

# Themis cholesterol drug undercuts Ranbaxy by 55 pc

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Our Mumbai Bureau

24 SEPTEMBER

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25.09.96

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## Themis anti-cholesterol drug at Rs 6 to be 55% cheaper

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Sitaraman Shankar  
MUMBAI 23 SEPTEMBER

THE MUMBAI-BASED Themis Chemicals has become the first company in the country to produce the anti-cholesterol bulk drug — Lovastatin. The company's formulations of the product will be priced 55 per cent below the Rs 22 per tablet at which Ranbaxy's Rovacor is priced.

Recol 10 and Recol 20, the 10 mg and 20 mg tablets of Themis' Lovastatin, are priced at Rs 6 per tablet and Rs 10 per tablet (Rs 250 for a strip of 25), as against Ranbaxy's Rs 120 and Rs 220 for a strip of 10 tablets. The two are the only brands of Lovastatin available in India.

Themis, which is using indigenously-developed fermentation

technology, says it is the third company in the world to make the drug behind the original patent holder Merck and Co of US and Israeli generic producer Teva Israel. The company says there is also a Chinese producer about whom details are not available. Ranbaxy imports its requirements of the bulk drug and formulates locally.

Giving details of the launch, the managing director of Themis Chemicals, Mr Dinesh S Patel told *The Economic Times* that his company would achieve 100 per cent value addition as none of the ingredients were imported and the product would result in 100 per cent import substitution.

He said that while Merck did not sell any bulk raw material to parties other than its subsidiaries or licensees and worked on the

transfer pricing principle, Teva sold at \$7,000 to \$7,200 a kg, the Chinese at \$6,200 a kg and the landed cost of imports was Rs 3.17 lakh a kg. As against this, the Themis product is to sell at Rs 6,200 in the export market and at Rs 3 lakh a kg in India. The company plans to export half of its production.

On the formulations front, the company says that Mevacor 20, the Merck tablet, costs \$1.50. Themis hopes to cash in on the price advantage in the formulations front internationally as well, and estimates the world market at \$800 million.

Themis says its present production capacity of Themis is 250 kg per month and the company expects that the market will have a requirement of 600-800 kg annually.

THE MUMBAI-based Themis Chemicals has become the first company in the country to produce the anti-cholesterol bulk drug—lovastatin. The company's formulations of the product will be priced 55 per cent below the Rs 22 per tablet at which Ranbaxy's Rovacor is priced.

Recol 10 and Recol 20, the 10 mg and 20 mg tablets of Themis' lovastatin, are priced at Rs 6 per tablet and Rs 10 per tablet (Rs 250 for a strip of 25), as against Ranbaxy's Rs 120 and Rs 220 for a strip of 10 tablets. The two are the only brands of Lovastatin available in India.

Themis, which is using indigenously-developed fermentation technology, says it is the third company in the world to make the drug behind the original patent holder Merck and Co of the US and Israeli generic producer Teva Israel.

The company says there is also a Chinese producer about whom details are not available. Ranbaxy imports its requirements of the bulk drug and formulates locally.

Giving details of the launch, the managing director of Themis Chemicals, Mr Dinesh S Patel told *The Economic Times* that his company would achieve 100 per cent value addition, as none of the

ingredients were imported and the product would result in 100 per cent import substitution.

He said that while Merck did not sell any bulk raw material to parties other than its subsidiaries or licensees and worked on the transfer pricing principle, Teva sold at \$7,000 to \$7,200 a kg, the Chinese at \$6,200 a kg and the landed cost of imports was Rs 3.17 lakh a kg.

Against this, the Themis product is to sell at Rs 6,200 in the export market and at Rs 3 lakh a kg on the domestic market. The company plans to export half of its production, he added.

On the formulations front, the company says that Mevacor 20, the Merck tablet, costs \$1.50. Themis hopes to cash in on the price advantage in the formulations front internationally as well, and estimates the world market at \$800 million.

Themis says its present production capacity of Themis is 250 kg per month and the company expects that the market will have a requirement of 600 to 800 kg per year.

The company, which has facilities at Vapi and Vadodara in Gujarat and at Hyderabad, will produce the drug with modifications at its existing facilities and estimates that the investment required for a new one tonne (tonne per annum) plant would be Rs. 20-25 crore.

