



PRESS RELEASE

Wanbury launches Cdense – for osteoporosis & gynaecology related calcium deficiency

November 13, Mumbai: Wanbury Ltd, one of the fastest growing pharma companies in the domestic market, has entered into the osteoporosis & gynaecology related calcium deficiency market with the launch of Cdense - Calcium Orotate, a mineral transporter. Cdense will be available in tablet form of 740 mg dosage.

Wanbury is the only company in the country to use Calcium Orotate as a base to make the calcium supplement. The available calcium brands mainly use calcium carbonate as base. Global studies have shown that Calcium Orotate (Cdense) is the only calcium that directly deposits in the bone and ensures optimum bone mineralization.

Cdense, which will be a 100% prescription-based product, will be predominantly targeted at patients with Osteoporosis, low back pain, postmenopausal women, and for calcium deficiency related to pregnancy, lactation and postpartum care.

“Wanbury’s Cdense is the only once-a-day dosage product, which ensures 95% absorption, powerful recalcification of the bone, reverses bone loss, relieves pain and has excellent gastro-intestinal (GI) tolerance leading to maximum patient compliance. The calcium brands that are currently available in the market have to be taken twice or thrice a day, leading to GI irritation,” said Dr. Rajaram Samant, Director, Marketing & Sales, Wanbury.

The available calcium brands are less absorbed, as they get dissociated in the stomach and their intestinal absorption is dependent on Vitamin D3, he said.

Orotate – the mineral transporter used in Cdense is approved by USFDA and DGEC (Directorate General of European Commission).

Currently, the size of the calcium market is Rs. 266 crore, growing annually at 15%. “Wanbury is targeting Rs.15 crore in the first year of launch of Cdense and intends to make it among the top ‘five’ brands by March 2009 in the calcium segment.,” said Dr. Samant.

Four of Wanbury’s formulation brands – Cpink, Rabiplus, Folinine and Adtrol Plus are in the ‘top three’ brands in their respective segments.

Wanbury ranks 52nd as per ORG-IMS and is growing at 87%. It has a successful track record of brand launches as its products are need based with unique advantage catering to needs of the patients.



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