



HEPCINAT

THE TRAILBLAZER IN PHARMACEUTICS

Believing in the dictum that the right direction towards achieving corporate sustainability is finding answers to medical problems that have long been considered as not affordable, NATCO has always tried to find solutions to address issues faced by a large patient pool. No wonder, it was amongst the first companies in India to launch a highly effective generic medicine for curing Hepatitis C, which is an infectious disease caused by the hepatitis C virus (HCV) that primarily affects the liver. The enormity of this disease can be estimated by the fact that in the year 2015, about 100

million Indians were infected with it. Until mid-2015, there was no oral treatment available in India that offered high cure rates of Hepatitis C and the treatment options were limited to Pegylated Interferon / RBV which had a cure rate of about 55%, with a lot of side effects.

THE MUCH AWAITED LAUNCH

Hepatitis C was being considered as almost equivalent to incurable disease in India as the high cost of the treatment, equivalent to around USD 1000 per tablet, was prohibitive for most of the patients. Thus, for an efficient

treatment of this disease, the doctors were anticipating a brand of Sofosbuvir with quality, affordability and accessibility. Fulfilling these unmet needs successfully, NATCO recognized the opportunity and positioned itself at the right market timing, and became a pioneer in manufacturing and selling of generic Sofosbuvir under the brand 'Hepcinat' in India. Today, the Company holds over 60% of the Indian market share for its leading brand Hepcinat, as per AWACS data.

HEALING EFFECTIVELY

Facilitating a paradigm shift towards affordable treatment

of Hepatitis C, Hepcinat is truly an evolution and revolution in the treatment of HCV. Further, with the affordable pricing of NATCO, the therapy benefits are now accessible to all economic strata and even the semi-rural and rural areas of India and the company has a provision for free medicines for the poor & needy.

Today, Hepcinat is the Number 1 Brand for treatment of Hepatitis C disease in India & is the youngest brand in the top 50 brands in the Indian Pharmaceutical market & holds the 14th Brand position (AWACS data, July 2017).

