



PRESS RELEASE

Indoco Launches 'Xtend'- An Extra Urban Division

July 14, 2010, Mumbai: Indoco, a global pharmaceutical company, has launched 'Xtend'- an extra-urban marketing division. Xtend is a new division targeted at extra-urban towns that present a huge opportunity for growth. Xtend will cater to various doctor specialties like General Physicians, Pediatricians and Gynecologists in these towns. To start with, Xtend has been launched in six states of Maharashtra, Karnataka, Andhra-Pradesh, Tamilnadu, Madhya Pradesh and Orissa. Xtend has field strength of 135 medical representatives covering more than 20000 doctors.

Indoco has an intrinsic strength in the domestic market that contributes almost 70 percent of the Company's turnover. Xtend will serve as important division in order to deepen Indoco's market penetration and increase its domestic market share.

Commenting on the development, Mr. Suresh G. Kare, Chairman and Managing Director, Indoco Remedies Limited, said that *"At Indoco we recognize the domestic market growth potential and consistently strive to reach out to our target audience. Xtend will address the ever growing, emerging Indian market with dedicated focus and attain the desired objectives for Indoco."*

The key therapeutic segments of Xtend are Anti-Infectives, Pain Management, Anti-peptic Ulcerants, Cough Syrups, Tonic and Appetite Enhancer. To give an initial boost to the new division some existing potential products from other divisions have been given to Xtend viz; Ofloren, Duocheck, Ciprind, Tuspel and Tuspress. The new products for this division are Vcef-O, Flamar-P, Proferrin, Speg, Razogard etc. which are in very potential, growing markets.