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### Ranbaxy takes Lipitor's generic version to SA

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<http://www.financialexpress.com/news/Ranbaxy-takes-Lipitor-s-generic-version-to-SA/631184/>

**New Delhi:** The second largest domestic drugmaker by marketshare, Ranbaxy Labs Ltd, has launched the generic version of Pfizer's blockbuster cholestrol lowering drug – Lipitor (atorvastatin) – in the South African market.

The company will market the drug under the brand name, Lipogen. "Ranbaxy is the first generic pharmaceutical company to launch a generic atorvastatin in South Africa," the company said in a statement. However, Ranbaxy's generic version would not be the first to be present in the market, as Pharmacia, a Pfizer company, already markets a generic version of the same drug, authorised by the parent company. Atorvastatin is the second largest molecule in South Africa after Esomeprazole with a current market size of ZAR 208.7 million (\$26.1 million), according to IMS data. Lipitor, Pfizer's original brand, has 33.2% market share of the atorvastatin market. The authorised generic, Aspavor (10, 20, 40 mg), would compete with Ranbaxy in all strengths except 80 mg.

"Favorable reimbursement terms to encourage generic substitution have also been worked out while special distribution arrangements have been made with wholesalers and distributors to improve patient access," the company said.

Last month, Ranbaxy announced the launch of Lipitor's generic version in Canada. Canadian drugmaker Apotex and Israel's Teva Pharmaceutical Industries have also launched generic versions of Lipitor in Canada after they were approved last month by Health Canada.

In 2008, Pfizer had reached an out-of-court settlement with Ranbaxy on Lipitor. The settlement delayed the entry of generic atorvastatin in the US market to November 30, 2011. In addition, the agreement provided a licence for Ranbaxy to sell generic versions of Lipitor on varying dates in seven additional countries: Canada, Belgium, Netherlands, Germany, Sweden, Italy and Australia. Pfizer and Ranbaxy had also resolved their disputes regarding Lipitor in Malaysia, Brunei, Peru and Vietnam.