

Intas Biopharma to Market Lung Cancer Drug Gefitinib in India

In line with company's sales strategy to market novel targeted therapies, Intas Biopharmaceuticals will market GEFY for treatment of Lung cancer especially non-small cell lung cancer (NSCLC). The new drug GEFY is a class of anti-cancer medications called epidermal growth factor receptor (EGFR) tyrosine kinase inhibitors. It works by blocking the action of a certain naturally occurring substance that may be needed to help cancer cells multiply.

Intas Biopharmaceuticals is consolidating its presence in the domestic oncology market by focussing on marketing novel therapies and drugs that cater to Solid Tumours, Haematology and Supportive Therapies. Expanding its current portfolio of lung cancer drugs, which comprises of **GEMIBINE**, **CARBOPA**, **TAXOCARE**, and **CYTAX**, company is eying to grab a major market share in India.

Announcing the marketing launch of **GEFFY**, **Mr. Simon Daniel, Chief Executive, Marketing, Intas Biopharmaceuticals Limited**, said, 'The introduction of **GEFFY** in our product basket is going to strengthen our domestic market share for the lung cancer market. With increase prevalence of smoking, lung cancer has reach epidemic proportions in India. It has surpassed the earlier form of cancer that of oropharynx, and now is the commonest malignancy in males. In addition to smoking, occupational exposure to carcinogens indoor air pollution and dietary factors have recently been implicated in the causation of lung cancer.

In view of our large population, the burden of lung cancer will be enormous in India. As of today, drugs, catering to lung cancer, have market potential of approximately Rs. 80 crores in India. With introduction of **GEFFY** in our product basket, we look to tap nearly 15-20 percent of total lung cancer market in the first year.'

Sharing views on safety and efficacy of **GEFITINIB** drug, **Dr. Vimal Sanghavi, Head (Medical Services), Intas Biopharmaceuticals Limited**, said, 'Molecular genetics of lung cancer has opened up new vistas of research and targeted anti-cancer therapies are the subject of ongoing research and that offer potential of cancer therapy with minimal side effects. The majority of patients with NSCLC eventually develop metastatic disease or disease that is not amenable to local therapies only and are potential candidates for systemic therapies.

As **GEFITINIB** is a selective chemotherapeutic agent, its tolerability profile is far superior to previous cytotoxic agents. It has the potential to shrink tumour size, stabilise disease and relieve debilitating symptoms, without the toxic effects of traditional chemotherapy. With already established preclinical studies, **GEFITINIB** effectively 'switches off' EGFR signalling system, which is the system that triggers cancer cells to divide out of control.'

As per recent studies and estimates, more than 90,000 men and 79,000 women are diagnosed each year with cancer of the lungs and bronchi (the air tubes leading to the lungs). Among men, the incidence of lung cancer has been declining, but it continues to increase among women. The number of lung cancer deaths among women surpasses those from breast cancer. Female smokers may be more likely to develop lung cancer than male smokers.

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