JRD

Kindly inform by enclosing  
T/O for the same.

*[Signature]*

Dear Dineshji

Congratulations for

your achievements

# New Themis drug cuts cholesterol, undercuts Ranbaxy

*Narayan Shankar*

MUMBAI 24 SEPTEMBER

**THE MUMBAI-BASED** Themis Chemicals has become the first company in the country to produce the anti-cholesterol bulk drug - lovastatin. The company's formulations of the product will be priced 55 per cent below the Rs 22 per tablet at which Ranbaxy's Rovacor is priced.

Racol 10 and Racol 20, the 10 mg and 20 mg tablets of Themis' lovastatin, are priced at Rs 8 per tablet and Rs 10 per tablet (Rs 280 for a strip of 28), as against Ranbaxy's Rs 120 and Rs 220 for a strip of 10 tablets. The two are the only brands of Lovastatin available in India.

Themis, which uses indigenous-developed fermentation technology, says it is the third company in the world to make the drug behind the original patent holder, Merck and Co of the US, and Israeli generic

producer Teva Israel. The company says there is also a Chinese producer about whom details are not available. Ranbaxy imports its requirements of the bulk drug and formulates locally.

Giving details of the launch, the managing director of Themis Chemicals, Mr Dinesh S Patel told *The Economic Times* that his company would achieve 100 per cent value addition as none of the ingredients were imported and the product would result in full import substitution.

He said that while Merck did not sell any bulk raw material to parties other than its subsidiaries or licensees, and worked on the transfer pricing principle, Teva sold at \$7,000-\$7,200 a kg, the Chinese at \$8,200 a kg and the landed cost of imports was Rs 3.17 lakh a kg. But the Themis product is to sell at \$ 6,200 in the export market and at Rs 3 lakh a kg in the domestic market.

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(JAGDISH PATEL)  
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THE ECONOMIC TIMES  
HYDERABAD WEDNESDAY 28 SEPTEMBER 1996

# NIIT to set up R&D centre at Singapore Science Park

Our Bangalore Bureau

BANGALORE 24 SEPTEMBER

NIIT HAS drawn up a four-pronged plan to tap the Asia Pacific region which includes setting up a research and development centre at the Singapore Science Park for technical support and for localising products and services. It is also opening NetVarsity, the Internet-based computer education division.

As part of the plan, it will focus on vertical segments for offering information technology (IT) solutions and a tie-up to address the manufacturing sector has been finalised with Ross Systems and Cincom Systems, said Mr Vijay K Thadani, president and CEO, NIIT Ltd.

NIIT is setting up a dedicated government sector solutions division in Singapore to cater to client/server based Net-centric solutions and to customer needs from the government sector in the Asian region and Singapore in particular.

NIIT is to unfold its range of training and instructional software and cyber learning facilities in the Asia Pacific region. NIIT, which has four subsidiaries in Singapore, Thailand and Indonesia, plans to set up subsidiaries in Malaysia and Philippines too.

It is taking part in Comdex '96 at Singapore where it is putting up a comprehensive display of its products, services and research and development initiatives, said Mr Rahul Patwardhan, president and chief operating officer of NIIT's Asian region.

He said NIIT recently bagged a systems integration contract for developing a financial management information system in the region.

NIIT has appointed ST Computer to distribute its multimedia, computer-based training programs in Singapore and has appointed the Kuok Group offering NIIT's computer education and training in Hong Kong.

## New Themis drug cuts cholesterol, undercuts Ranbaxy

Sitaraman Shankar

MUMBAI 24 SEPTEMBER

THE MUMBAI-BASED Themis Chemicals has become the first company in the country to produce the anti-cholesterol bulk drug - lovastatin. The company's formulation of the product will be priced 88 per cent below the Rs 22 per tablet at which Ranbaxy's Rovacor is priced. Recol 10 and Recol 20, the 10 mg and 20 mg tablets of lovastatin, are priced at Rs 8 per tablet and Rs 10 per tablet (Rs 250 for a strip of 25), as against Ranbaxy's Rs 120 and Rs 220 for a strip of 10 tablets. The two are the only brands of Lovastatin available in India.

