY).

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## References:

<sup>1</sup> Centers for Disease Control. National Diabetes Fact Sheet 2005.  
Available at: [http://www.cdc.gov/diabetes/pubs/pdf/ndfs\\_2005.pdf](http://www.cdc.gov/diabetes/pubs/pdf/ndfs_2005.pdf). Accessed on November 28, 2006.

<sup>2</sup> IDF. Diabetes Atlas 3rd Edition - 2006

<sup>3</sup> Resnick HE. Achievement of American Diabetes Association Clinical Practice Recommendations Among U.S. Adults With Diabetes, 1999–2002. *Diabetes Care*. 2006 Mar 29:531–537.