

# ERIS LIFESCIENCES

BLENDING SCIENTIFIC INNOVATIONS INTO THERAPEUTIC SOLUTIONS

*Having established in 2007 in the acute and chronic therapeutic segment including cardiovascular, anti-diabetic, gastroenterology and gynaecology, Eris Lifesciences is fast emerging as a leader in the Indian pharmaceutical market to tackle lifestyle-related chronic disorders*

**H**aving gained entry into the primary market with the biggest IPO in the Indian pharmaceutical industry over INR 17.4 billion, the current market capitalization of Eris Lifesciences is INR 109.27 billion.

## FACILITATING FULL CONTINUUM OF HEALTHCARE

Since its inception in 2007 until 2018, the company has registered remarkable growth standing today as the youngest organization to make into the list of top 30 organizations in the Indian Branded Formulations Market. With 15 marketing divisions and a sales team of over 2500 skilled employees, the company focuses on multiple super-specialty areas and holds credibility with A-League doctors who are considered 'Key Opinion Leaders' in their specific domains.

The company has shown sales progression significantly higher than that prevalent in the pharmaceutical market and has market representation 13 percent more than its counterparts in both metros and class 1 town. Eris has made rapid progression to emerge amongst the top 5 brands in terms of prescription ranking and is a preferred choice amongst diabetologists, endocrinologists, cardiologists and consulting physicians in key specialties including corporate, cardiology, diabetology, consulting physicians, ENT, gastroenterology and paediatrics. The top 15 brands of the company hold edge in the market in their particular therapeutic fields.

## HEALTH INITIATIVES FOR EFFECTIVE HEALTHCARE MANAGEMENT

Eris's success lies in its approach to differentiate in patient engagement and has undertaken various patient care initiatives to improve health outcomes in disease areas such as hypertension and diabetes. 'Tendia Diabetes Companion' to assist doctors and patients in every aspect of diabetes management, 'CGM on

Call' using continuous glucose monitoring to enable diabetic patients to receive customized medication and diet plan, 'Insight' to facilitate screening, diagnosis and interpretation of diabetic retinopathy, 'Indiaone' to facilitate clinicians for home blood pressure monitoring and 'Kidney Protection Group' for clinicians to prevent and manage renal disorders are some such initiatives taken for patient healthcare management.

The 'ABPM on Call' initiative launched to create awareness amongst clinicians regarding 24 hours blood pressure measurement on top of spot measurements benefitted over 33,400 patients and 4,500 doctors as of 31 March 2018.

## BRINGING NORMALCY TO LIFESTYLE OF CHRONIC PATIENTS

In 2016, the company had an agreement with India Medtronic Private Limited for the distribution, marketing and promotion of the 'i-Port Advance' injection port that helps a diabetic patient to live a normal life with almost 93% less pricks and is a

cause of great physical and mental relief for them. The company plans to generate the first biggest epidemiological data in the country on prevalence of hypertension.

The company has won several awards and emphasises on treatment by super specialist and specialist doctors.

