



Alniche Lifesciences to Expand into Cardio-Diabetic Area

Introduction of value-added products to take care of vital organs of circulatory system

September 2021: Alniche Lifesciences is planning to expand into new therapy area such as cardio-diabetic. This includes the introduction of value-added products to take care of vital organs of circulatory system that is severely affected due to COVID pandemic.

"It's alarming that in India, approximately 30% of mortality is attributed to cardio-vascular complications. The cause of concern is not only low rate of self-reporting but also lack of awareness about its causes and remedial measures. In comparison to other countries, Indians are predisposed to CVD due to various factors like genetic predisposition, unhealthy diet, smoking, sedentary lifestyle, thus Indian population gets affected 10 years earlier than their counter parts in developed countries." **stated Girish Arora, Founder & MD - Alniche Lifesciences.**

He further added, *"The company intends to broaden its reach through exports, since Indian pharmaceutical products possess a high reputation in other countries, putting India among the top five pharmaceutical exporters in the world."*

About Alniche Lifesciences:

Alniche has 700+ employees with 1500+ distribution points both for prescription and OTX brands, covering 70,000 doctors and 30,000 hospitals. Alniche has emerged as a fierce competitor in nephrology and critical care segment and is continuing the success story in newly expanded therapy segments. With a strong product portfolio, both domestic manufactured and licensed from global pharma, Alniche fulfils the unmet needs of patients in the areas of nephrology, critical Care, gastroenterology, dermatology and neuropsychiatry.

The company's vision is to bring medicines and market across a wide range of therapies, as well as to become the chosen partner of global lifesciences enterprises and mission is to offer the best quality medicines to the maximum number of people for which Alniche is maximizing the business potential of both domestic and international partners. The company's plan is to combine marketing strategy with a niche portfolio to approach the targeted doctors. This includes programmes such as CMEs, symposia, teleconsultations, disease information and management, advocacy development, and the most recent therapeutic regimen - book release, practice support, and decision enhancement tools, to name a few.