Themis, which uses indigenous-developed fermentation technology, says it is the third company in the world to make the drug behind the original patent holder, Merck and Co of the US, and Israeli generic

producer Teva Israel. The company says there is also a Chinese producer about whom details are not available. Ranbaxy imports its requirements of the bulk drug and formulates locally.

Giving details of the launch, the managing director of Themis Chemicals, Mr Dhruv S Patel told The Economic Times that his company would achieve 100 per cent value addition as none of the ingredients were imported and the product would result in full import substitution.

He said that while Merck did not sell any bulk drug, export to parties other than its subsidiaries or licensees, and worked on the transfer pricing principle, Teva sold at \$7,000-\$7,200 a kg, the Chinese at \$8,200 a kg and the landed cost of imports was Rs 3.17 lakh a kg. But the Themis product is to sell at Rs 6,200 in the export market and at Rs 3 lakh a kg on the domestic market.

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## જુવારમાં માવના

ભાવે વેપાર થઈ રહ્યો  
જણાવે છે કે આવનારા  
માવક વધતાં બજાર  
છે.

**તુવેર**  
હાલ આખર સિઝન છે.  
૧૫ દિવસ પહેલાં નીચા  
હતો તે માલ પીવાય ત્યાં  
માં રૂા. ૧૦૦ સુધી રો  
ઈમ્પોર્ટ માલના રૂા.  
હતા. હાલમાં કિલોનલ  
૦૦ ભાવ છે. દેશી તુવેર  
ભાવ છે. સમાહના અંતે  
૨૫૦૦થી ૩૦૦૦ ભાવ  
વતા સમાહે રૂા. ૨૫૦  
કરન્ટ આવવાની શકના  
વિ છે.

**ચણા**  
આ બજારમાં ધરાડીની  
વીતેલા સમાહ દરમિયાન  
છે. સમાહના અંતે ચણા  
થી ૧૧૫૦, ચણાદળ  
૧૩૭૫થી ૧૫૦૦,  
૧૫૨૫, બેસનમાં

## થેમીસ કેમિકલ્સની કોલેસ્ટરોલ માટેની નવી દવા

થેમીસ કેમિકલ્સ લિ. કંપનીએ  
માનવશરીરમાં કોલેસ્ટરોલ ઘટાડવા  
લોવાસ્ટેટીનની શોધ કરી છે.  
લોવાસ્ટેટીનની બ્રાન્ડ રીકોલની એક  
ટીકડીની કિંમત રૂા. ૧૦ છે. આ સામે  
રેનબક્સીની રોવાકોર ટીકડીની કિંમત  
રૂા. ૨૨ છે અને યુએસએમાં માર્કેટ  
કરાંતી બ્રાન્ડની કિંમત રૂા. ૧૦૦ હોય  
છે.

થેમીસ કેમિકલ્સ લિ.ના ઉપાધ્યક્ષ  
ડૉ. દિનેશ એસ. પટેલે જણાવ્યું હતું કે  
કંપનીએ દેશી પ્લાન્ટ - મશીનરી અને  
દેશી કાર્યી સામગ્રી વાપરી જાતે  
ઉત્પાદનપ્રક્રિયા વિકસાવી છે. આથી  
આયાત પછવાડે વેડફાતા કિંમતી  
વિદેશી હૂડિયામણનો બચાવ થાય છે  
અને આ ટેબલેટસની નિકાસ યતાં  
વિદેશી હૂડિયામણની કમાણી પણ થશે.

કંપનીએ 'રેકોલ'નું વેપારી ધોરણે  
ઉત્પાદન જુલાઈ, ૧૯૯૬થી શરૂ  
છે. અત્યારે કંપનીની સ્થાપિત  
ઉત્પાદનશક્તિ માસિક ૨૫૦ કિલોની  
છે, જે વધારી જો ૧૦૦૦ કિલોની  
સપાટીએ લઈ જવી હોય તો નવા પ્લાન્ટ  
પછવાડે રૂા. ૨૦થી ૨૫ કરોડનું  
મૂડીઆરૂઠાણવાનો અંદાજ છે.